

greymatters

SOCIAL!

WE TELL IT WELL.



**Social Media from GreyMatters Communications,
India's Leading Communications Advisory Firm!**



Life 2020, and after

On April 25, 2020, more than one-third of the world or about 2.5 billion people remained in a state of lockdown with restrictions of any kind of movement. On the same day, half of the world that's about 4.5 billion people, wrote BBC, "are estimated to be living under social distancing measures."

"Stuck behind four walls during COVID lockdown, wired & virtual interconnectedness became vital for human beings for information, infotainment, relationships, consumer engagement, political messaging, crisis management, awareness and almost everything. Social media acted as critical conduit for mankind during the lockdown."

Dr Navneet Anand
Director, GreyMatters Communications

who are we

GreyMatters Social is the social media wing of GreyMatters Communications.

GreyMatters Communications is an advisory firm offering consulting services in **social media, public relations, public affairs, advocacy, development communication, political and government communications**. Born in 2010, we boast of high-end capabilities, and credentials in social media, PR, advocacy, crisis management. We work in India and South Asia.

Why you must trust us?



Cumulatively, GreyMatters Social has managed a social media followers' base of **20 MILLIONS**, and it is growing everyday!

We use social media platforms to magnify your voice, elevate your presence and ensure that your voices and messages reach the right audience. Our strategy is designed to help you overcome constraints of conventional media, make your communication focussed, and also enable you to engage with your audiences in a seamless manner.

Our journey **since 2010** has been exhilarating and immensely rewarding. We are driven with **passion**, and the belief in bringing credible and enduring **values for our partners**. We have worked hard to acquire finest skills. For us social media is not just about creating a post and pushing it on different platforms - we get into the heart of a subject, carry out extensive research, undertake audience profiling, and map the relevant conversation, or what is called sentiment analysis.

What makes us unique is also our ability to do smart work on **content, design, and engagement** strategy for diverse set of **audiences** - from children in rural areas, to young adults in urban region, voters in small towns, consumers in metropolitan areas, policy makers, doctors, engineers, professionals, journalists, students and many more.

We have covered diverse **demographics** spread over different geographies. One of our core strengths has been designing and **customizing our content and strategy** to cater to regional, cultural and linguistic diversities of India and South Asia. We have also worked with partners located in different regions of the world.

We have worked with partners of all hues - government, MNCs, political parties, ministers, NGOs, UN agencies, NGOs, educational and social institutions, Indian corporate houses, police and security agencies.

We're proud at having achieved some **remarkable successes**. From acquiring blue ticks for our partners to ensuring credible trends, engaging with influencers and designing compelling social media campaigns, we boast of numerous experiences that shall inspire your confidence.

Our approach is guided by **creation of value**. In the whirlwind of communication, a message may easily be lost, and staying connected with effective messaging is often a challenge. We understand not only the challenges of communication well but have also acquired expertise on helping our partners how to navigate these, since 2010.

OUR SOCIAL MEDIA CAPABILITIES

STRATEGY

Strategy forms the core of your presence on social media. Having worked for multiple national and international partners, we are adept at designing winner strategies.



CONTENT

Writing thrills us. We are masters in crafting content and proud of the speed at which we deliver.



DESIGN

We create perfect imagery to match audience's imagination. From the color to photographs, infographics and aesthetics, we work with finest diligence to create captivating designs.

ENGAGEMENTS

We are responsible for strengthening the online reputation of our partners through engaging content, timely engagement and sensitive response-handling.



CUSTOMIZATION

We devise tailor-made solutions with a focus on what works best for your social media needs. From customer acquisition, to awareness, advocacy and education, our solutions are designed to take care of your organizational goals.



RESEARCH

We prefer to be safe, rather than sorry. That's why, all aspects of our content are based on facts and figures. Our team possesses high-end and scientific research skills.



CURATION

Offering diversity and style to content requires smart thinking, research and nuanced understanding of issues

USPs OF GREYMATTERS SOCIAL

- High-end research, content design specialists
- Story telling through videos & photos
- Customer & stakeholders' engagement
- Strategic influencers mapping, targeting
- Designs to drive smart conversations
- Excel in story telling - we weave fascinating stories around facts
- Worked for finest names in corporate, politics, development, government
- We value speed - our shortest turnaround time for a campaign was 42 minutes



SERVICES OFFERED

- Social media strategy, campaign design
- Content management
- Manage social media handles
- Special campaigns
- Training & initiation
- Webinars



AT THE MOST COMPETITIVE RATES

IMPORTANT

HIGHLIGHTS

Managed about 85 social media handles:
30 Twitter,
31 Facebook,
20 Instagram,
4 YouTube Channels

Manage 18 in-house handles:
7 Twitter,
8 Facebook,
2 Instagram,
1 YouTube Channel

We have managed to ensure numerous trends besides proactive engagement with influencers for many partners

Managed over 50 Live Tweeting sessions

Trained over 2000 Class A officers including IAS and IPS in social media management & communications

MAJOR ACCOUNTS HANDLED

GOVERNMENT : • Ministry of Tribal Affairs • Chief Minister's Office, UP Government

- Information & Public Relations Department, Government of UP • Chief Minister's Office, Government of Meghalaya
- Water Resources Department, Government of Bihar • Assam Finance Department, Assam
- Department of Information & Public Relations, Government of Bihar • Ministry of Tribal Affairs, Government of India
- Indian Council of Social Science Research • Smart City Mission, Uttarakhand Government

POLITICAL : • UP CM Yogi Adityanath • Bihar CM Nitish Kumar • Meghalaya CM Mukul Sangma

- Union Cabinet Minister Jai Oram • Union Minister Anurag Thakur • Assam Minister Himanta Biswa Sarma
- Bihar Minister Sanjay Kumar Jha • Haryana Minister Captain Abhimanyu • MPs Ashok Tanwar, Mahabul Mishra
- Bihar BJP • Bihar JDU • Delhi JDU • Odisha Congress President Niranjan Patnaik

CORPORATE : • Monsanto • Syngenta • Dupont • Ball Corporation • Bayer Crop Science • JK Group

- LNJ Bhilwara Group • Polycom • Clove Dental • Bayer Crop Science • Oswaal Books • Kirusa • IPL Biologicals

HEALTH : • BLK Super Speciality Hospital, Delhi • Rajiv Gandhi Cancer Institute • Yashoda Hospital, Hyderabad

- Saroj Hospital, Delhi • Clove Dental • Vendanta Hospital, Azamgarh • Mediversal Hospitals, Patna

DEVELOPMENT, EDUCATION & CULTURAL : • Jawahar Lal Nehru University • Indian Institute of

- Technology, Delhi • Vivekananda Institute of Professional Studies • Asia Pacific Institute of Management
- Centre for Social Research • Railway Children India • Transform Rural India Foundation
- The Asia Foundation • Oswaal Books • Bhilwara Sur Sangam • Indian Council of Social Science Research

INTERNATIONAL : • International Labour Organization • Commonwealth Parliamentary Association

- World Hindu Forum • World Hindu Economic Forum • Cornell University • Classical Movements

POLICE : • Rajasthan Police • Uttar Pradesh Police • Delhi Police • Border Security Force

- Indian Police Foundation

IN-HOUSE SOCIAL / MEDIA INITIATIVES

We are proud of having conceptualized and operationalized niche channels, which have earned considerable respect in short duration.

BureaucratsIndia - A digital & offline platform to celebrate good governance stories
(Facebook @BureaucratsInd Twitter @BureaucratsInd Insta @BureaucratsIndia YouTube @BureaucratsInd)

DCsofIndia - A digital initiative to highlight great stories of change by IAS officers and district / local administration across India (Facebook / Twitter / Instagram @DCsofIndia)

SPsofIndia - A digital initiative to highlight great work being done by Police & Security Forces across India (Facebook / Twitter / Instagram @SPsofIndia)

MPsofIndia - A digital platform to highlight good work being done by Hon MPs in India
(Facebook / Twitter @MPsofIndia)

Healthy India - A digital initiative to bring information and perspective promoting good health
(Facebook / Insta @HealthyIndiaPage)

India Rural Dialogue - A digital platform to drive critical discourse on what matters for rural India
(Facebook @IndiaRuralDialogue)


IndiAgri - A platform to discuss everything on agriculture and allied activities
(Facebook / Twitter @IndiAgri)



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GreyMatters Communications & Consulting Pvt Ltd

E-2, Lower Ground Floor, Greater Kailash Enclave-1,
New Delhi -110048, INDIA.

Tel: +91- 11-40366401 / 402  +9178274 49866

info@thegreymatters.in, www.thegreymatters.in