



Amaris Brand Creation

Creative Digital Agency & IT Services

COMPANY PROFILE

Empowering Brands with Strategy, Design & Digital Innovation

We are a creative agency based in Visakhapatnam, dedicated to helping businesses thrive through effective branding, design, and digital marketing strategies that deliver impactful, results-oriented solutions.

www.amarisbrand.com



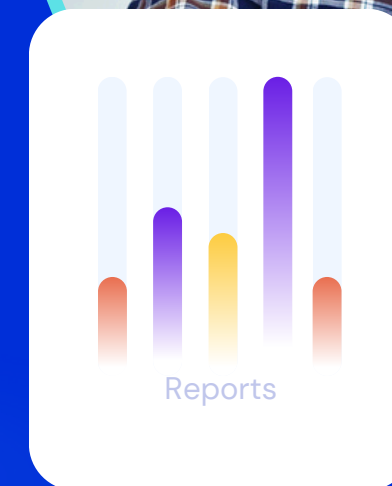
www.amarisbrand.com

We Are a Comprehensive Digital Branding & Marketing Agency

For us, digital is more than just a service; it embodies our mindset, drives our actions, and fuels the growth of your business.

At Amaris Brand Creation, we design engaging brand experiences, provide strategic insights, and create impactful digital campaigns. Each initiative we undertake is focused on one primary objective: fostering the growth of your business.

We enable brands to thrive in a digital-first environment.





Welcome To Amaris Brand Creation

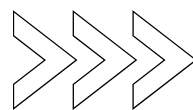
Welcome to Amaris Brand Creation. We are Amaris Brand Creation, a creative digital agency based in Visakhapatnam, dedicated to crafting brands and digital experiences that genuinely resonate.

Our Services

From **branding** and **web design** to **app development**, **AI automation**, **digital marketing**, **graphic design**, **UI/UX**, **advertising**, and **social media**, we blend strategy and creativity to foster growth for businesses in both the real world and the digital landscape.

Our Approach

We reject the notion of a one-size-fits-all solution. Each project we undertake is personal—crafted with intent, designed for impact, and constructed to deliver results. If you seek a team that truly cares about your brand's success, you've come to the right place.



Company Overview

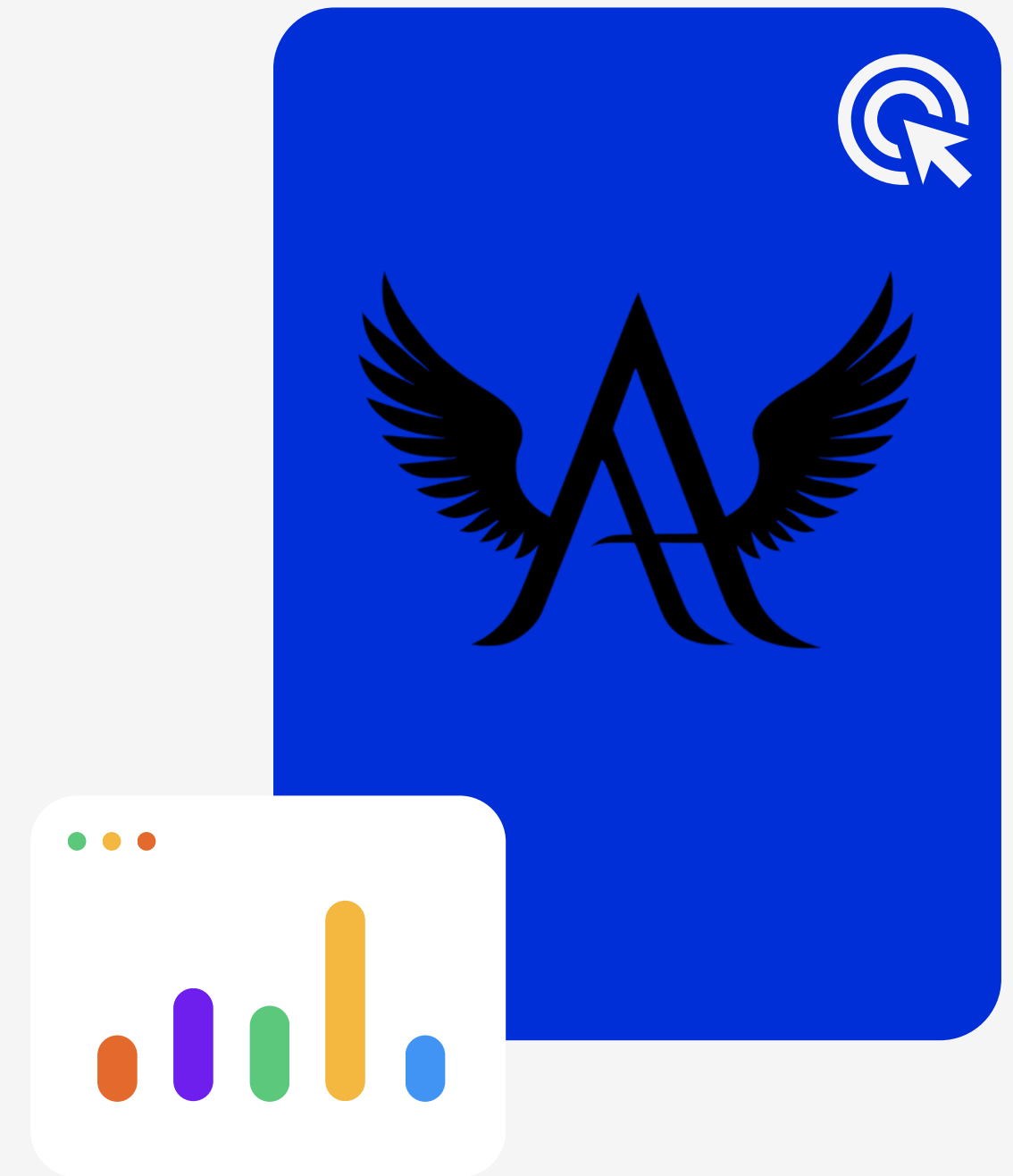
Amaris Brand Creation is a creative agency that provides comprehensive solutions in branding, design, development, and marketing. We empower businesses to thrive through our expertise in web and app development, AI automation, and digital marketing. By merging creativity, technology, and strategy, we deliver tangible results that make a difference.

Our Vision

To become a frontrunner in creative and digital innovation—enabling businesses to establish impactful brands, engage with their audiences, and thrive in an ever-changing digital landscape.

Our Mission

To provide cohesive branding, design, development, and marketing solutions that are intentional, results-oriented, and centered on our clients' achievements. Our goal is to transform ideas into meaningful impact through creativity, strategy, and technology.



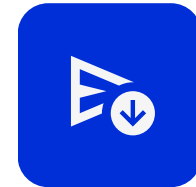
Where strategy, design, and technology unite.

At Amaris Brand Creation, we merge strategic insight, cutting-edge design, and the latest technology to cultivate brands that flourish in the modern digital landscape. Each project we undertake is not only visually striking but also deeply purposeful, customized to meet your objectives, and engineered to deliver tangible, measurable outcomes.

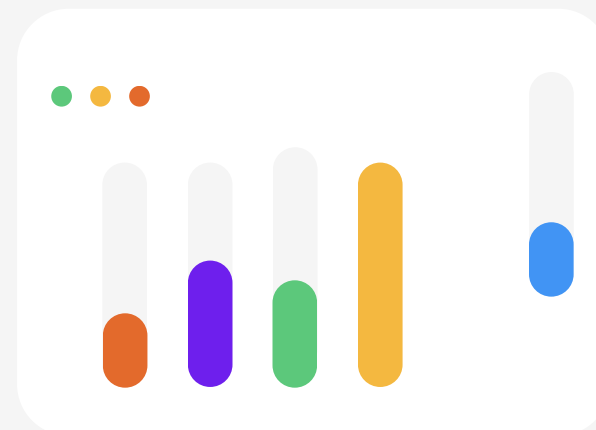


Why Choose Amaris Brand Creation?

- Integrates strategy, design, and technology to provide comprehensive brand solutions
 - Develops forward-thinking brands that succeed in the digital landscape
 - Produces work that is not only visually striking but also purpose-driven
 - Adopts a results-oriented, purpose-driven methodology
- Tailors each project to align with genuine business goals



Results
Qualified

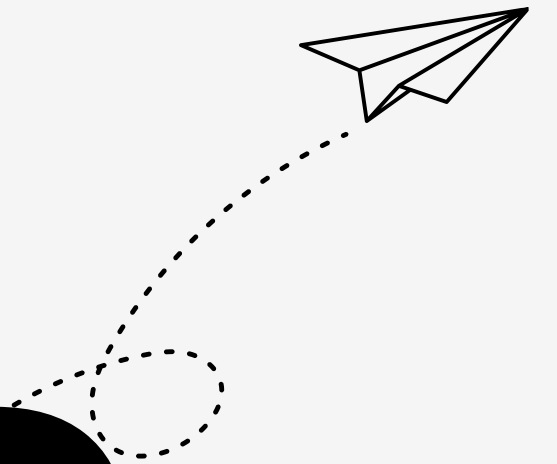


Our Core Values

-  **Creativity**
We go beyond limits to create unique and impactful solutions.
-  **Integrity**
We operate with honesty, transparency, and strong ethical principles.
-  **Innovation**
We adopt technology and new ideas to remain at the forefront of our industry.
-  **Results-Driven**
Our strategies are centered on measurable outcomes and fostering business growth.
-  **Customer-Centric**
We focus on your success, tailoring everything to your goals
-  **Collaboration**
Great things happen when our teams work together.
-  **Excellence**
We pursue perfection in everything we deliver.



Services



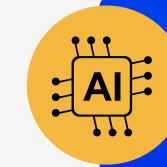
Empowering brands through
innovative digital marketing
strategies.

Our Services

What We Do



Web & App
Development



AI Agents, Automation



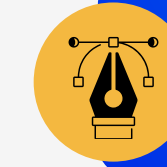
Digital Marketing



Branding



Social Media Marketing



Graphic Design



UI/UX Design



Advertising



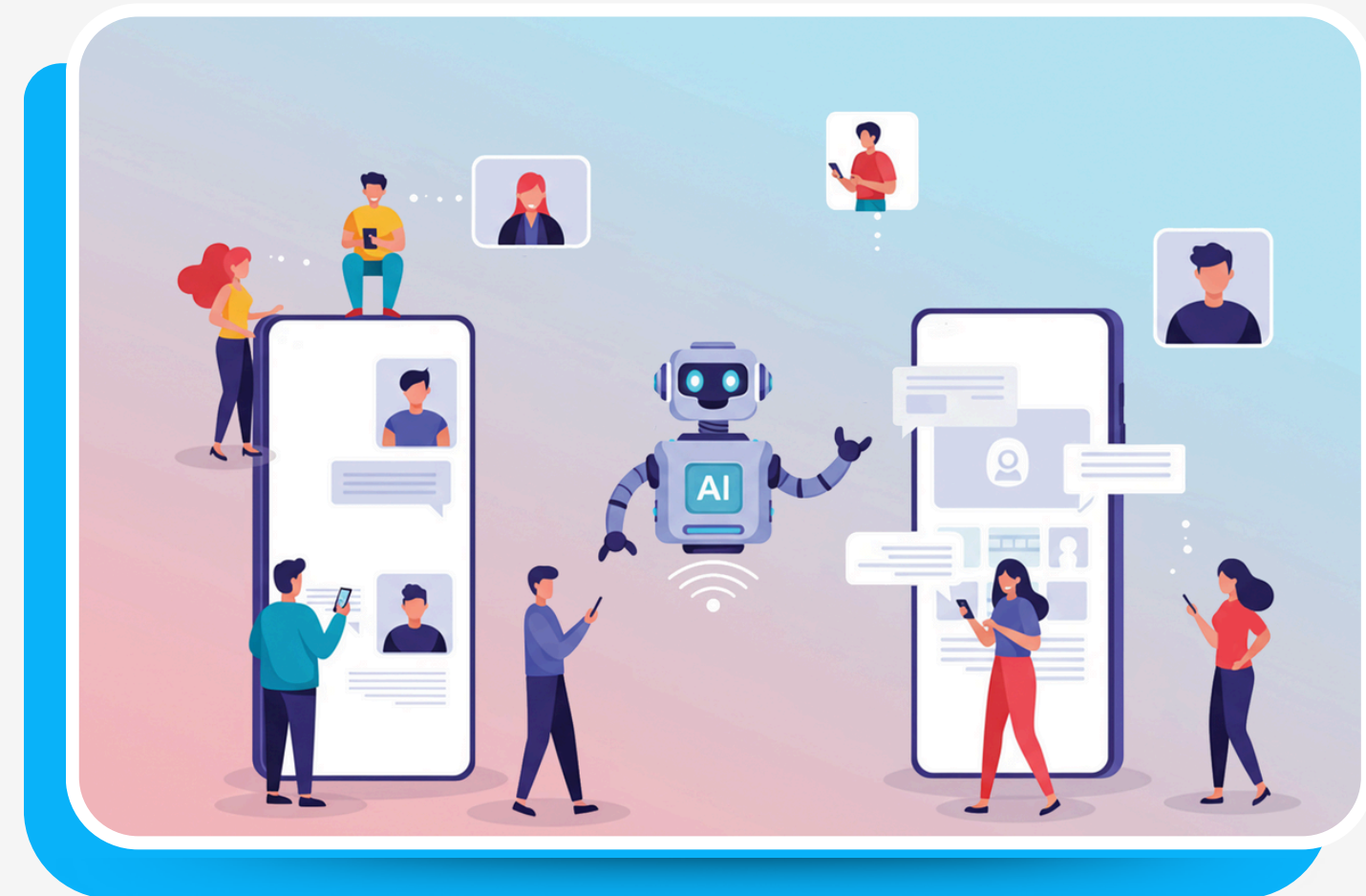
Marketing Strategy

Key Services:

- Multi-channel interaction (chat, voice, apps)
- Task automation (emails, reports, CRM updates)
- Intelligent decision-making
- Customer Support (chatbots, voice bots)
- Sales & Marketing (lead nurturing, campaign automation)
- Operations (workflow automation, scheduling)
- Analytics & Insights (AI-driven reporting)
- Integration with tools (CRM, ERP, SaaS, APIs)

AI Automation & AI Agents

- AI Automation → Streamlines workflows, eliminates repetitive tasks, boosts efficiency.
- AI Agents → Intelligent entities that act autonomously, make decisions, and interact with humans/systems.

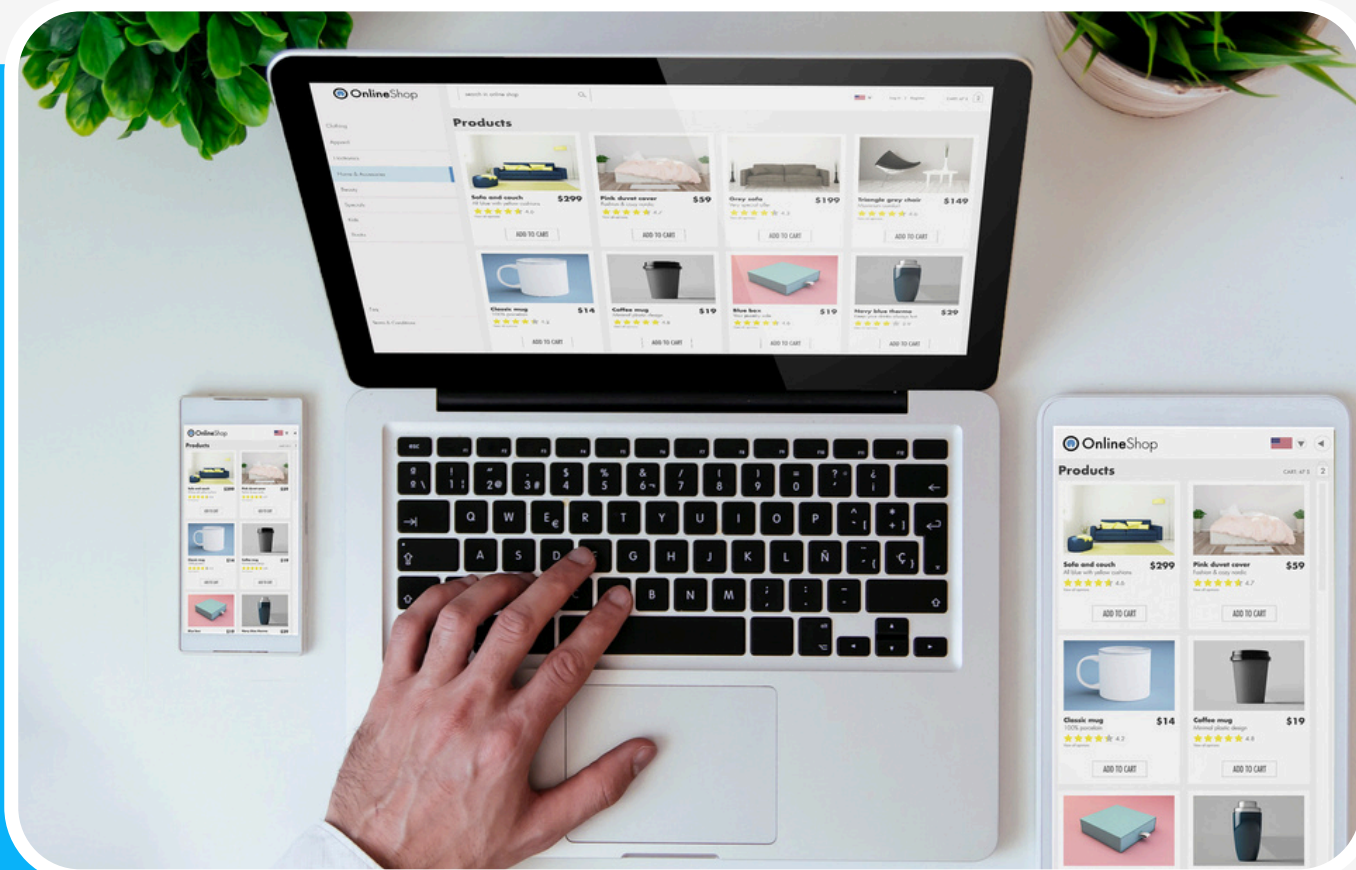


AI Automation & AI Agents

Service Item	Deliverables & Scope of Work	Value Proposition
AI Agent Strategy & Setup	1. Discovery & Planning: Identify key operational bottlenecks and repetitive tasks suitable for automation (e.g., FAQ handling, initial lead qualification, data processing). 2. Agent Design: Custom creation and training of a primary Conversational AI Agent (Chatbot) for multi-channel customer support.	Reduces Operational Costs by offloading up to 80% of routine inquiries from human staff.
Workflow Automation & Integration	1. Internal Automation: Integration with your existing CRM or email systems to automate internal workflows (e.g., automatically sorting and assigning support tickets/leads). 2. System Integration: Setup of necessary APIs for the AI Agent to access and update required business data.	Ensures 24/7 Availability and eliminates human error in data entry and lead management.
Automated Data & Reporting	1. Report Generation: Configure the AI system to automatically gather, analyze, and compile key operational reports (e.g., daily inquiry volume, successful lead transfers). 2. Predictive Analytics: Leverage data analysis to provide actionable insights for resource allocation.	Enables smarter, data-driven strategies and immediate trend identification for the management team.
Ongoing Maintenance & Optimization	1. Continuous Monitoring: 24/7 monitoring of the automation system for performance and security. 2. Agent Retraining: Regular updates to the AI Agent's knowledge base and conversation flows based on new data and customer feedback.	Guarantees the system is always protected, accurate, and performing optimally as your business needs evolve.

Web Development

We design contemporary, responsive websites that are customized to reflect your brand and enhance performance. From landing pages to comprehensive web portals, we provide solutions that captivate and drive conversions.



Key Services:

- Custom Website Design
- CMS Integration (e.g., WordPress)
- eCommerce Development
- Web Portals & Dashboards
- SEO-Optimized Development
- Blog Posting & Content Writing
- Maintenance (available as an additional service)

Web Design / Development

Service Item	Deliverables & Scope of Work	Value Proposition
Web Design & Patient Flow	1. Strategic Blueprints: Creation of detailed wireframes and sitemaps that prioritize patient clarity and guide them directly to key actions (e.g., "Services," "Book Appointment"). 2. Visual Design: Custom, mobile-responsive theme design focused on clinical professionalism, cleanliness, and trust.	A professional, easy-to-navigate website that converts visitors into appointments and performs optimally on all devices (mobile-first).
Core Development & Key Features	1. CMS Setup: Installation of a secure and easily manageable Content Management System (CMS). 2. Key Trust Pages: Development of essential pages: Meet the Doctor(s) credentials, detailed Treatments/Services, and a dedicated Patient Testimonials section. 3. Content Loading: Importing final content provided by the clinic (up to 15 pages).	A secure and scalable platform that effectively communicates your expertise and full range of specialized dental treatments.
Online Appointment Integration	1. Booking System Integration: Seamless connection with your existing online appointment scheduling system to ensure a frictionless patient acquisition process. 2. Contact Forms: Setup of HIPAA/GDPR-compliant contact forms for general inquiries.	Streamlines patient acquisition and reduces administrative load, allowing patients to book services 24/7 without staff intervention.

Web Design / Development

Service Item	Deliverables & Scope of Work	Value Proposition
Technical & Local SEO Foundation	1. Performance Optimization: Caching and code optimization for maximum speed. 2. Local SEO Foundation: Setup of necessary technical elements like schema markup for local business listings and optimization of meta tags for specific local services (e.g., "Dental Implants Visakhapatnam").	Faster loading times improve patient experience, and the Local SEO foundation ensures your clinic is highly visible to local search traffic.
Testing, Training & Deployment	1. Final Review: Complete QA testing and bug fixing in a staging environment. 2. Training: One-time training session for your staff on content management and updates. 3. Go-Live: Secure final file transfer, hosting setup (client-provided), and final deployment.	A flawless, secure launch with your team fully equipped to manage content and minor updates independently.

Key Services:

- Android & iOS App Development
- Cross-Platform Development (Flutter, React Native)
- UI/UX for Mobile Apps
- App Testing & Optimization
- API Integration & Backend Support

App Development

We develop high-performance mobile applications for both Android and iOS, crafted to provide seamless user experiences while meeting business objectives.



App Development

Service Item	Deliverables & Scope of Work	Value Proposition
App Strategy & Planning	1. Requirements Discovery: Analyze business needs and user expectations to define app goals and core features. 2. Technical Architecture: Create project roadmap, user flows, and system architecture for scalable development.	Ensures a clear, validated plan that reduces development time, cost overruns, and feature misalignment.
UI/UX Design	1. Wireframes & Prototypes: Design intuitive user journeys and low/high-fidelity screen layouts. 2. Visual Design: Develop custom UI elements, brand-aligned themes, and interactive prototypes.	Delivers a visually engaging and user-friendly interface that boosts customer satisfaction and user retention.
App Development (iOS/Android/Web)	1. Frontend Development: Build responsive, high-performance user interfaces for mobile or web. 2. Backend Development: Develop secure APIs, databases, and server logic for seamless functionality.	Creates a fast, reliable, and scalable application tailored to your business processes and user needs.

App Development

Service Item	Deliverables & Scope of Work	Value Proposition
System Integration & Feature Implementation	1. Third-Party Integrations: Connect payment gateways, analytics, CRM, push notifications, and login systems. 2. Core Feature Build: Implement custom features such as user accounts, dashboards, booking systems, etc.	Ensures a feature-rich application that seamlessly works with existing business tools and enhances user convenience.
Quality Assurance & Testing	1. Functional Testing: Verify app performance, responsiveness, and feature functionality. 2. Security & Load Testing: Ensure data safety and stable operation under high user load.	Minimizes bugs, security risks, and performance issues before launch, ensuring a smooth user experience.
Deployment & Launch Support	1. App Store Submission: Prepare assets, descriptions, and compliance checks for App Store/Play Store. 2. Launch Optimization: Set up analytics, crash monitoring, and post-launch testing.	Enables a seamless and compliant launch, maximizing visibility and user adoption from day one.
Ongoing Maintenance & Updates	1. Performance Monitoring: Continuous tracking of stability, uptime, and user behavior. 2. Feature Enhancements: Ongoing improvements, bug fixes, and updates based on user feedback.	Ensures your app stays fast, secure, and aligned with evolving market and user demands.

Digital Marketing

Data-Driven Digital Growth

We drive traffic, leads, and conversions with tailored digital marketing strategies built on data, creativity, and analytics.



Key Services:

- SEO & SEM
- Meta & Google Ads
- Email Marketing
- Performance Marketing
- YouTube & Influencer Marketing
- Link Building & Content Writing
- Analytics & Research

Digital Marketing

Service Item	Deliverables & Scope of Work	Value Proposition
Local Search Engine Optimization (Local SEO)	1. Technical Optimization: On-page and technical SEO audit, including optimizing site speed and structure. 2. Local Keyword Research: Targeted research for high-intent patient queries (e.g., "Invisalign Visakhapatnam," "Emergency Dentist near me"). 3. Google Business Profile (GBP) Management: Optimization and maintenance of your primary local ranking factor (GBP) to drive high-quality calls and map traffic.	Ensures local residents find your clinic first when they actively search for dental services, resulting in high-quality, ready-to-book patient leads.
Authority Content & Blogging	1. Bi-Monthly Blogs: 6-8 SEO-optimized articles (1000-2500 words) every two months on relevant dental health topics (e.g., "The Benefits of Regular Teeth Cleaning"). 2. Keyword Alignment: Content is strategically aligned with target keywords and patient pain points.	Positions your doctors and practice as trusted experts in the Visakhapatnam area, which is crucial for patient conversion and long-term organic traffic growth.

Digital Marketing

Service Item	Deliverables & Scope of Work	Value Proposition
Performance Marketing (Meta & Google Ads)	1. Campaign Strategy: Creation and management of targeted advertising campaigns to drive immediate appointment bookings. 2. Ad Creation: Design of compelling ad creatives and copywriting for both Google Search and Meta platforms (Facebook/Instagram).	Provides immediate visibility and accelerated lead generation for specific high-value services (e.g., dental implants, clear aligners).
Analytics & Reporting	1. Bi-Monthly Reporting: Delivery of detailed reports showing keyword rankings, website traffic, and patient lead metrics. 2. Continuous Optimization: Strategies are constantly refined based on campaign performance and patient behavior data.	Guarantees strategies are results-driven and focused on measurable outcomes, ensuring a clear Return on Investment (ROI).

Key Services:

- Logo & Brand Identity
- Marketing Collateral
- Brochures & Flyers
- Packaging Design
- Print & Digital Design
- Promotional Post Design
- Social Media Post Design



Graphic Design

Visuals That Speak Volumes

We transform concepts into captivating visuals that embody your brand and create a memorable impact.



Graphic Design

Service Item	Deliverables & Scope of Work	Value Proposition
Visual Branding Consistency	1. Visual Audit: Review of the clinic's existing branding (including the established logo, colors, and fonts) to ensure a cohesive look across all platforms. 2. Style Guide: Creation of a simplified guide detailing approved imagery style, color usage, and professional fonts for future use.	Builds immediate patient confidence and ensures your practice looks professional and cohesive across all online and physical assets.
Marketing Collateral & Print Design	1. Patient Education Materials: Design of visually clear and high-quality brochures, flyers, or posters detailing specific services (e.g., cosmetic dentistry, pediatric care). 2. Practice Forms: Professional design of appointment cards or patient intake forms, ensuring a seamless experience.	Provides patients with clear, high-quality information, reinforcing the expertise and professionalism offered by the practice.
Digital Asset Design (Social Media Focused)	1. Promotional Post Design: Creation of high-quality graphics and imagery for use across Instagram, Facebook, and Google Business Profile. 2. Educational Infographics: Design of easy-to-digest infographics for social media (e.g., "Daily Dental Hygiene Checklist") to drive engagement.	Ensures your Social Media Marketing (if opted for) has high-impact visuals that stand out in patient feeds, increasing engagement and click-through rates.

Social Media Marketing

Connecting Brands With Audiences

We build and manage your brand's presence across platforms with content that engages, grows, and converts.



Key Services:

- Facebook, Instagram, LinkedIn

Marketing, Youtube, Google Business...

- Content Calendar & Strategy
- Paid Campaigns
- Reels, Shorts, and Post Design
- Analytics & Reporting

Social Media Marketing

Service Item	Deliverables & Scope of Work	Value Proposition
Content Strategy & Planning	1. Content Calendar: Creation of a monthly content calendar tailored for LinkedIn, Facebook, and Instagram. 2. Local Focus: Content will focus on patient education, behind-the-scenes clinic culture, doctor spotlights, and local health tips. 3. Youtube SEO	Builds brand awareness and trust by positioning your doctors as accessible local experts and showcasing the human side of the clinic.
Visual Content Creation	1. Post Design: 15-20 high-quality, professional graphic posts per month. 2. Short-Form Video: Design and scripting for 5 engaging Instagram Reels or YouTube Shorts per month (e.g., quick tips, common myths, patient testimonials).	Ensures your presence uses high-impact visuals that stand out in patient feeds, driving higher engagement rates than static content alone.
Community Management & Growth	1. Scheduling & Publishing: Consistent posting optimized for peak patient viewing times. 2. Engagement Handling: Monitoring and responding to comments and initial direct messages to nurture potential patient inquiries.	Increases your organic reach and ensures that potential patients who reach out via social media are engaged quickly and professionally.
Analytics & Reporting	1. Monthly Report: A detailed report with key metrics: follower growth, engagement rates, top-performing posts, and number of social media inquiries. 2. Optimization: Strategic refinement of content themes and posting times based on audience behavior.	Guarantees the social media effort is data-driven and continually optimized for maximum patient acquisition efficiency.

Influencer Marketing (Video & Post) Proposal

Service Item	Deliverables & Scope of Work	Value Proposition
Influencer Strategy & Vetting	1. Local Vetting: Identification and selection of 3-5 relevant local micro- and nano-influencers (focusing on health, lifestyle, or family-oriented content) in the Visakhapatnam area. 2. Campaign Planning: Development of a detailed brief detailing key messages (e.g., clinic hygiene, doctor expertise) and specific goals (e.g., book a consultation).	Builds Authentic Local Trust: Leverages relatable voices and third-party validation, achieving credibility and word-of-mouth promotion that traditional advertising often lacks.
Video Content Marketing	1. Video Collaborations: Coordination, scripting, and supervision of 2-3 high-impact video content pieces (Instagram Reels, YouTube Shorts) featuring the influencer's genuine, positive experience (e.g., a "day at the dentist" feature, or a service review).	High-Impact Engagement: Video content is the highest-performing asset on social media, maximizing reach and driving direct, emotionally resonant patient inquiries.
Post Marketing & Execution	1. Sponsored Content: Management of 4-6 static posts, story series, or dedicated blog mentions promoting specific high-value services or special offers with a unique tracking link/code. 2. Management: Handling of all communication, negotiation, and contracting with the chosen influencers.	Frees up clinic staff from complex negotiation and management, ensuring a professional, timely execution of the campaign.
ROI Tracking & Reporting	1. Performance Metrics: Monitoring and reporting on key metrics: engagement, local reach, and, most importantly, tracking conversions (e.g., unique booking code usage or direct social media referrals).	Guarantees measurable return on the influencer investment with a clear report on which voices are most effectively driving patient bookings.

Key Services:

- Logo & Brand Identity
- Marketing Collateral
- Brochures & Flyers
- Packaging Design
- Print & Digital Design
- Promotional Post Design
- Social Media Post Design



Advertising

Create Impact, Drive Sales

From traditional to digital, we create and manage targeted advertising campaigns that drive results.



Advertising

Service Item	Deliverables & Scope of Work	Value Proposition
Google Search Campaigns	1. High-Intent Keyword Targeting: Creation of paid search campaigns targeting local, high-value terms (e.g., "Dental Implants Cost Visakhapatnam," "Same-Day Emergency Dentist"). 2. Ad Copywriting: Development of compelling ad headlines and descriptions that highlight your unique selling points (e.g., "Painless Procedure Guarantee," "Free Consultation").	Captures patients at the moment of need. This targets individuals actively searching for specific dental services, guaranteeing high-quality leads.
Meta Ads (Facebook & Instagram)	1. Audience Targeting: Creation of campaigns targeting specific local demographics (age, location, interests) and lookalike audiences based on your existing patient list. 2. Visual Ad Creatives: Design of high-quality, engaging image and video ads promoting specialized services (e.g., cosmetic dentistry offers, clear aligners).	Builds awareness and generates demand among relevant local audiences who may not be actively searching yet, driving inquiries for specialized, high-margin services.

Advertising

Service Item	Deliverables & Scope of Work	Value Proposition
Campaign Management & Optimization	1. Bid Strategy & Budget Management: Daily monitoring and optimization of bids and budget allocation across platforms to maximize Return on Ad Spend (ROAS). 2. Conversion Tracking: Implementation and maintenance of conversion pixels to accurately measure appointments booked and inquiries received from the campaigns.	Guarantees maximum efficiency of your advertising budget, ensuring every rupee spent is focused on generating a measurable patient acquisition.
Reporting & Insights	1. Monthly Performance Report: Delivery of detailed reports showcasing key performance indicators (KPIs) like Cost Per Acquisition (CPA), conversion rates, and total leads generated. 2. Strategy Refinement: Recommendations for future budget allocation and testing new services/offers based on campaign data.	Provides complete transparency and data-driven insights, allowing the clinic management to understand the precise financial impact of the advertising investment.

Business Research

Insight-Driven Decisions

We provide actionable insights and analysis to guide your business strategy, marketing, and innovation.



Key Services:

- **Competitor & Market Research**
- **Consumer Behaviour Analysis**
- **Industry Trend Reports**
- **SWOT & Opportunity Analysis**
- **Time Line**
- **Growth Strategy**

Business Research

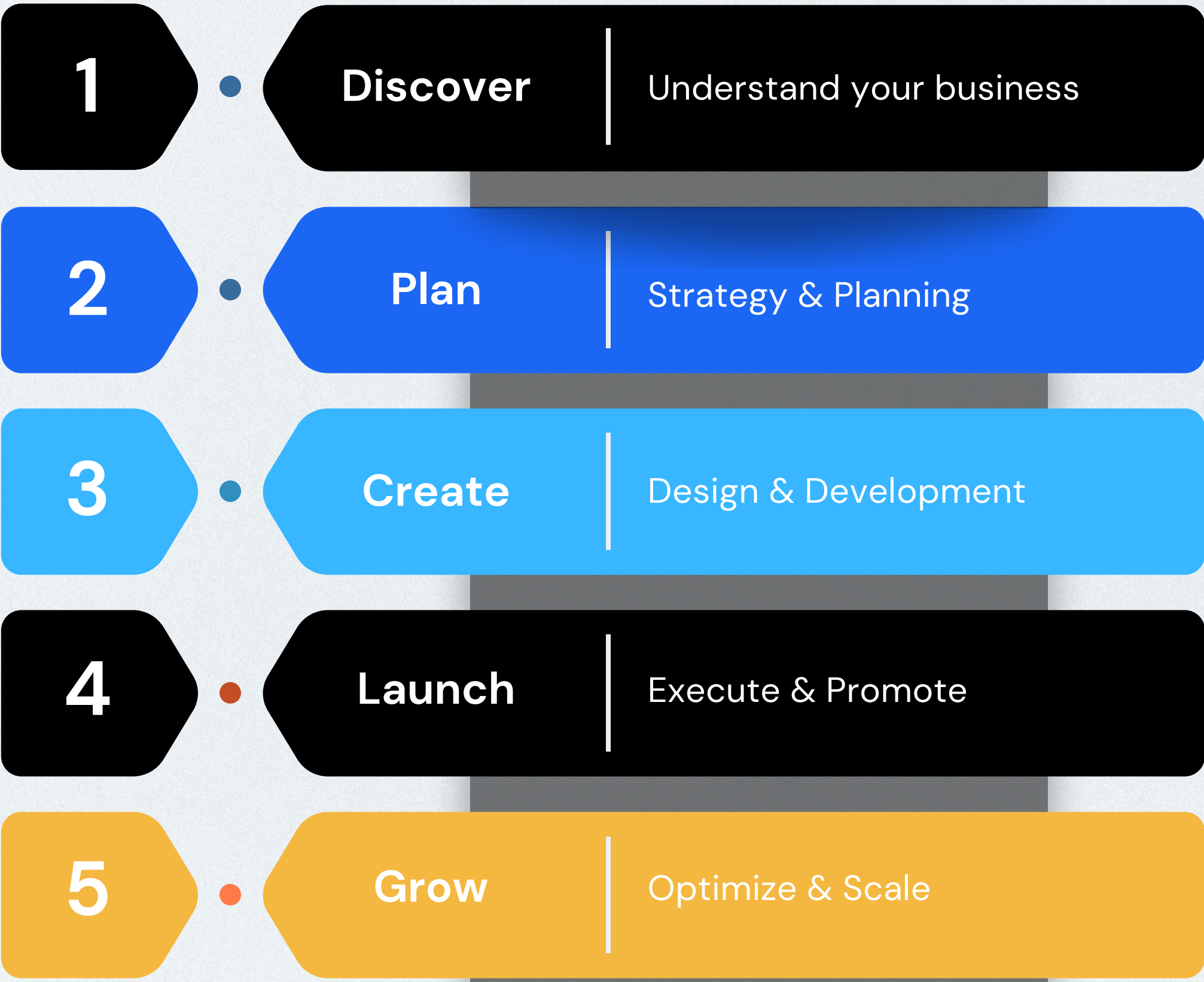
Service Item	Deliverables & Scope of Work	Value Proposition
Competitor & Market Research	1. Identify key market competitors and benchmark their strengths, pricing, and positioning. 2. Analyze market size, segmentation, and current demand dynamics.	Provides clarity on your competitive landscape and helps you position your business strategically with confidence.
Consumer Behaviour Analysis	1. Conduct audience profiling based on demographics, psychographics, and purchase patterns. 2. Map customer motivations, pain points, and decision-making behavior.	Enables targeted marketing and product alignment based on how your customers actually think and behave.
Industry Trend Reports	1. Track emerging technologies, market shifts, regulatory changes, and growth trends. 2. Compile quarterly or monthly insight reports.	Ensures proactive decision-making by staying ahead of market changes and new opportunities.

Business Research

Service Item	Deliverables & Scope of Work	Value Proposition
SWOT & Opportunity Analysis	1. Conduct in-depth SWOT assessment of your business and competitors. 2. Identify untapped market gaps, risk areas, and potential growth channels.	Offers a clear roadmap of strengths to leverage, weaknesses to mitigate, and opportunities to capture.
Timeline & Roadmapping	1. Build detailed project timelines for research phases, launches, and execution steps. 2. Prioritize high-impact initiatives and define key milestones.	Creates an organized, actionable plan that improves efficiency and reduces project delays.
Growth Strategy Development	1. Develop strategic recommendations for scaling operations, entering new markets, or expanding product lines. 2. Provide actionable marketing, sales, and operational strategies.	Supports long-term, sustainable business growth backed by data-driven insights and strategic clarity.

Our Approach / Strategy

How We Work





Why Choose Us

Why Choose Us

- Customized Solutions
- Open Communication
- Innovative Excellence
- Verified Results
- Timely Delivery



Let's Stay in Touch



+91 799 324 3232

+91 984 970 0943 (WhatsApp Only)



www.amarisbrand.com



enquiries@amarisbrand.com

marketing@amarisbrand.com



Location : Akkayyapalem,
Visakhapatnam, INDIA



[@amarisbrandcreation](https://twitter.com/amarisbrandcreation)



Company Details

Amaris Brand Creation (OPC) Pvt Ltd

CIN : U62099AP2025OPC117885

Reg.No : 117885

GST : 37ABCCA2079H1ZO

IEC Certified for Foreign Trade



Thank You

www.amarisbrand.com
