



ABBY DRAW

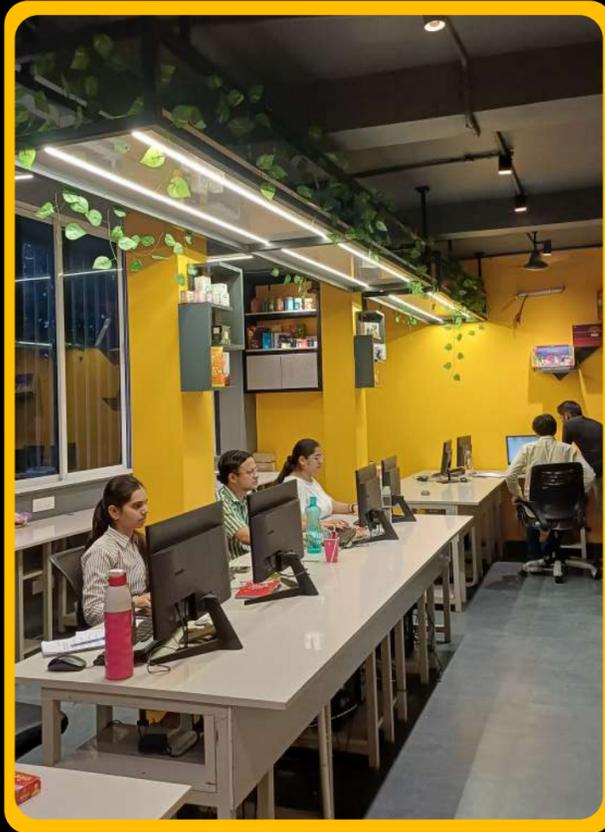
DESIGN & BRANDING

Turning **BRANDS**
into **EXPERIENCES**

 **ABBYDRAW**

Designs & Branding Agency





HELPING
CLIENTS BUILD
A MEMORABLE
BRAND PRESENCE *since*
TWENTY18

Founded in 2018, we are one of
the leading Design Agencies in India

8 Years of
Design Mastery

DESIGN & BRANDING

WWW.ABBYDRAWDESIGNS.COM

Official Agency Partners for Facebook & Google

 **Meta**
Business Partner


Google Partner



A powerhouse of **Creative minds**

What sets us apart is our unwavering dedication to our craft. With specialized departments focused on their respective areas of expertise, we're able to delve deep into the heart of each project, ensuring that every detail is meticulously crafted to perfection.

A GLIMPSE OF OUR CREATIVE POWERHOUSE

Social Media Sorcerers | Digital Strategy Geniuses | Performance Marketing Ninja's
Creative Design & Video Wizards | Innovative Copywriting | SEO and Analytics Experts
Web Development Aces | Service Department

Our Creative Hub

The Canvas Where Ideas Are Born!

From our vibrant office, our team of experts works together to create a symphony of Digital Media Solutions that resonate with audiences.

This space serves as the canvas where ideas are born, concepts are nurtured, and brands are transformed into captivating narratives that resonate across the digital landscape.

Step inside our hub of imagination, where innovation thrives, and creativity knows no bounds.





An agency with an **Inhouse** **Studio Setup**

At ABBY DRAW, as a forward-thinking agency, we've curated an inhouse Studio Setup that serves as the epicenter of our content creation process.

This fully-equipped studio serves as a dynamic playground for our talented team, fostering an environment where ideas flourish and visions are brought to life.

**35+ Content
Creators Associated**

WWW.ABBYDRAWDESIGNS.COM

Social Media Management

mastery forges a path to deeper connections, making an impact across the digital landscape.

Performance Marketing

proven thrives across advertising platforms, guided by meticulous research and strategy, delivering a stream of impactful results.

Platforms For ADVERTISEMENT

Social Media Ads

facebook Ads

Instagram Ads

X Ads

LinkedIn Ads

Search Ads



Google Ads

Bing ads

E-commerce Ads

amazon ads

Flipkart

Programmatic Display

Search Engine Optimization

drives results, magnifying visibility and rankings to achieve a triumphant digital presence.

E-commerce Marketing

mastery guides business strategies, optimizing for conversion, resulting in a successful online journey.

Mobile App Marketing

expertise connects brand awareness, user engagement, and revenue generation through precisely balanced & proven digital strategies.



Content Marketing

expertise builds brand authority, creating waves of awareness, and forging connections with potential customers that convert into valuable leads.

Influencer Marketing

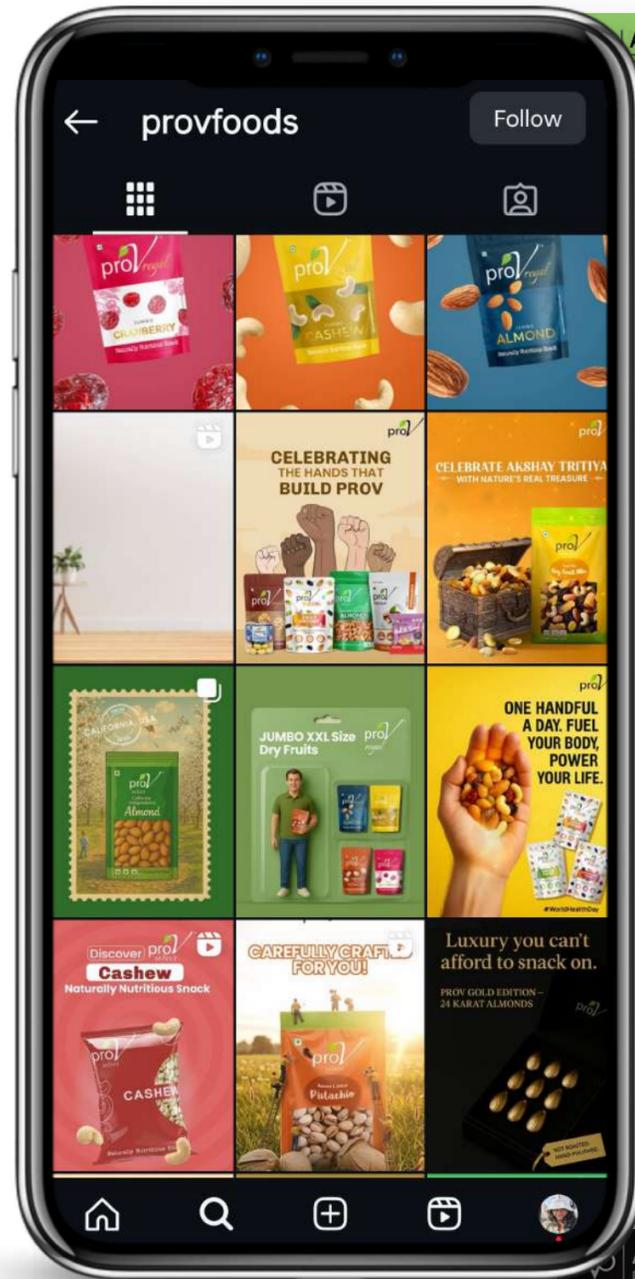
making an impact across digital platforms, we specialize in curating the perfect group of influencers to amplify your brand's voice and reach.

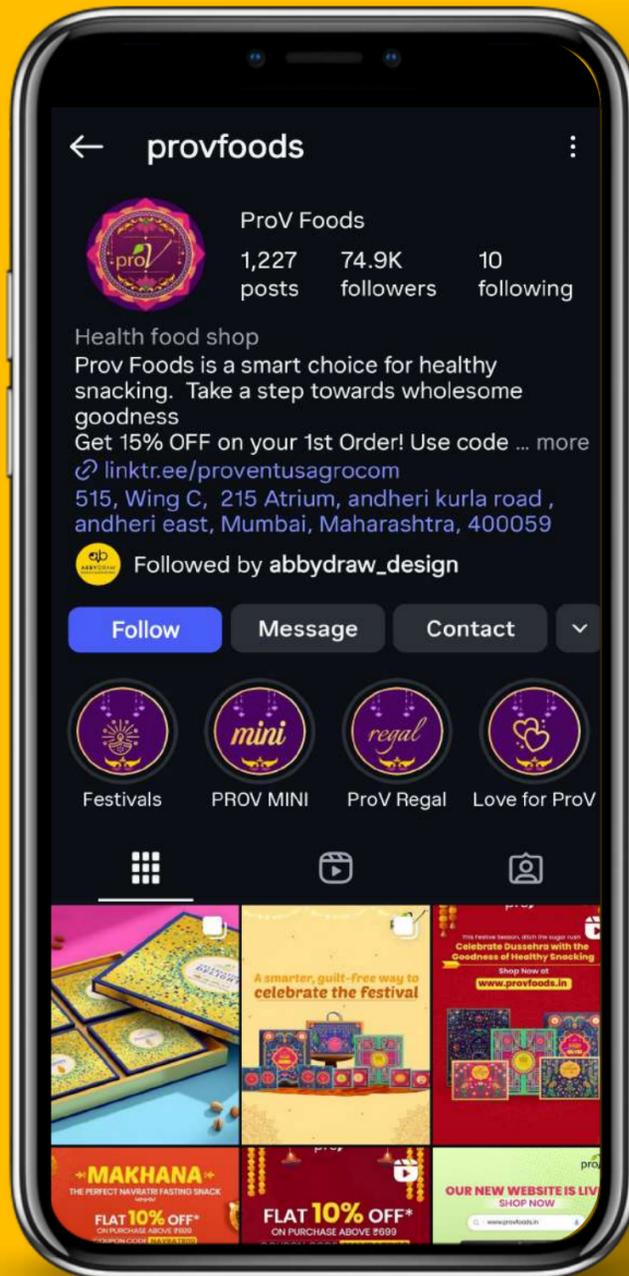
129+
Happy Clients,
Designed for
SUCCESS

PORTFOLIO

Welcome to Abby Draw, where exceptional packaging design brings brands to life. We specialize in creating innovative and impactful packaging solutions that not only protect your product but also captivate your audience. With a dedicated team of passionate designers, we've successfully partnered with 129+ clients to craft distinctive and market-ready packaging. Our boutique approach ensures personalized attention and creative excellence for every project. Explore our portfolio to see how we transform concepts into captivating designs, making your product stand out on the shelf.

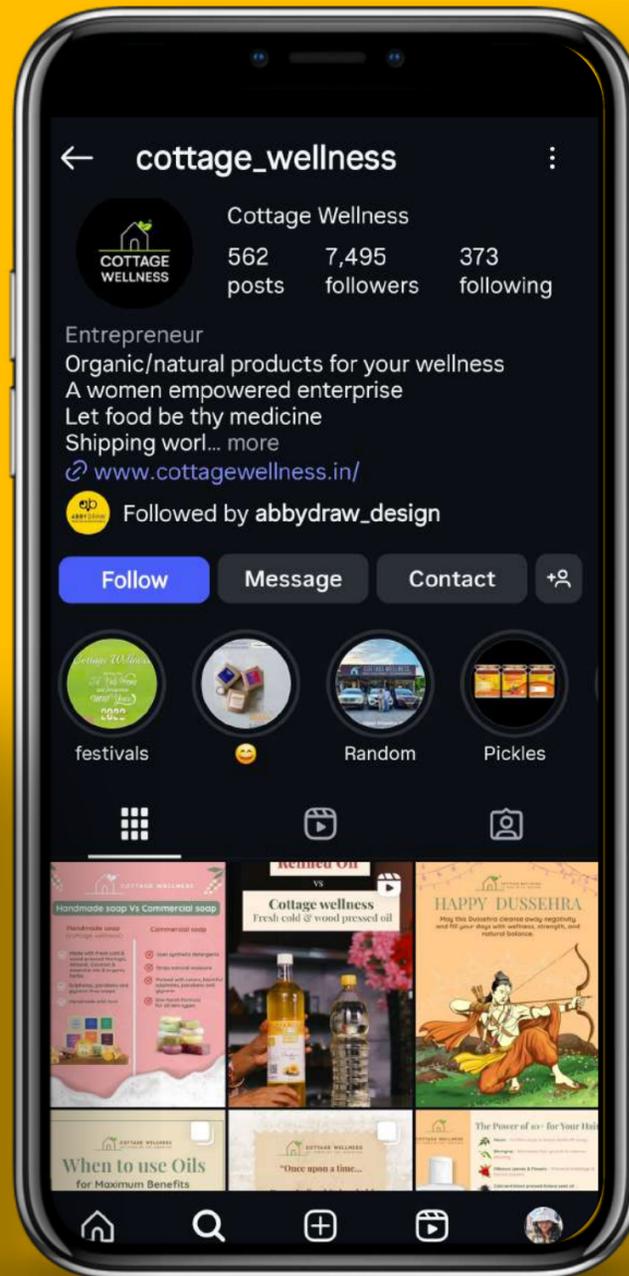
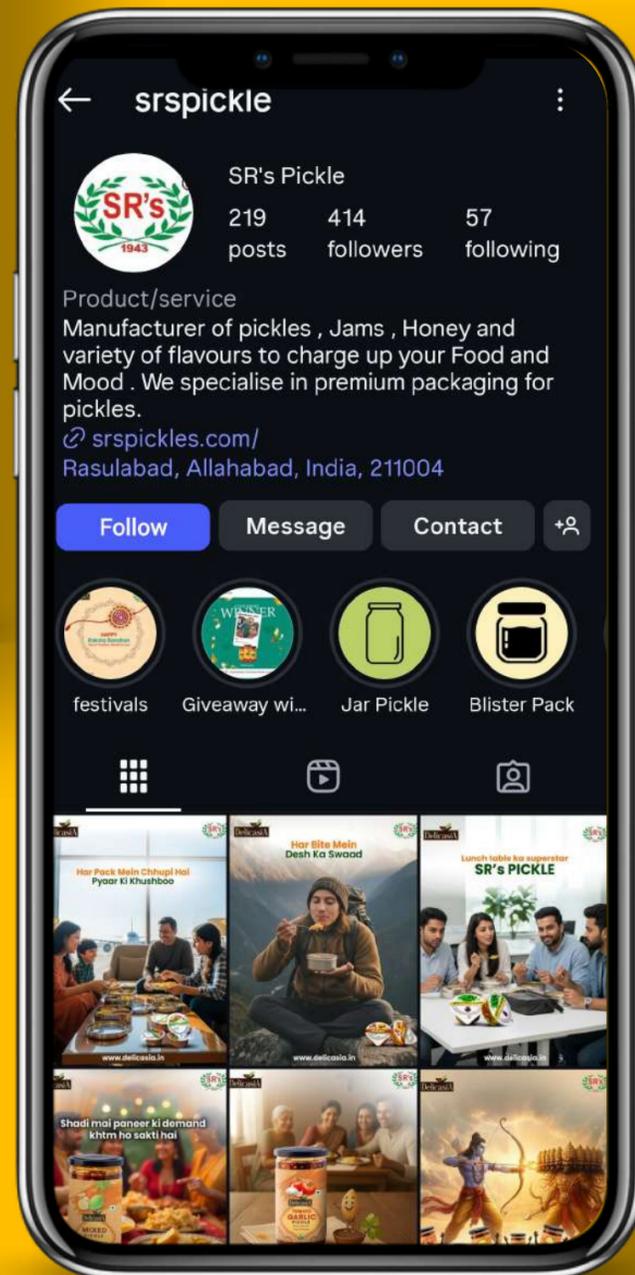
SOCIAL MEDIA





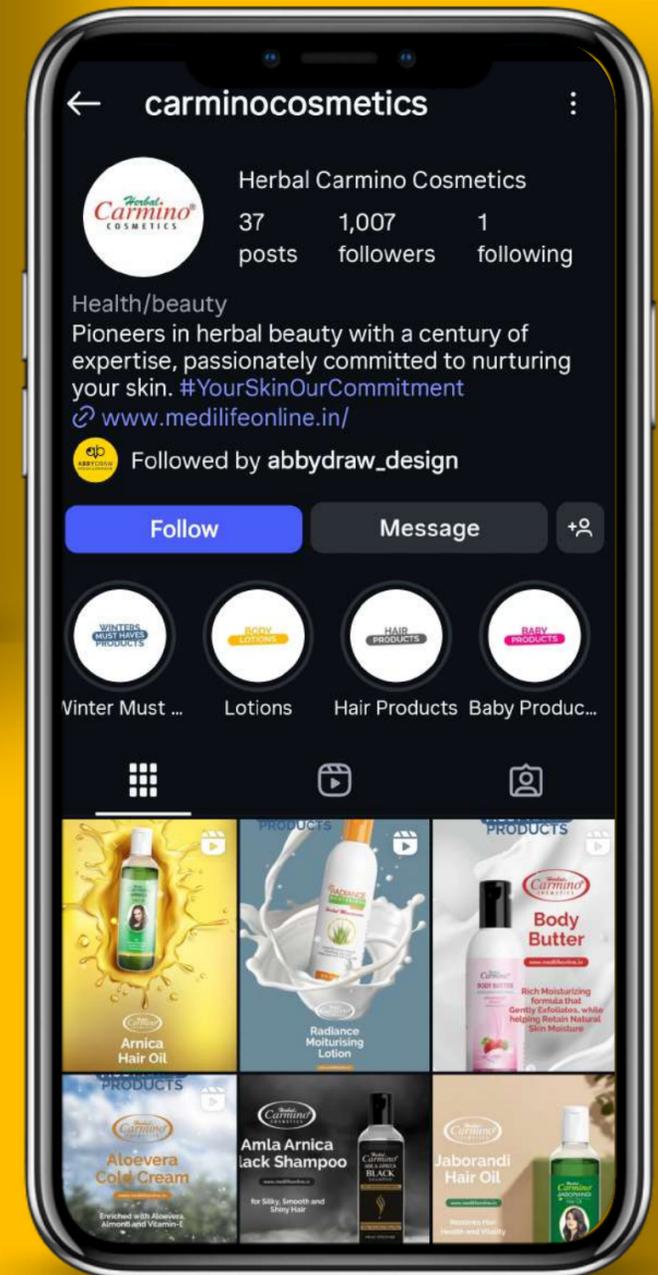
Prov Foods

SR's Pickle



Cottage Wellness

Herbal Carmino Cosmetics



SOCIAL MEDIA TOOLKIT

WHAT MAKES INSTAGRAM SPECIAL?

Similarly to Twitter, your success on Instagram will depend on how engaged a following you have and how you utilise hashtags to get people to find your account.

Remember, if you set up an Instagram account, this cannot be an account that is associated with your Store / Funeralcare Home, etc. It needs to be an account that is to share your own work updates and is identifiable as a person.

- This photo and video-based platform makes sharing easy as you just need one kind of content.
- Instagram stories are a fun way to share your day/event/plans. These videos and photos exist for 24 hours and are very successful on the platform.



TIP

Create highlights to keep your stories available to see at any time. Find this option on your profile page.

- You can follow hashtags relating to your area or interests so can easily build a community.
- If you're feeling creative, why not create a reel - this is a full-screen video and is a great way to help other people who don't follow you find your content.

Profile Photo:
320x320px

While the graphic you upload is square, Instagram will automatically display a circle. Make sure everything you want to focus on is in the centre of the graphic

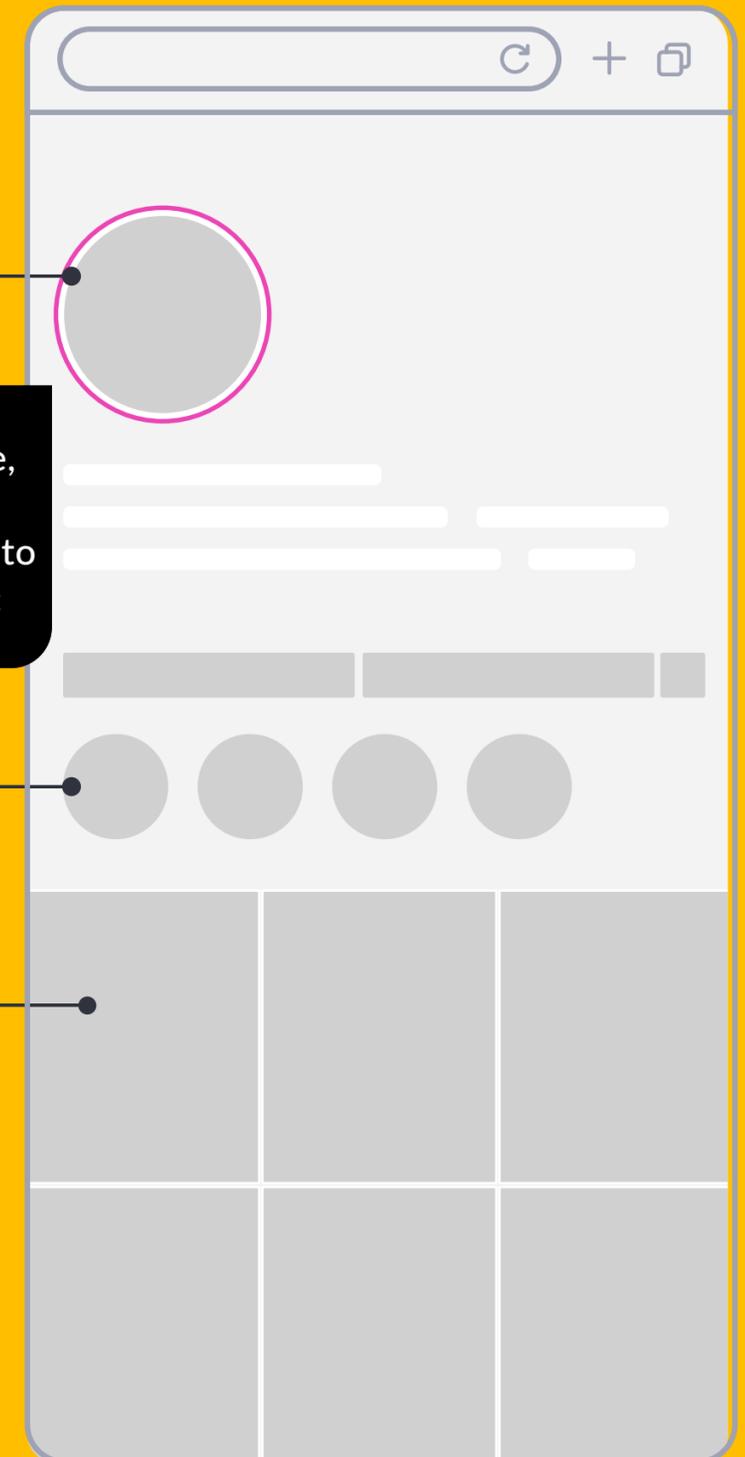
Instagram Story:
1080x1920px

Post Images:

Carousel: 1080x1350px

Image: 1080x1350px

Reel: 1080x1920px



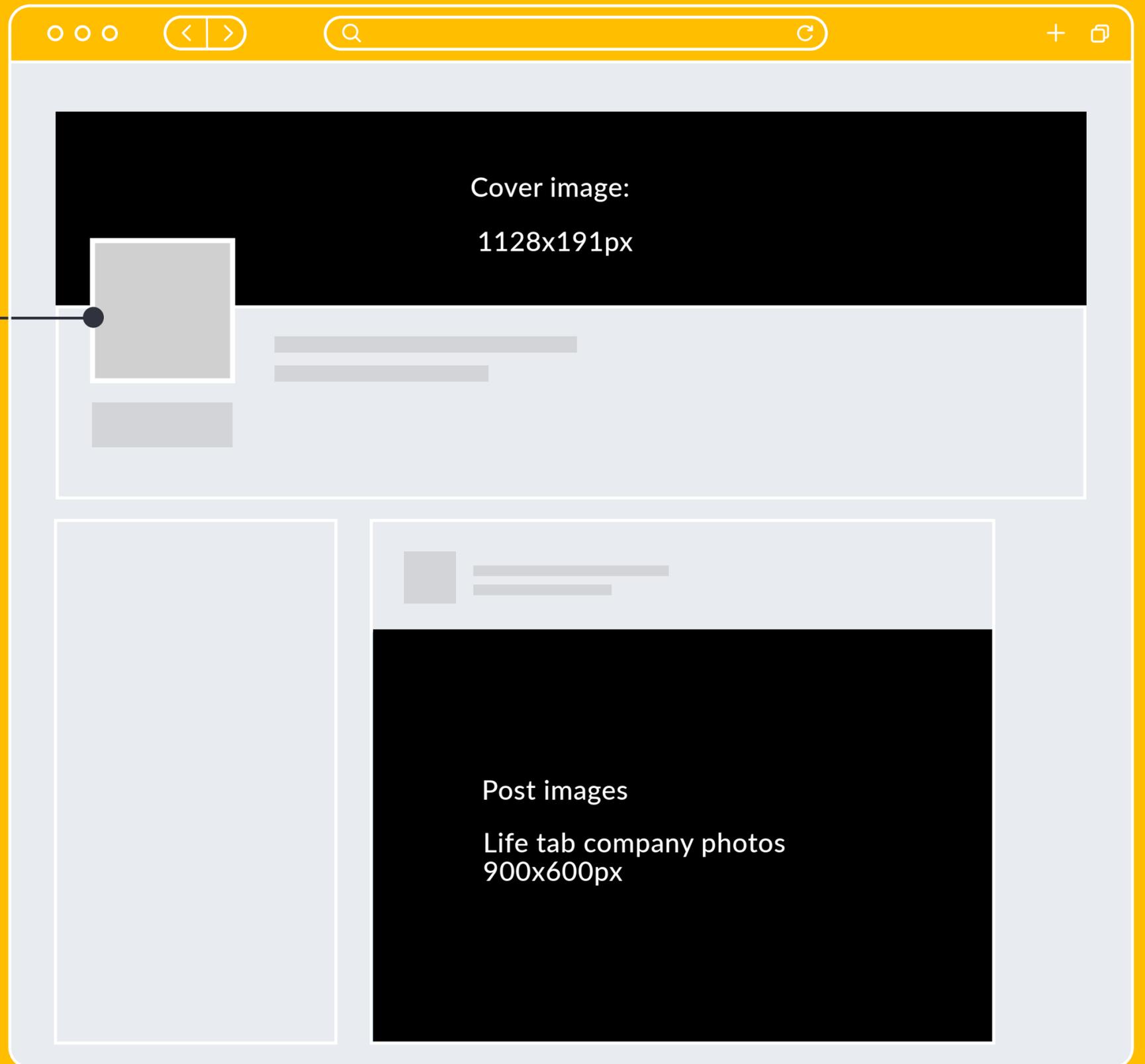
WHAT MAKES LINKEDIN SPECIAL?

LinkedIn is different from other social media platforms because it's specifically designed for professional networking. Users mainly go to LinkedIn to showcase their job experience and professional thoughts.

LinkedIn is a great place to build your professional brand:

- LinkedIn is like Facebook in that it's built on connections between individuals
- LinkedIn is great for building connections with other people doing a job like you
- It's a useful platform to learn more about your industry and be inspired by others
- The best way to build connections is via groups

Company logo:
300x300px



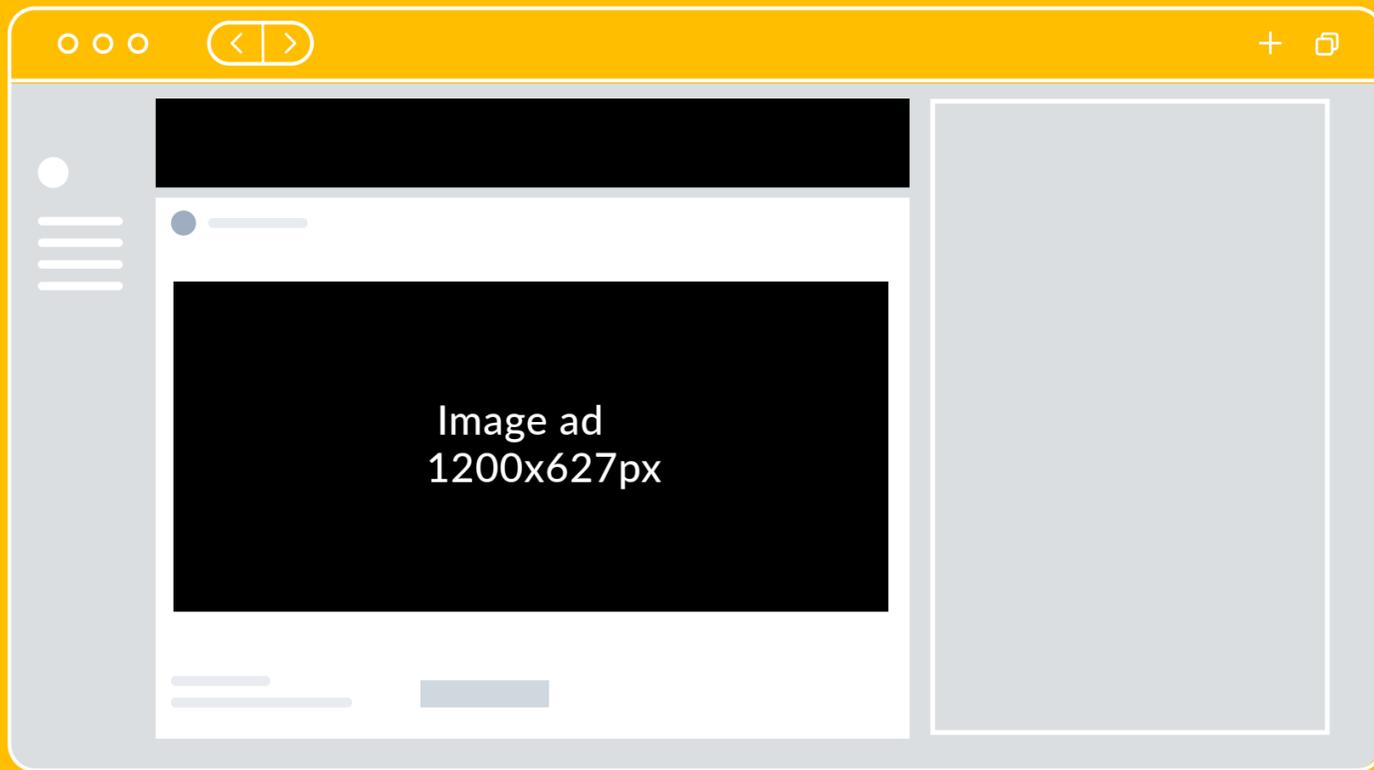
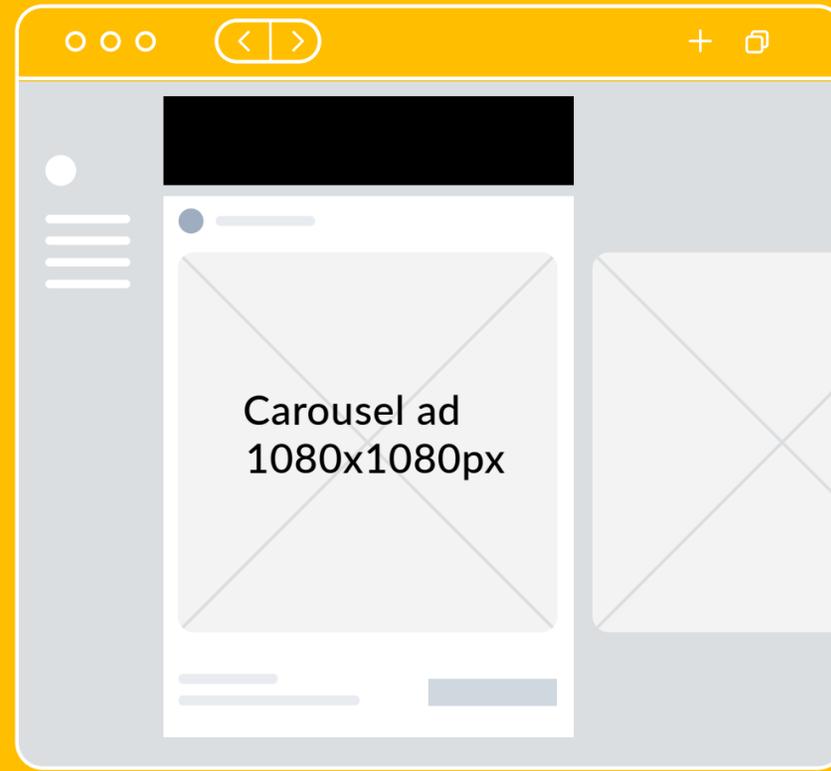
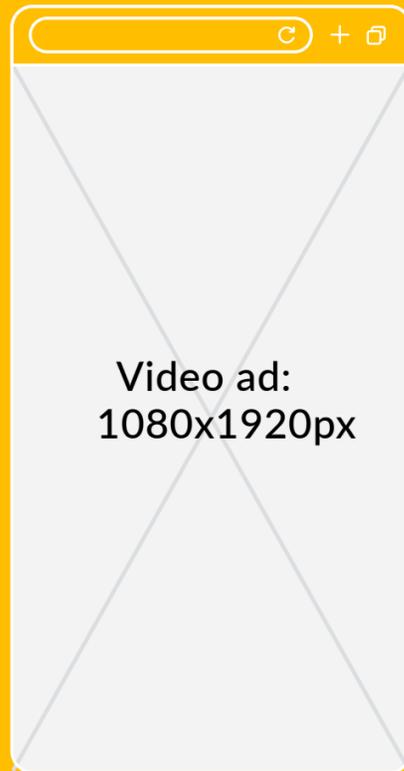
Cover image:

1128x191px

Post images

Life tab company photos
900x600px

LinkedIn Ads



WHAT MAKES FACEBOOK SPECIAL?

Facebook is one of the most popular social media platforms, with almost 45 million users in the UK alone.

Since it launched, the way Facebook sits amongst its competitors has shifted. Facebook is now the place users go to:

- See updates from their friends and families
- Access news articles on topics they are interested in from pages they follow
- Be part of Facebook groups, whether these are community groups sharing information about their local area, or groups created for topics they're interested in

What makes Facebook great

- Facebook has a big audience with community groups already set up ready to hear your news
- The power is in people-to-people connections - you can join groups and engage with others in your community
- You can share lots of different content: text, web links, photos or videos
- Privacy settings are your friend - get to know them so you feel confident with what you're sharing and knowing who it will be seen by

YOUR FACEBOOK PROFILE

You need to set up a Facebook profile, not a Facebook page. Pages go against our Social Media Policy and will be removed.

! FACT

Facebook pages only have a very small reach of 1% of those who like your page, meaning you need money to advertise and grow a Facebook page. The best way to reach new communities is via groups.

GLOSSARY OF TERMS:

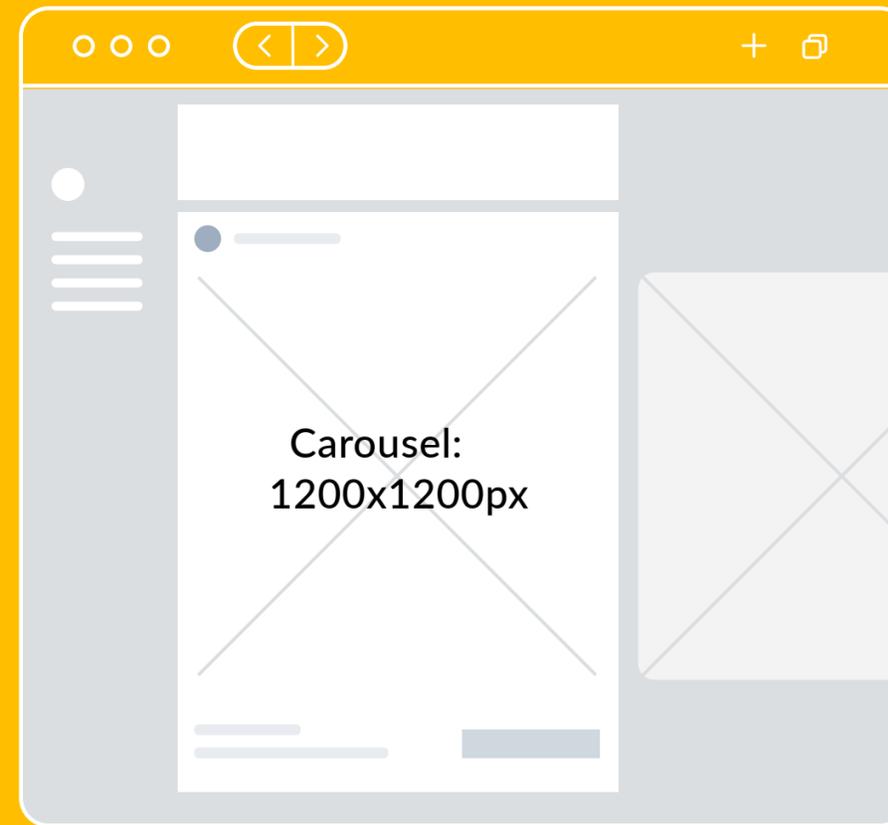
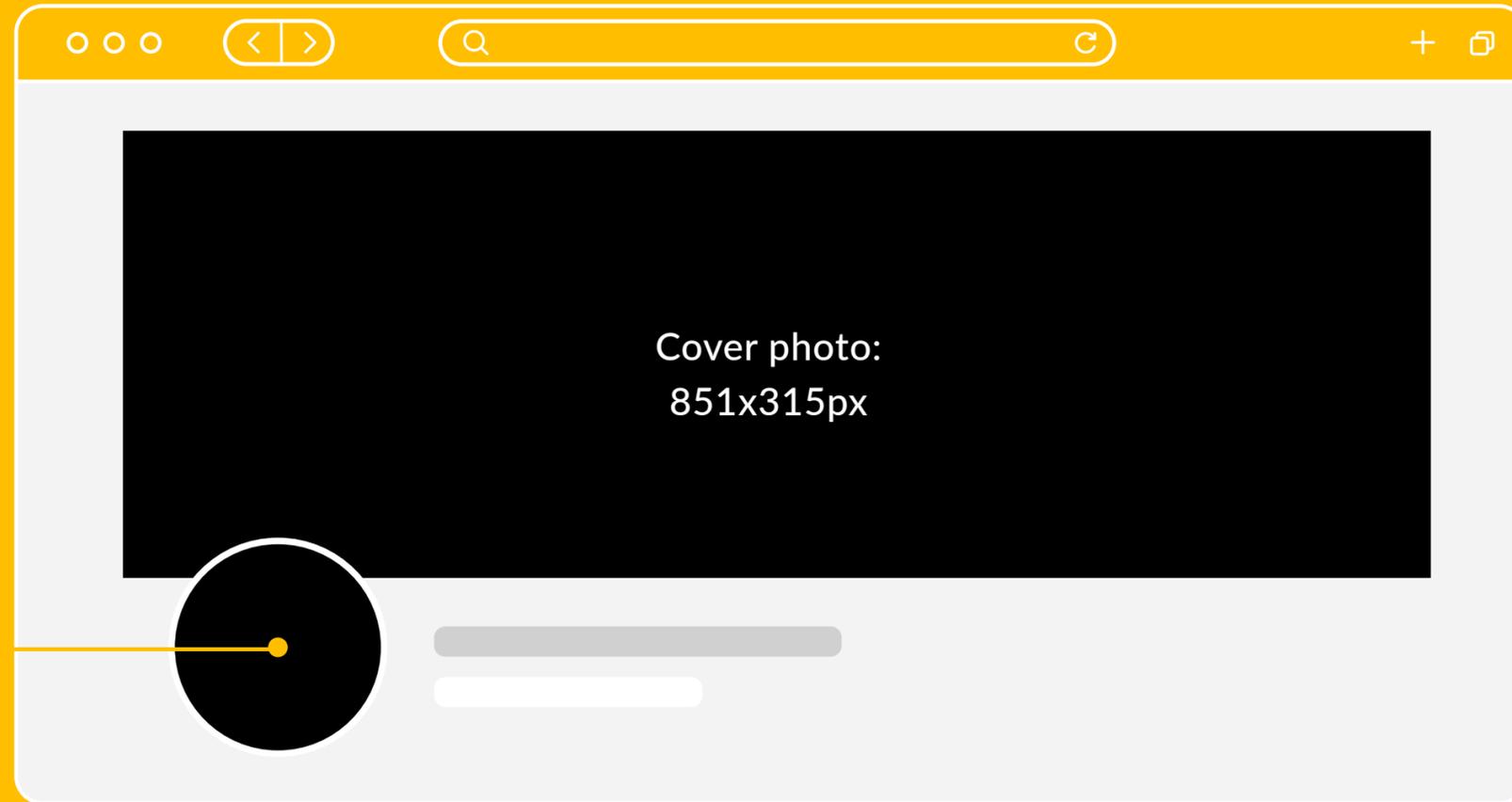
News feed - This is what you see when you log in and shows posts and updates from the pages, groups or people you are connected to

Facebook groups - These are communities built within the platform. They can be open (meaning anyone can join) or private (meaning you need to be given permission to join)

Facebook page - These are what brands use to communicate their updates - like a Facebook profile for businesses

Profile page - This is your little piece of Facebook, where you can add your own profile picture, cover image and share updates

Facebook friends - These are other people who you know and are connected with, meaning you give them permission to see all of your profile and updates



WHAT MAKES TWITTER SPECIAL?

Twitter is an incredibly fast-growing social media platform – in 2020 alone they saw an increase of 27% in users across the globe!

Twitter offers a great way to connect with both colleagues and other people in your community, as well as charities and local organisations. For example, a vast majority of our local causes will use Twitter to connect with their supporters and share updates with us about the funds raised for them.

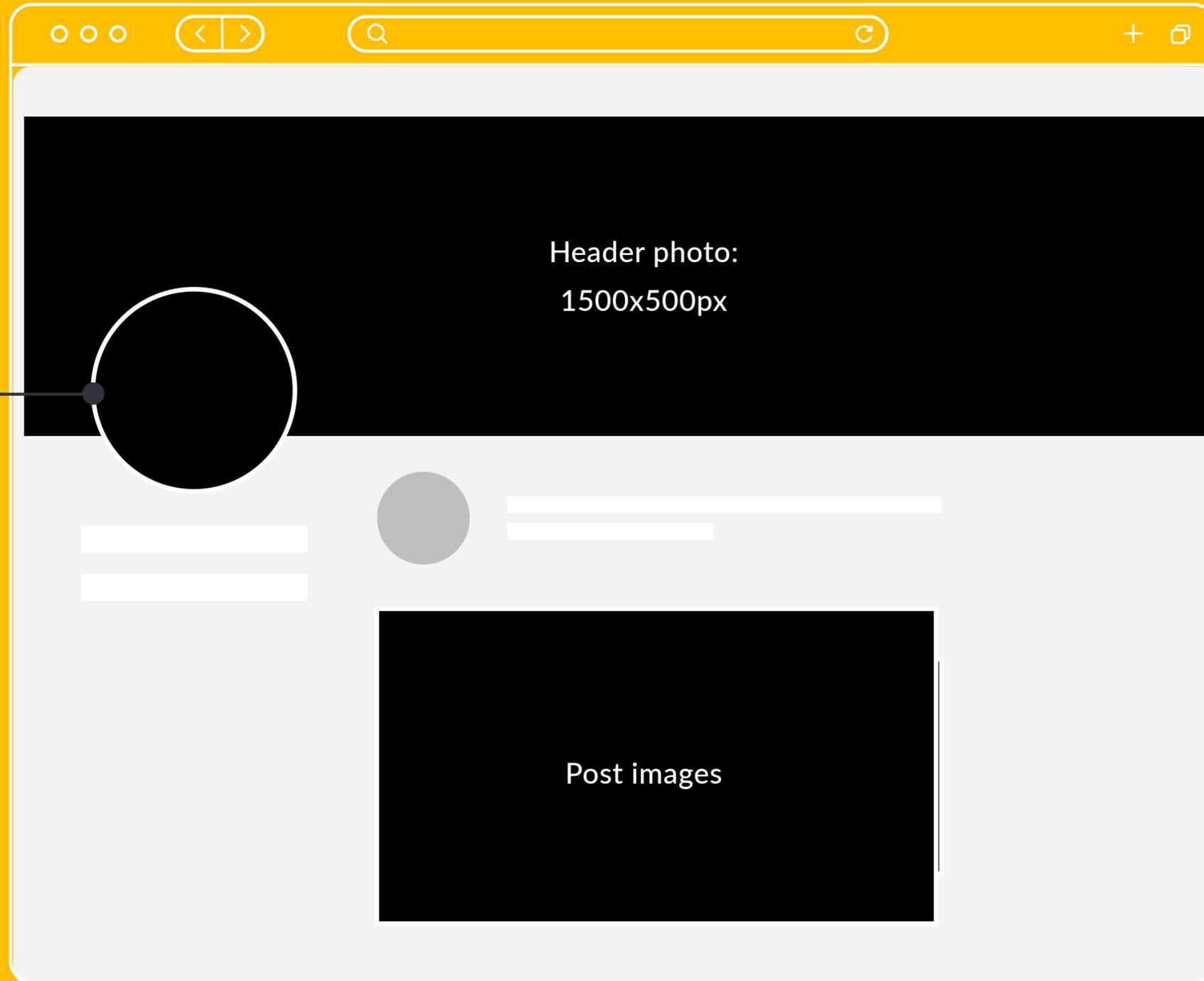
- Twitter is an open and a collaborative platform. Once you build a community there, you'll learn a lot and reach many people
- You have to keep it short and sweet with the 280 character limit
- There is already a big community of Co-operators on there to follow and learn from
- This is where news breaks – people like to talk about what is happening right now

! TIPS

Twitter is about what is happening now – so make your content about what you're working on, what's coming up and what was recently successful.

Use Social Hub to help find some quick-win content for you to share about Co-op.

It may feel like a lot of work, but once you start to build up a network of followers who engage with your content, it will be worth it!



Profile photo:
400x400px

Header photo:
1500x500px

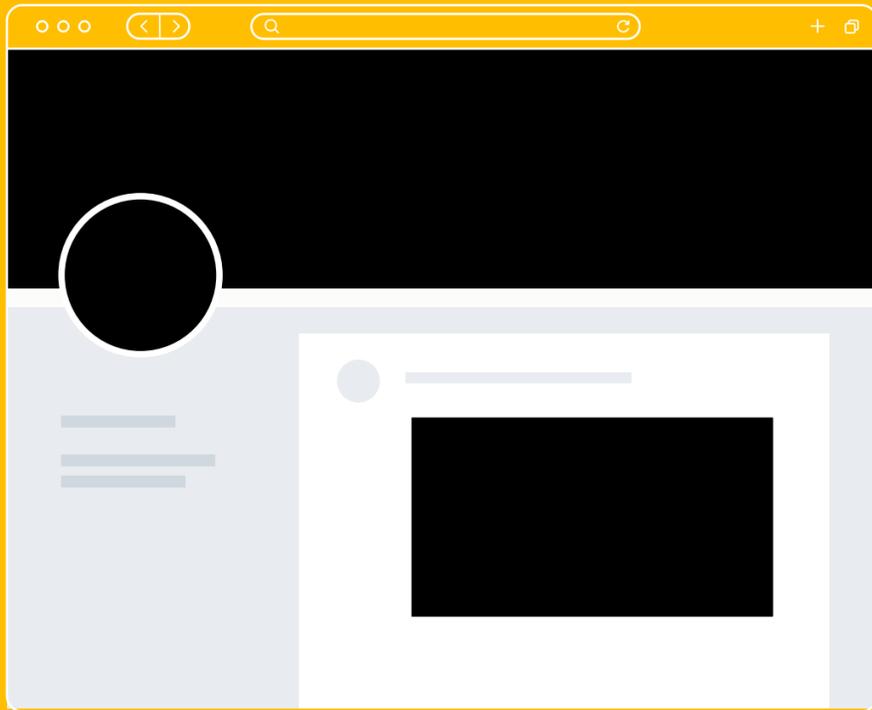
Post images

Landscape: 1600x900px

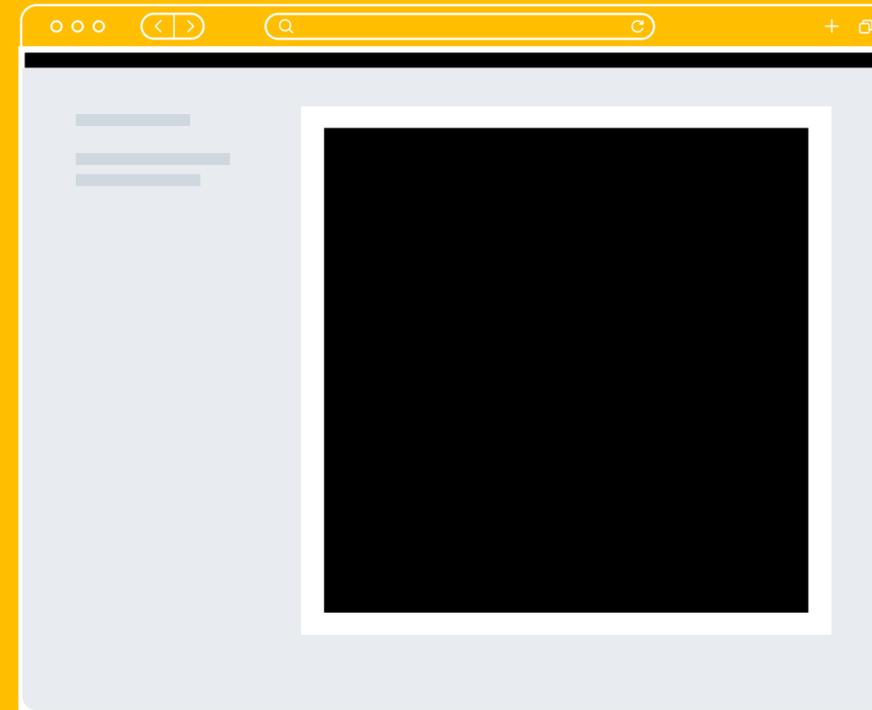
Square: 1080x1080px

Portrait: 1080x1350px

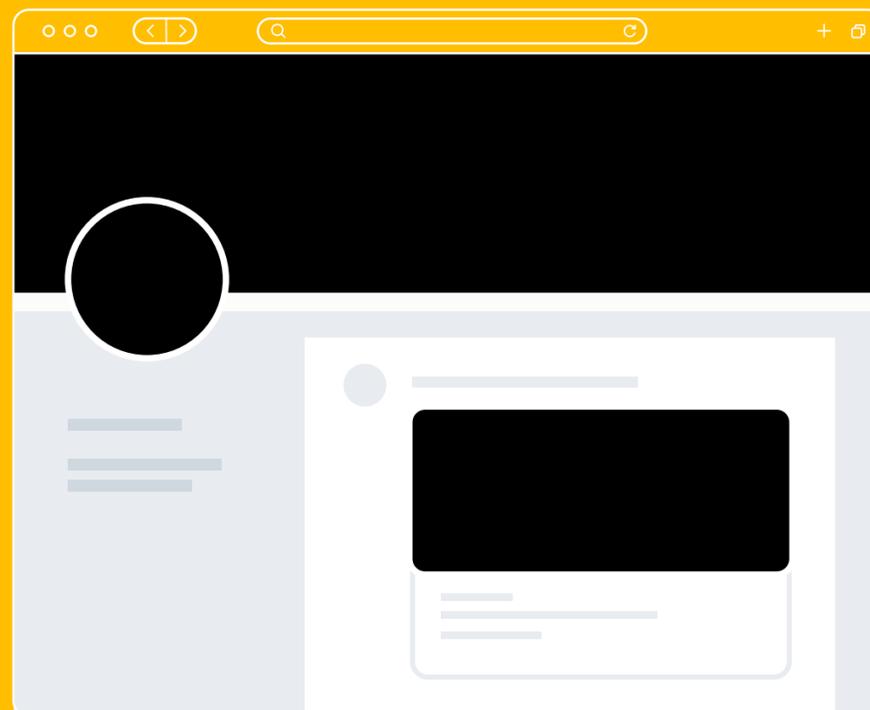
X ADS



Single & multi-image tweets:
600x335px

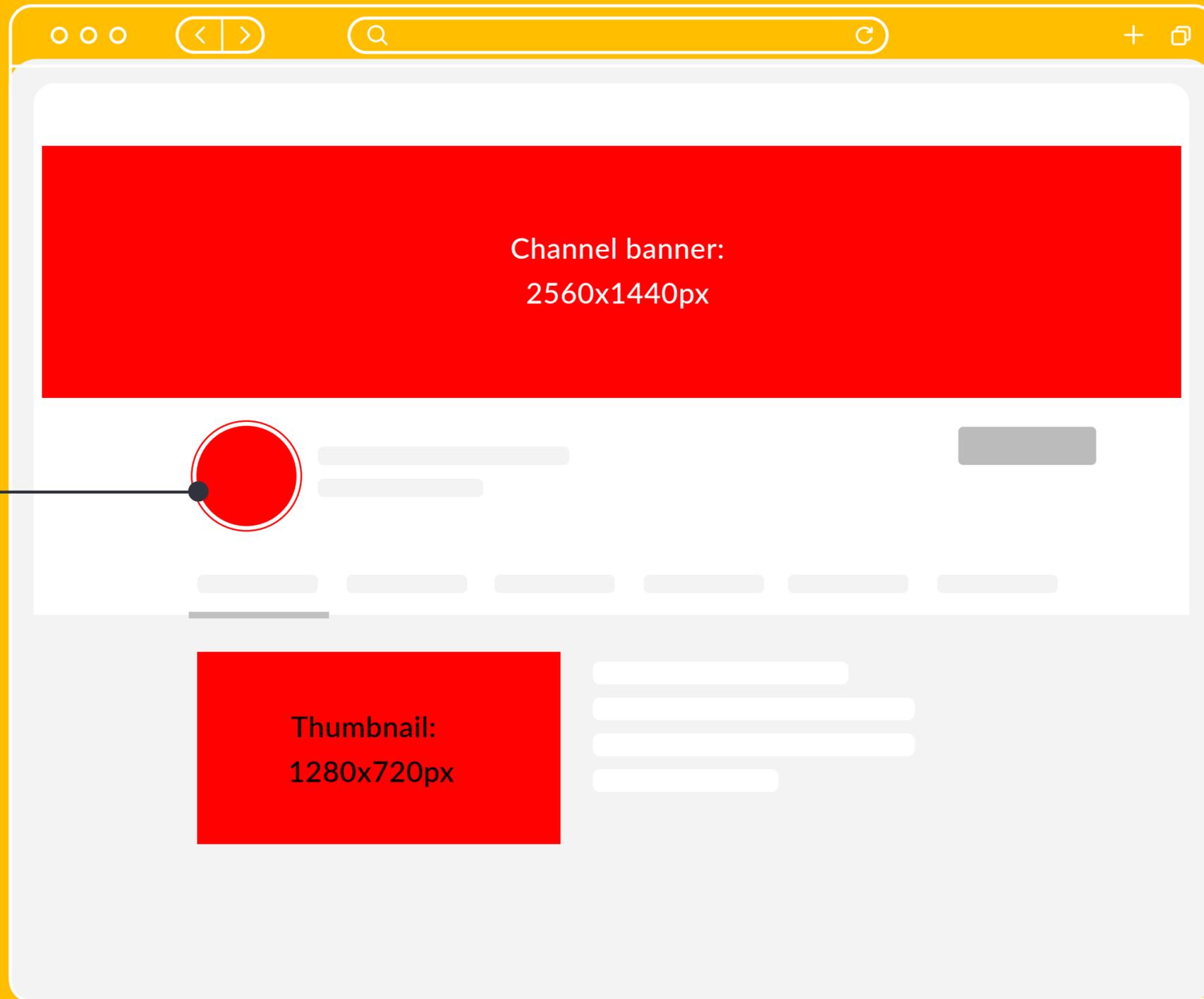


Carousel image & videos:
800x800px



Website card image:
800x418px or 800x800px

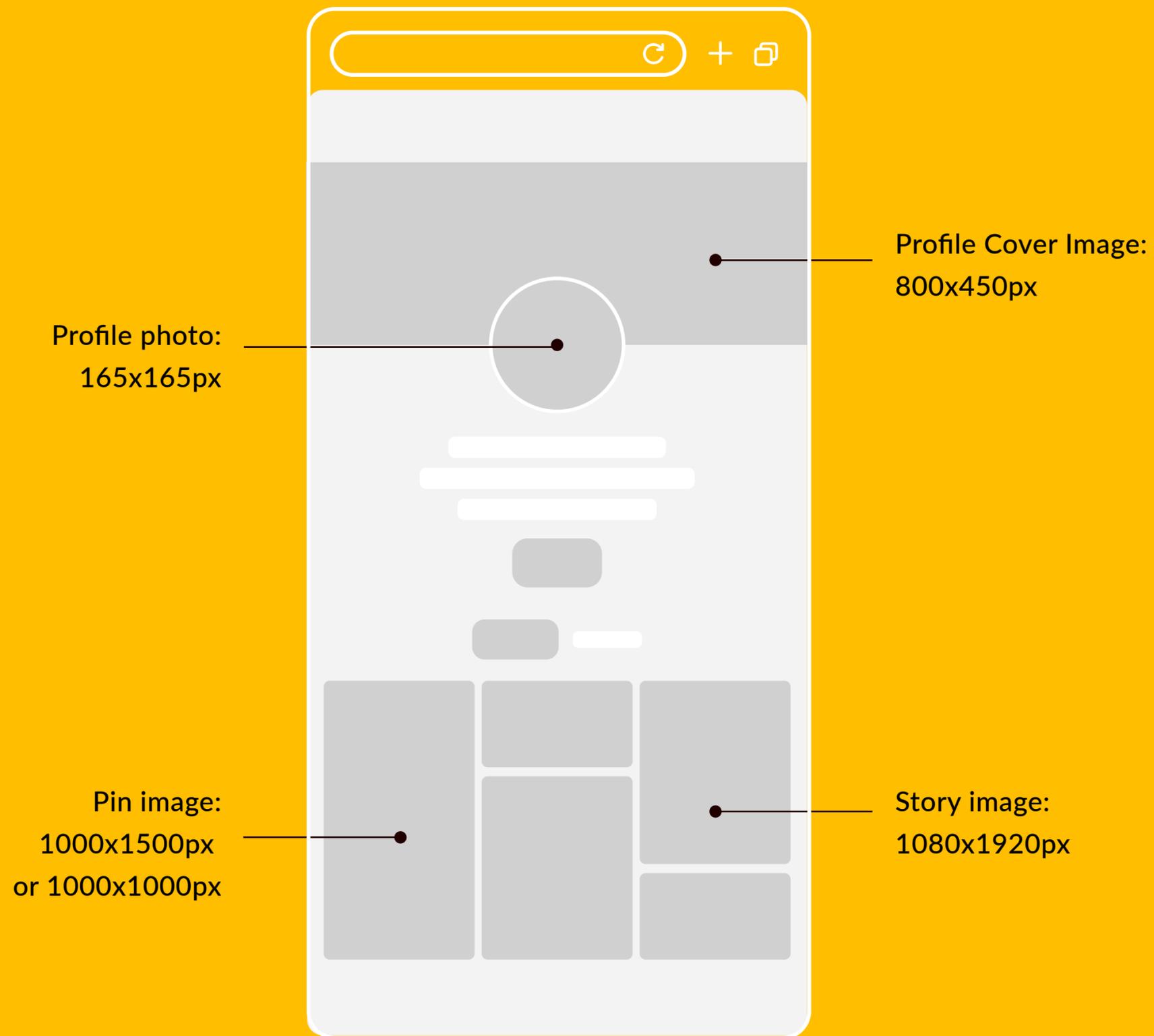
App card:
800x418px or 800x800px



Video shorts:
1080x1920px

Channel banner:
2560x1440px

Thumbnail:
1280x720px





Let's Talk

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