



STATICE MEDIA CASE STUDIES

Designing Digital Growth with Strategy and UX

Strategy, Design, UI/UX and Digital Marketing for Growing Brands

Strategy, Design & Growth



Who We Are

Founded in 2019, Statice Media is a digital strategy and design-led marketing agency helping brands build clear, scalable digital ecosystems.

We work with growing businesses and established organisations to create a strong digital foundation that supports long-term growth.



Our Approach

We sit at the intersection of strategy, design, UI/UX, and growth, prioritising clarity.

We first identify brand purpose, audience needs, and business goals, then translate those insights into cohesive design, websites, and marketing systems that scale.



What We Deliver

We design and build brand websites and digital experiences that are intuitive, conversion-focused, and future-ready.

We've worked across industries, improving discovery & visibility through SEO, AEO, & GEO for search engines & AI platforms.



Client Focus

Design and user experience are business tools, not just aesthetics.

By combining strategic thinking with hands-on execution, we help brands move beyond isolated tactics to build scalable digital systems that integrate technology and automation.

What We Do

1

Social Media Marketing and Growth

From engaging posts and eye-catching designs to influencer collaborations and paid campaigns, we help brands grow their presence across platforms.

2

Web Design and Development

Custom websites with intuitive UI/UX, smart integrations and ongoing support that strengthen your digital presence.

3

SEO Services

On-page, off-page, AEO, GEO, and local SEO strategies improve your visibility on search and AI platforms, drive traffic, and attract the right leads.

4

Paid Marketing

Google and Meta campaigns designed to maximise reach, conversions and measurable growth.

5

Branding and Design Services

Logos, brand guidelines and visual identity systems that help businesses stand out with consistency and clarity.

6

Content Marketing and Outreach

Blogs, newsletters and email campaigns that amplify your brand voice and keep your audience engaged.

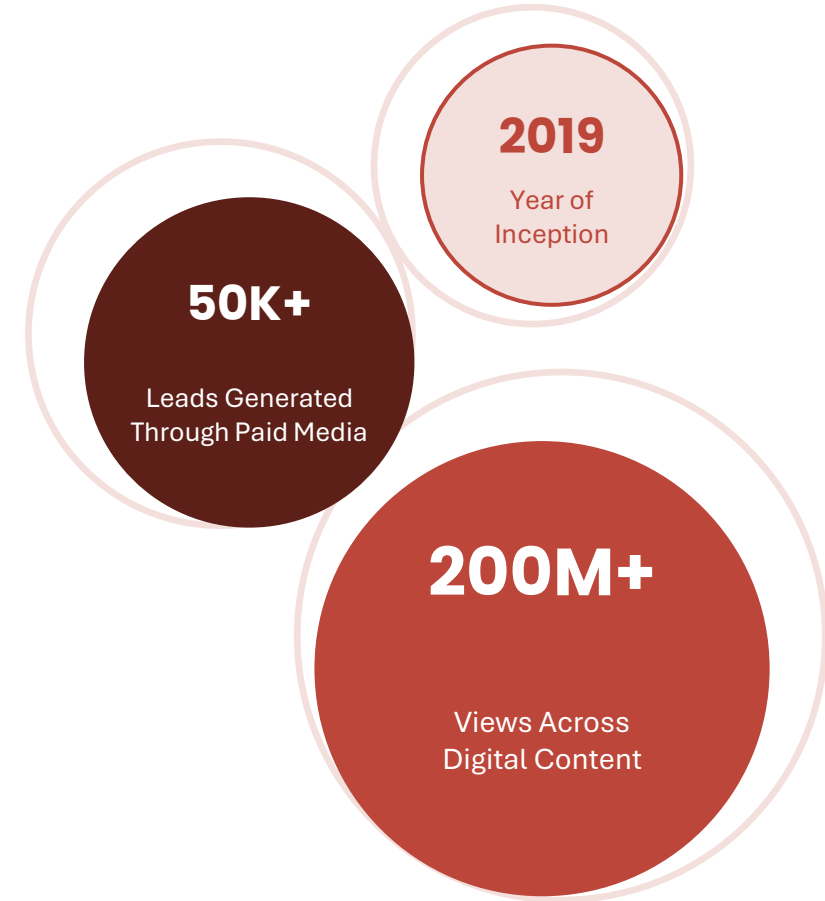
One Partner for Connected Digital Growth

Statice Media brings strategy, design, content, technology, SEO, and performance marketing together through a single integrated team.

This enables brands to build a consistent digital presence while connecting creative execution with measurable business outcomes.

What We Bring to Every Engagement

- ✓ Integrated strategy across brand, website, social media, search and paid campaigns
- ✓ Content planning and creative direction aligned with business goals
- ✓ Website design and development focused on UX, clarity and conversion
- ✓ SEO, AEO and GEO for visibility across search engines and AI platforms
- ✓ Google and Meta campaign management focused on qualified growth
- ✓ Performance reporting, continuous optimisation and actionable recommendations



RNS Group: Integrated Digital Growth Across Six Institutions

Paid Marketing + Social Media + Video Production + Website Development

Challenge

RNS Group needed a stronger digital presence across multiple institutions, with consistent content, better admission-season performance, and more engaging student-led communication.

Objective

Strengthen the online presence of RNS institutions, generate admission enquiries, improve social media reach, and build a more modern digital ecosystem across the group.

Approach

1. Produced consistent reels, event videos and admission content
2. Managed paid marketing campaigns during admission season
3. Deployed two dedicated team members on-campus during fests, events, and admission periods
4. Revamped websites for 6 institutions under the RNS Group
5. Created platform-specific content for Instagram, LinkedIn and YouTube



1000+

Admission leads generated for RNS International School at less than ₹15 CPL

20K+

Followers for RNSIT across Instagram, LinkedIn, and YouTube

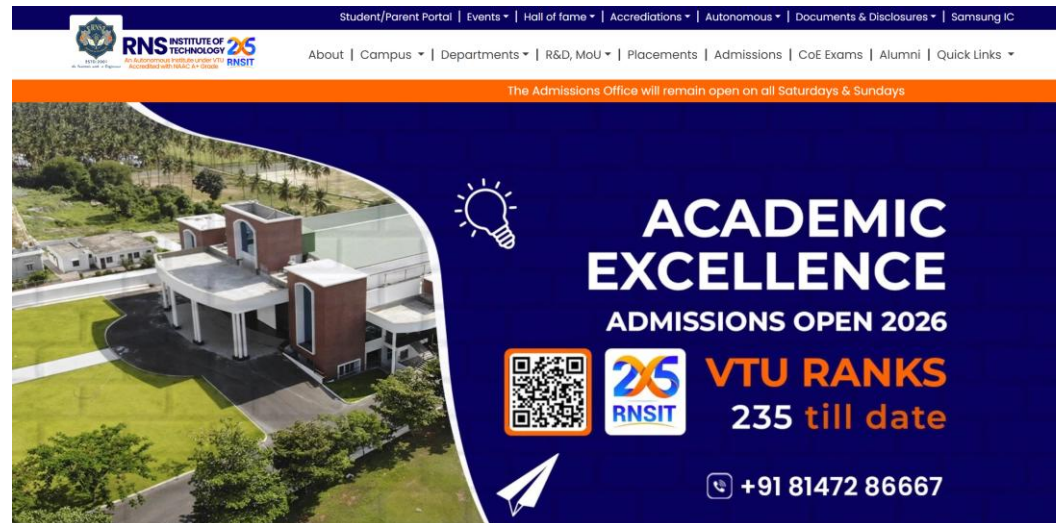
100M+

Views across reels posted

6

Websites Revamped under the Group

Student-Led Content, Event Coverage & Website Development



The IT Gear: Scaling Leads and Social Media Reach

Paid Marketing + Social Media + Founder-Led LinkedIn Strategy

Challenge

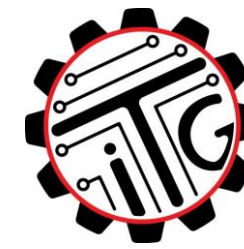
The IT Gear needed to strengthen its digital presence, improve lead generation, and increase visibility among both consumer and business audiences.

Objective

Drive qualified leads through Google and Meta Ads while building a stronger social media presence across Instagram, LinkedIn, and founder profiles.

Approach

1. Built a paid marketing strategy across Google and Meta Ads
2. Created high-performing reels around gaming PCs and custom builds
3. Strengthened Instagram and LinkedIn presence with consistent content
4. Developed founder-led LinkedIn content to build trust and authority
5. Positioned The IT Gear as a go-to destination for custom PCs, components, and IT hardware solutions



6M+

Views across 3 viral reels

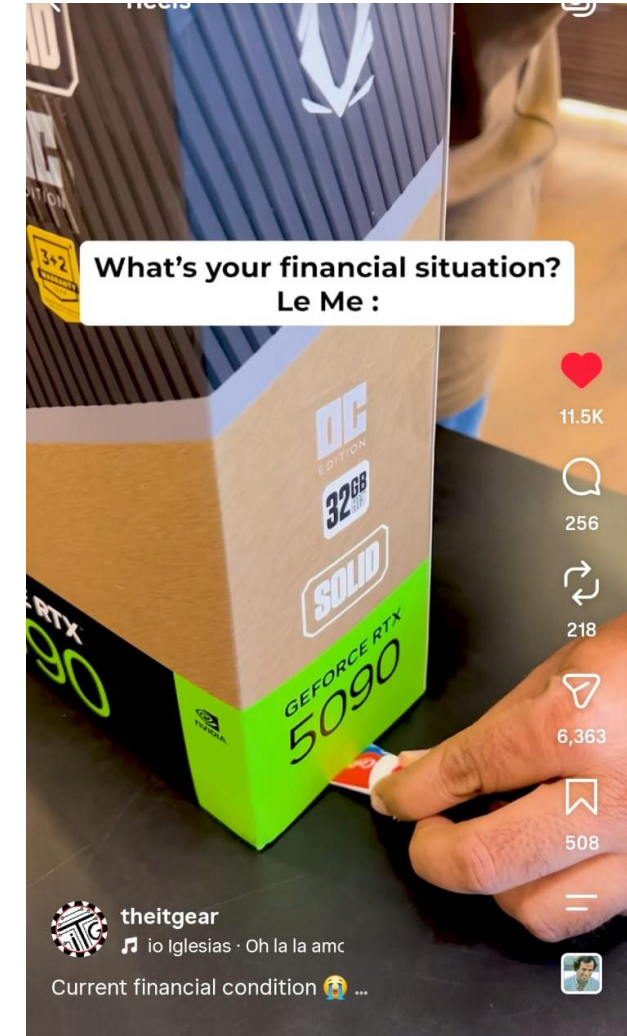
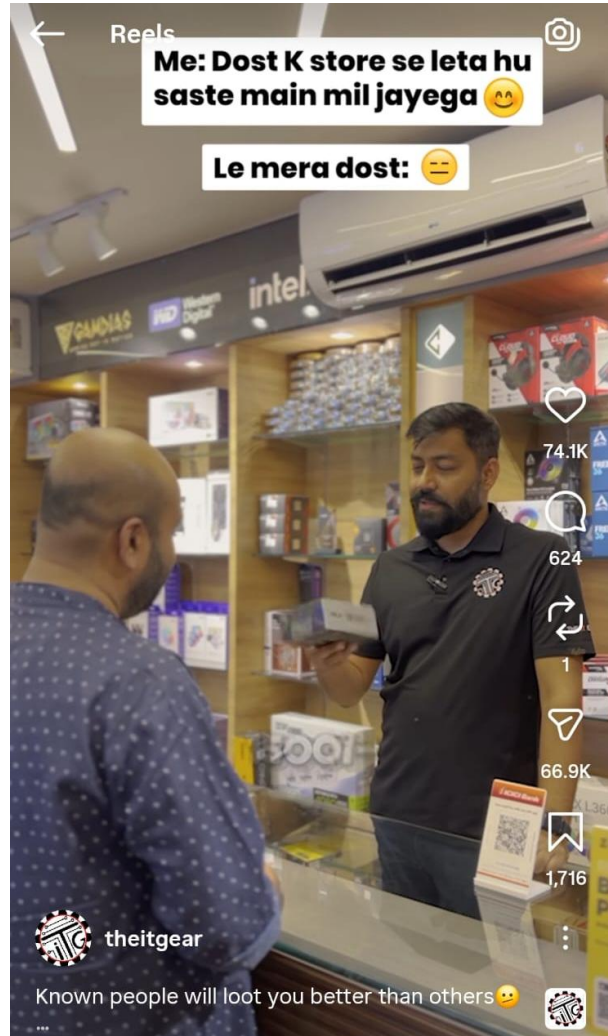
30K+

Followers across social media

5K+

Leads generated through Meta and Google Ads

Product-Led Reels and Social Media Campaigns



iDare: Growing Community and Event Visibility

Social Media + Influencer Marketing + Event Marketing

Challenge

Content was going out regularly, but engagement and event visibility remained low.

Objective

Increase social media engagement, build awareness for the pilot event, and drive stronger audience participation.

Approach

1. Built a consistent engagement strategy for Instagram
2. Partnered with influencers to promote Self Care Sunday
3. Planned event-day shoots, reels, and promotional content
4. Curated Instagram Live sessions to build pre-event interest
5. Supported event visibility through radio outreach



500%

Follower Growth in under 2 months

From 2K to 12K+ followers

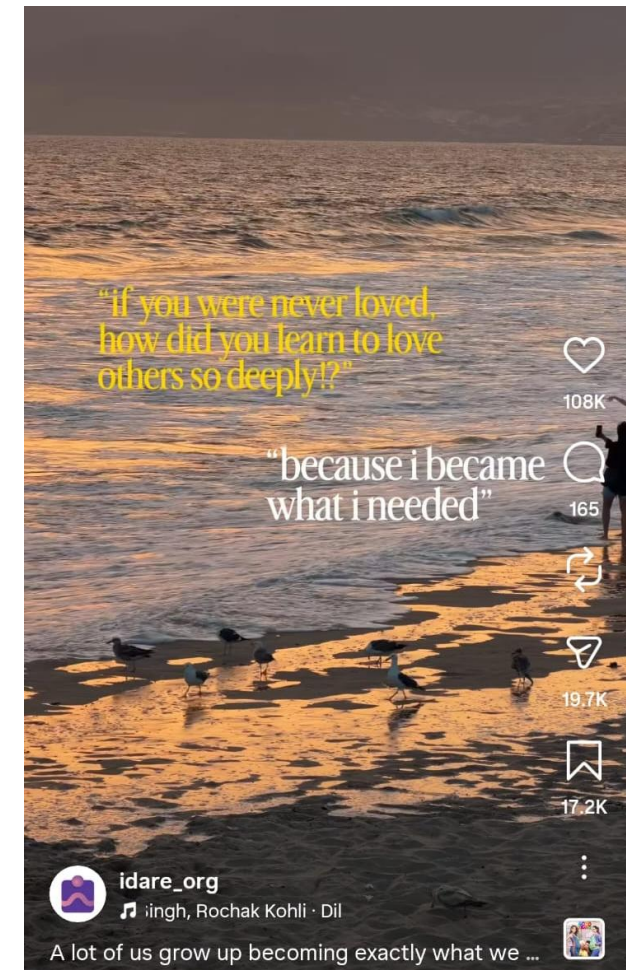
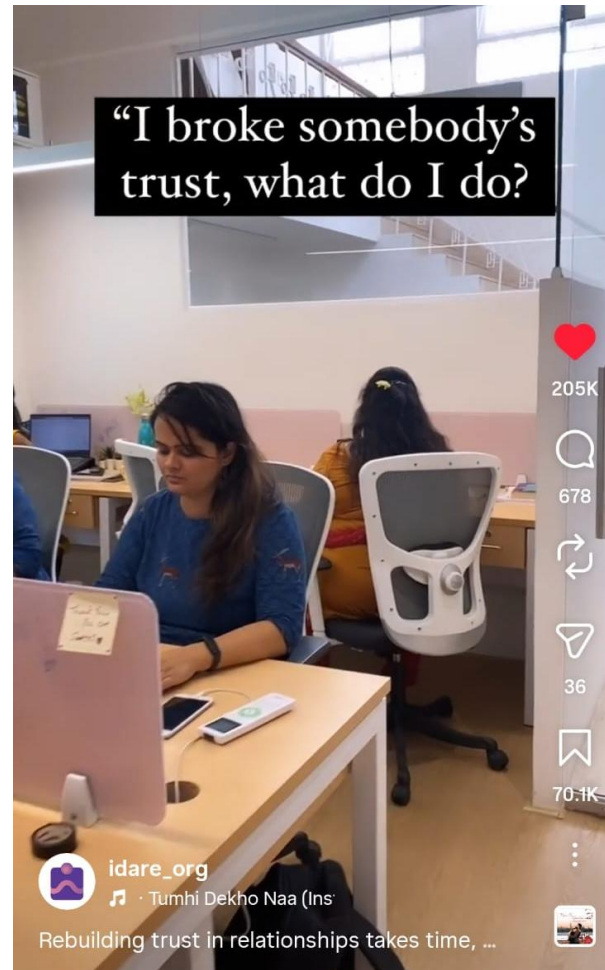
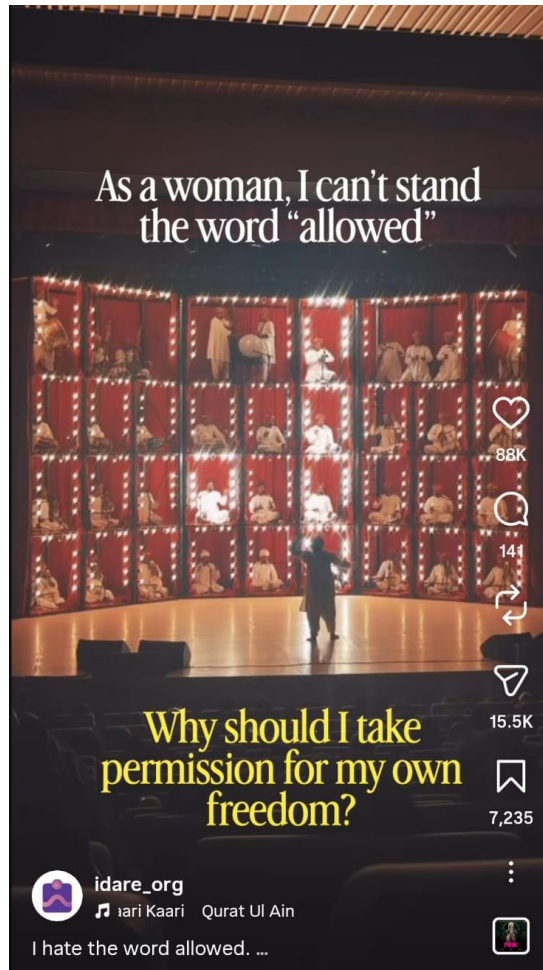
5M+

Views across 3 viral Instagram reels

100+

Influencer activations across 10 events

Selected High-Performing Social Media Content



Naveen Tile: Website, Search and Social Transformation

Social Media + Video Production + Website Redesign + SEO

Challenge

The brand had strong products, but needed a more premium digital presence, better search visibility, and stronger content.

Objective

Revamp the brand's online presence across the website, SEO, and social media to make product discovery easier for potential customers.

Approach

1. Redesigned the website with a cleaner, more aesthetic product-led interface
2. Added unique features like a tile visualiser to improve browsing experience
3. Optimised the website for high-intent tile-related searches in Bangalore
4. Produced consistent, high-quality video content for social media



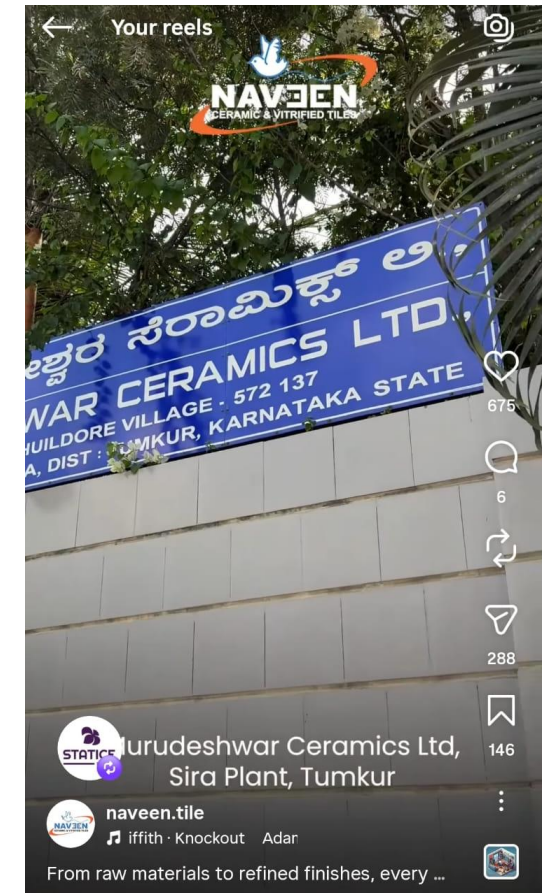
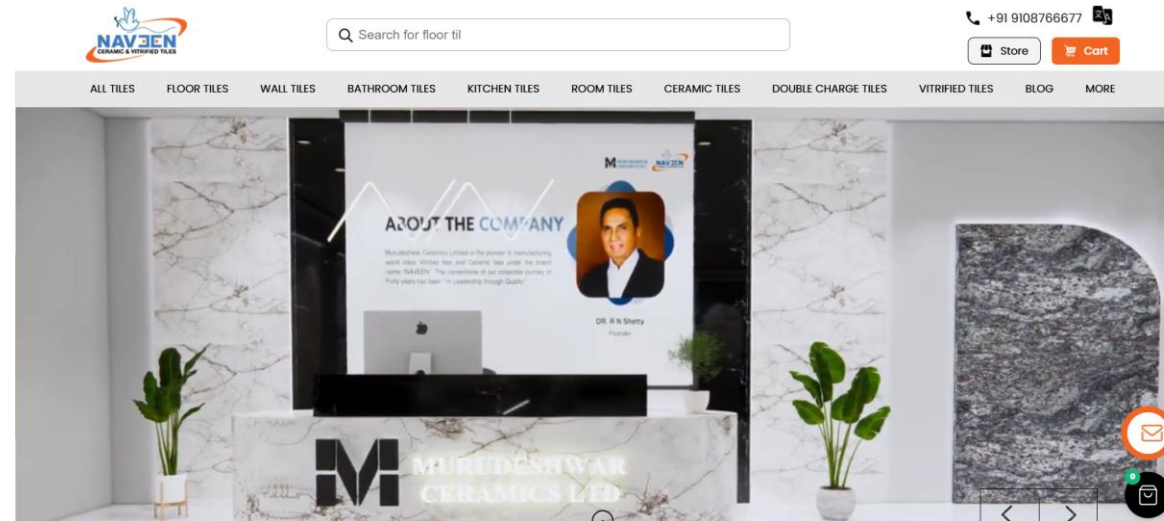
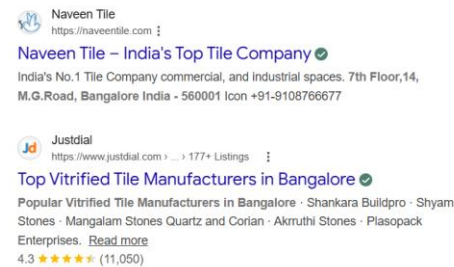
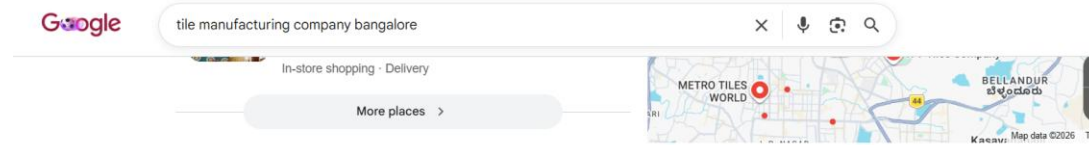
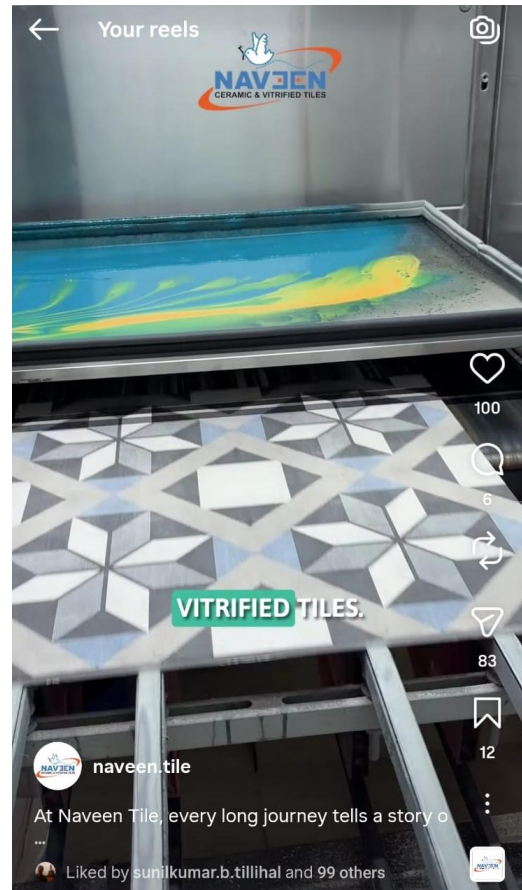
#1

Ranking across multiple tile-related keywords in Bangalore

7K+

Followers across social media platforms

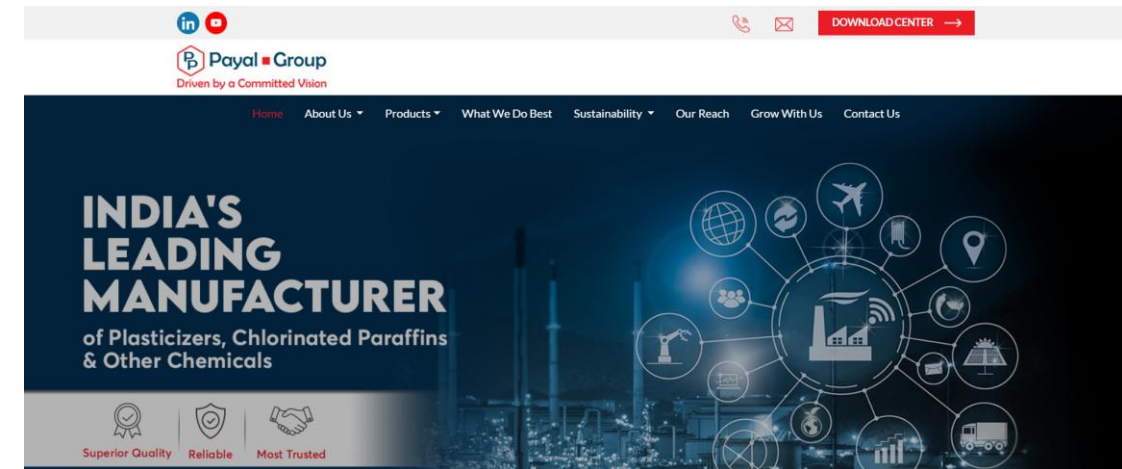
Social Content, Search Visibility and Website Experience



Payal Group: Modernising a Complex Corporate Website

Website Revamp and Content Restructuring

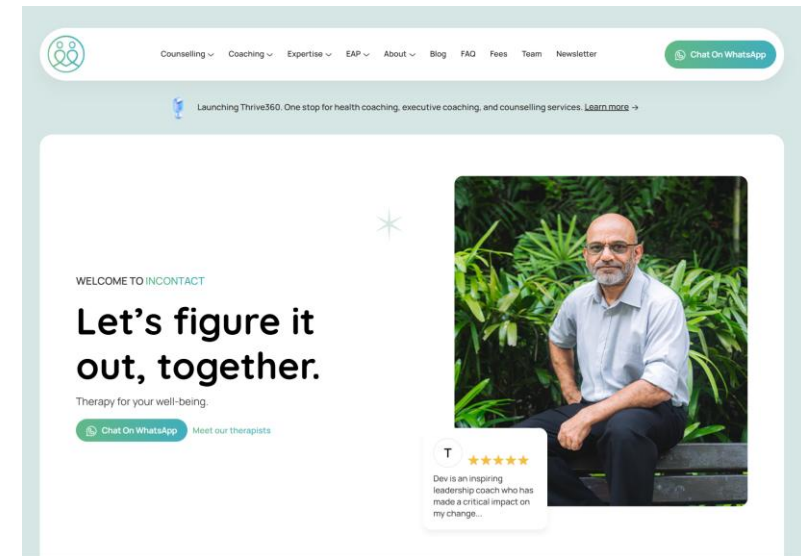
- ✓ **Revamped corporate website for a large B2B manufacturing group**
Built a cleaner, more professional digital presence aligned with the scale and credibility of the Payal Group.
- ✓ **Structured complex product information for easier discovery**
Organised multiple chemical categories, company information, infrastructure, sustainability, careers, and contact sections into a clearer website journey.
- ✓ **Improved brand presentation for customers, vendors, and global partners**
Created a more credible online presence to support business enquiries, product exploration, and corporate communication.



Incontact: Creating Trust Through Website UX and Content

Website Redesign + Content Refresh + SEO Audit

- ✓ **Built a calm, credible website for a counselling brand**
Designed the website experience to feel warm, professional, and reassuring for people seeking mental health support.
- ✓ **Structured multiple services into a clear user journey**
Organised counselling, coaching, EAP, corporate wellness, therapist profiles, fees, FAQs, blogs, and newsletter sections in a way that is easy to explore.
- ✓ **Improved digital trust for sensitive decision-making**
Created a website that supports therapist discovery, service understanding, WhatsApp enquiries, and easier first-step action for potential clients.
- ✓ **Strengthened the website's SEO foundations**
Audited technical and on-page SEO to identify opportunities to improve discoverability, content and long-term organic visibility.



VYON Collective: Building a Premium Activewear Brand Online

Website Design + Development + Website Copy + Branding + Logo Design

- ✓ **Built a premium, performance-focused e-commerce website for an activewear brand**

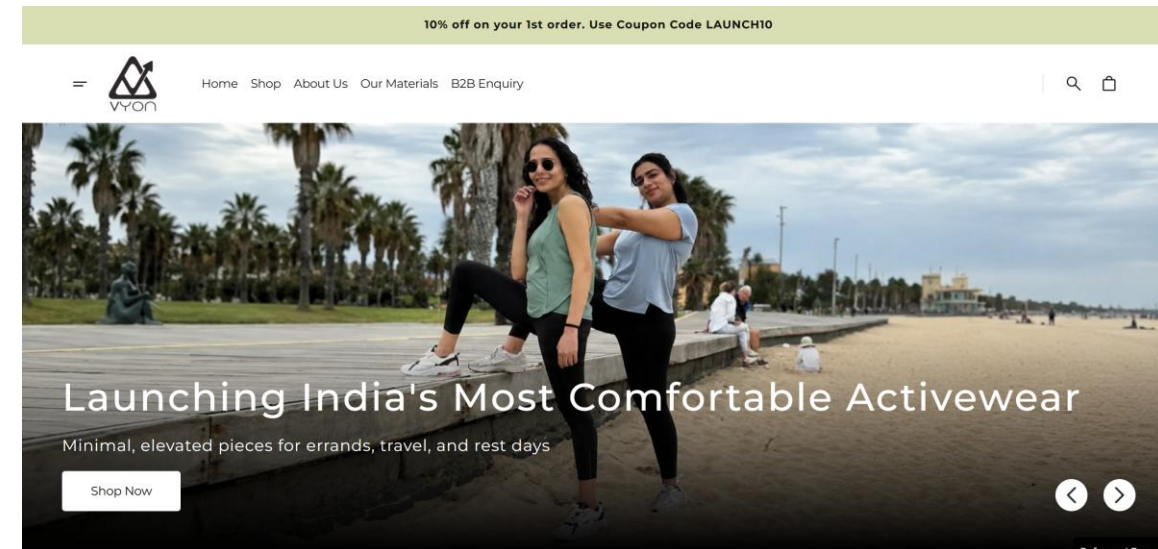
Designed the website experience to feel modern, energetic, and aspirational while communicating VYON's positioning as activewear designed in Australia and built for Indian bodies, tropical climates, and everyday movement.

- ✓ **Structured the website for easier product discovery and purchase**

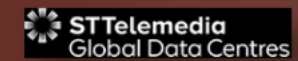
Organised collections, product pages, size information, fabric details, reviews, FAQs, and brand content into a clear shopping journey. The website helps customers explore leggings, sports bras, tops, and other activewear based on their movement, lifestyle, and performance needs.

- ✓ **Strengthened product credibility and customer confidence**

Highlighted VYON's fits, performance fabrics and functional details through clear product information and brand storytelling, helping customers make more confident purchase decisions.



Brands That Trust Us



Hear From Our Clients



Reena Goenka

Director

"Statice Media was responsible for our SEO and social media activity. They did a wonderful job. Thank you."



Rahul Nagarajan

Director

"Absolutely great working with Statice Media. They have done a phenomenal job on all of their projects with Velicham Finance. Always provides the deliverables with good quality and on time."



Rashmi Rajpal

Director

"Statice has been with us since the start of our journey. They have done a phenomenal job online, and helped us create content for our brochures and product labels too."



Nehal Challani

Founder

"Impeccable website design and development work. Extremely responsive and accomodating!"



WATCH OUR CLIENT TESTIMONIALS



Looking to strengthen your brand's digital presence?

Let's discuss how strategy, design and marketing can work together for your business.

in LinkedIn
www.linkedin.com/company/statice-media

Instagram
www.instagram.com/statice.media

Website
www.statice.media

Email
media@statice.tech