

RMTIMES

The Bulletin That Matters

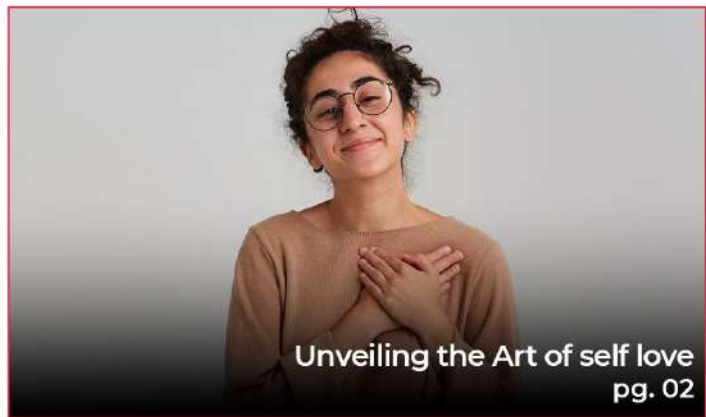
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Level Up your Digital Marketing Game!

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Unveiling the Art of Self-Love:



A Valentine's Day Guide to Indulging in Some Much-Needed Self-Care

Valentine's Day, the day of love and affection, is just around the corner, but amidst the chaos and rigors of the corporate world, we often forget the most important relationship of all - the one we have with ourselves. Self-love is just as crucial as any other form of love, and it's high time we take a step back, take a deep breath and indulge in some much-needed self-care.

Here are a few tips to help you discover the art of self-love and make it a habit:

- 1. Make "me-time" a priority:** In the fast-paced world we live in, it's easy to get caught up in the whirlwind of responsibilities and obligations. However, it's essential to set aside some time each day for yourself, whether it's reading, meditating, or simply taking a walk in nature. This will not only help you recharge but also give you a chance to reconnect with yourself.
- 2. Cultivate gratitude:** Take a moment each day to reflect on the things you are grateful for in your life. This simple exercise can help shift your focus from what you lack to what you have, and in turn, foster a sense of appreciation and contentment.
- 3. Indulge in some self-pampering:** Treat yourself to something special, be it a spa day, a new book, or a fancy dinner. Show yourself the same love and affection you show to others, and you'll be amazed at how much better you'll feel.
- 4. Let go of negative thoughts:** We all have negative thoughts from time to time, but it's essential to let them go and focus on the positive. Mindfulness and meditation can help you clear your mind, reduce stress and release negative thoughts.
- 5. Cultivate positive relationships:** Surround yourself with people who lift you up and support you. Spend time with friends and loved ones, or join a group or club that aligns with your interests. Positive relationships can be a great source of inspiration and motivation.

Self-love is a journey. Remember, taking care of ourselves, both physically and mentally, is vital to leading a fulfilling and happy life. So, this Valentine's Day, let's make a commitment to ourselves. Happy Valentine's Day!

Love Gone Viral!

Valentine's Day Ad Campaigns That Stood Out

Valentine's Day is a holiday that has been celebrated for centuries and is a time for couples to show their love and affection for each other and for brands to capitalize on this sentiment by promoting their products and services. In recent years, many brands have used Valentine's Day as an opportunity to launch creative and heartfelt ad campaigns that capture the spirit of the holiday. Here are the top 3 Valentine's Day ad campaigns of the last decade.

CASE STUDY 1: "Little Acts of Love"

Brand: Pandora

Pandora's "Little Acts of Love" ad campaign is a heartwarming and thoughtful campaign that highlights the small, everyday acts of love that can make a big difference in a relationship. The campaign features a series of short videos that showcase different couples and the little acts of love they do for each other. From making breakfast in bed to leaving a note on the car dashboard, the campaign emphasizes that it's the small things that can make a big impact on a relationship.

For more details click here : <https://youtu.be/PUwTR3dXxMo>



CASE STUDY 2: "Match Me"

Brand: MeUndies

MeUndies, a company that sells underwear and loungewear, ran an ad campaign for Valentine's Day called "Match Me." The campaign was focused on promoting the brand's matching sets of underwear and loungewear for couples.

On social media, MeUndies shared romantic and playful photos of couples wearing the matching sets. The company also partnered with influencers on Instagram, who shared photos and videos of themselves wearing the matching sets.

*The above case studies are for educational purpose only. RMT was not involved in any of them

As a result, the brand saw an increase in sales of matching sets during the Valentine's Day period and an overall increase in brand awareness. Additionally, the campaign generated a lot of user-generated content as couples shared their own photos wearing the matching sets on social media.

For more details click here : <https://youtu.be/8OW7ZJte3Co>



CASE STUDY 3: "Third Wheel Kevin"

Brand: Deliveroo

The "Third Wheel Kevin" ad campaign by Deliveroo is a humorous promotion of the food delivery service on Valentine's Day. The campaign features a character named Kevin who is always uninvited but with Deliveroo. The ad shows Kevin in different scenarios using Deliveroo as a savior. The concept is relatable and funny, the character of Kevin is well-defined, consistent throughout the campaign and well-received by the audience. It helped position Deliveroo as a brand that understands its customer's needs.

For more details click here : <https://youtu.be/rOWSSyQ2qSo>



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Highlights of The Month

Digital to on-ground sale conversion campaign - Happi Mobiles :

Happi Mobiles has presence across two telugu states with 80+ stores. Through this campaign we have improved the sales of their underperforming stores by running exclusive offers which are promoted digitally. Through our effective lead gen campaigns, we have generated offer wise store wise leads and all that the sales team has to do is to convert them by closing the leads. Through this campaign we have achieved a whopping 7X ROI.



Live Digital Support :- ET CEO RMT :

One of the unique services that RMT Offers to its clients is to support with Live Digital support to their on-ground events. From text based tweeting to creatives being designed and posted in real time throughout the event is a unique service that we offer to a remote place too. Through our cutting edge marketing services, we also have trended these events on twitter during the event active time.



NLC :

National Legislators' Conference Bharat (NLC Bharat) will be an avenue for Members of Legislative Assemblies (MLAs) and Members of Legislative Councils (MLCs) across the nation to gather for the first time ever in one place and exchange ideas in this historic conference.

With the help of our team, we have been able to create 20 new pages that include new functionality and data points. This has allowed us to provide our customers with an improved online experience. Our team worked hard to ensure that all new features are functioning correctly and can be used by our customers with ease.



Maeer's :

With the sole objective of meeting the long-felt need for a center of scientific and educational research, which would meet the challenges of the present and the future, MIT Group of Institutions was established as a society and charitable trust.

With a website revamp, our team worked hard to make sure that we followed brand guidelines and improved the design and user experience of the website. We believe that this revamp will bring a modern, more intuitive look and feel to the website, making it easier for users to find what they need quickly.



ESTD : 1983

New Clients & Projects

Meru International School



With over 150 qualified teachers, from prestigious colleges and universities, Meru International School is perfectly positioned to deliver on the vision to students aged 3 to 18. Meru follows a blend of Cambridge primary programmes with CBSE primary learning outcomes to ensure that children are exposed to international primary programmes without missing the essence of the national curriculum.

Scope: Social Media, SEO, Performance Marketing
Maintenance

Birthdays in February



 Mohan Babu	26 Feb
 Sailusha	28 Feb

RED MATTER
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Work Anniversary in February



 Mansi Sharma	02 Feb
 Sai Krishna P	17 Feb
 Sai Shankar	17 Feb
 Enosh Lakkapaka	23 Feb
 Manisha Agarwal	26 Feb

Who said it? (Overheard @RMT)



Person 1: There are 2 sides to every story
Person 2: And tum dono side mein hi boring ho

Have a nice day..... somewhere else.

Person 1: Hey. Get done with all your work before lunch today
Person 2: Why?
Person 1: Because it's Biryani Friday!

Adesh looks like a grandfather and a grandchild all at the same time

Person 1: Say something funny!
Person 2: Vishal ke saamne? Aisi gustaakhi nahi kar sakta mein!

Person 1: How are you?
Person 2: All good, no accidents!

Person 1: Can I take a leave tomorrow?
Person 2: How about you just leave tomorrow?
Person 1: I'll be here 10 AM
Person 2: Thank you

You are more disappointed than this client's feedback!

Person 1: (loudly) You are an asset to the company
Person 2: (whispers) a non-performing asset

Person 1: Can I sit here?
Person 2: You got hired against my will, I think you can sit here without my permission.

Level Up your Digital Marketing Game!

As the digital landscape continues to evolve at an unprecedented pace, it's critical for digital marketers to continually upskill and stay ahead of the curve. Not only does this ensure that they remain relevant in an ever-changing industry, but it also opens up new opportunities for growth and success. Here are some tips for upskilling in the digital marketing field and sources to help you stay current.

1. Specialize in a particular area

The digital marketing field is vast, encompassing various areas such as SEO, PPC, social media marketing, content marketing, email marketing, and more. It's crucial to specialize in one or two areas and become an expert in them. This not only makes you more valuable to your current or future employer but also sets you apart in a competitive job market.

2. Attend conferences and events

Attending digital marketing conferences and events is an excellent way to stay up-to-date on the latest trends, technologies, and best practices. These events provide a platform to network with peers, attend workshops, and learn from industry leaders. The Digital Marketing Summit and Web Marketing Festival are two of the largest digital marketing events held in India, attracting top industry leaders and professionals.

3. Read industry blogs and publications

Reading industry blogs and publications is a great way to stay informed about the latest developments in digital marketing. Popular Indian industry blogs and publications include DigitalDeepak, YourStory, and Social Samosa. Subscribing to digital marketing newsletters such as Marketing Mind, Web Marketing Academy, and e4m could also provide valuable insights and tips. Some of the most popular international blogs in the industry include Moz, Search Engine Land, Marketing Land, and Hubspot. Additionally, subscribing to digital marketing newsletters such as Marketing Insider Group, MarketingProfs, and The Daily Egg can provide you with valuable insights and tips on a regular basis.

4. Participate in online courses and certifications

Online courses and certifications offer a flexible and convenient way to upskill in digital marketing. Online platforms such as Coursera, Udemy, and Simplilearn offer a wide range of courses and certifications in various areas of digital marketing. Consider investing in certifications such as Google Analytics, Google Ads, Hubspot Content Marketing, and more.

5. Join online communities and forums

Joining online communities and forums is a great way to connect with other digital marketers and stay up-to-date on industry news and trends. Platforms like Reddit, LinkedIn, and Quora have active communities where marketers can ask questions, share experiences, and engage in discussions.

6. Follow thought leaders on social media

Following thought leaders in the digital marketing industry on social media can provide you with valuable insights and inspiration. Platforms like Twitter and LinkedIn are great places to follow industry leaders, stay informed about their latest posts, and engage with them. Follow thought leaders such as Harsh Agrawal, Avinash Kaushik, and Sorav Jain on Twitter and LinkedIn to stay informed about their latest posts and engage with them.

Upskilling in the digital marketing field is crucial for success and growth. With the right combination of hard work and continuous learning, you can become a leader in the digital marketing field and stay ahead of the curve.



- Srikanth Rajashekaruni
CEO - RMT

Welcome to the RMTeam



Vinay Kumar
Visual Content Specialist

Hello peeps, This is Vinay Kumar, born and brought up in Hyderabad. I always drove to the world of art and creativity. My passion led me to pursue my Bachelor of Fine Arts in Applied Arts at SVCFA, where my skills developed a deep understanding of the subject.

In my free time, I enjoy exploring my creative side through various activities like editing and sketching. I also have a passion for travel and love discovering new places, cultures, and experiences. I find inspiration in my travels, which often informs my artwork.

I'm also a music lover and have a soft spot for LoFi music. I find solace in the mellow beats and the relaxed vibe of the genre. When it comes to food, I'm a big fan of the local dishes and have a huge love for haleem.



Nabihah Mohammed Abdul Hafeez
Project Management Trainee

I am Nabihah Mohammed Abdul Hafeez. I am a Project Management Trainee. Marketing has always been a fascinating field to me. Since it's such a creative driven field, I chose to pursue a career in it. As someone who enjoys learning new things, I have several hobbies. I like painting, going to cafes, baking, watching movies and gaming. I also love animals and look forward to fostering and adopting cats one day.



Vijaya Reddy
Software Developer

Hello team, I'm vijaya reddy. Graduated from CMR Technical Campus. I'm interested in acquiring knowledge about various technologies of latest trends. My hobbies are cooking and binge-watching.



Vignesh Anand
Client service Manager

Cinematographer, editor, and colorist now making my way from shoots to suits. I may not be the jack of all trades, but I am the dad of all jokes. Fun Fact: My fingerprints never stay the same for more than a month, they keep changing.



RMT is a hub of talent..

Talents, some known and some unknown...
Did you know?

Enosh can mimic the sound of a Goli Soda popping!
(It's uncanny!)



Aakash is a youtuber and has over 8.75 lakh subscribers!
(Why are we paying for influencers?)



Vaishnavi can mimic anime characters to the T!
(No, it's not her normal voice!)



Sindhu can remember birthdays very easily
(No, it has nothing to do with she being in HR)



Nirmala can sleep anywhere, anytime. A chair, a floor, against a pole!
(She asked us to make it very clear that she keeps this talent out of the office)



Vignesh can recite Chinese rhymes.
(Unfortunately, this couldn't be verified)



Shreya can touch her noses with her tongue
(She thought this is worth mentioning)





● Aama's | Cuisine: Chinese & Nepalese

Must try: Thukpa & Momos

Located in Lingampally, this little joint serves noodles, momos, and authentic Nepalese delicacies. Every bite is packed with flavour and spices. The momos are served with spicy chutney and the Thukpa has a well-balanced broth. The food here is a warm hug in a bowl!

Find it here: <http://zoma.to/r/18382590>



● Italian Fresh Cut | Cuisine: Continental

Must try: Pizza

Some of us take our slices very seriously, just like this outlet. Made with fresh ingredients, these thin-crust pizzas are assembled and baked right in front of you. The sauce is made in-house and the toppings are customizable. Beware! You might want the pizza all to yourself.

Find it here: <http://zoma.to/r/19319011>



● Panchakattu Dosa | Cuisine: South Indian

Must try: Neyyi Karam Palyam Dosa & Pongal

Flavourful potato filling, a hint of spices, and the richness of ghee, that's what you'll find in the dosa here. If you're in the mood for some comfort food, you ought to try the Pongal. The kick of spices from the peppercorns cuts through the nutty flavour of ghee, making it irresistible. PS try all the chutneys served with the dishes, you will not regret it.

Find it here: <http://zoma.to/r/19135909>



● Haji Ali Fresh Fruit Juices | Cuisine: Street Food & Juices

Must try: Strawberry Cream & Pav Bhaji

In the mood for some dessert? This Strawberry Cream is what you need! Fresh strawberries shredded and mixed with velvety smooth cream, topped with thinly sliced strawberries, this dessert is an absolute indulgence. The balance of sweetness in this bowl is what makes it so special. They also serve a bunch of chaat items. If you're one of those who like a little texture of vegetables in their Bhaji, this is the Pav Bhaji you should try!

Find it here: <http://zoma.to/r/19970854>



People @Work



Fridays @Work





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