



**MEDIA EYE CIRCLE PVT. LTD.**  
**(Media Eye Group)**

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Nathalal Parekh Marg, Opp. Gujarati  
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**MOB: 9820029241**

The Media Eye Circle Pvt. Ltd would highly appreciate if you could extend your support to our online brand, [mediaeye.co.in](http://mediaeye.co.in).

Mediaeye.co.in is a dedicated news portal with a difference that operates 24x7, helmed by media veterans with more than two decades of a ring-side view to major events.

In this age of information overload, our accomplished team of writers sift the news that matter from the ocean of flashes that are splashed across TV screens, news wires, social media and websites, and deliver them in simple prose for easy read.

We aim to provide national and international news and analyses on a near real-time basis, spanning a wide spectrum -- general, political, crime, business and economics, leisure and films, sports and odd items -- that tickle the interest and vet the appetite of a broad audience.

For us, the audience is the king; not the newsmakers.

By flagging crucial developments and happenings, and explaining nuances of complicated issues in a crisp manner, we would ensure a reader is kept well informed and ready to respond to fast changing times.

The portal is administered by Media Eye Circle Pvt. Ltd, whose aim is to help businesses connect with clients and expand. The Media Eye team studies company's product; creates exclusive designs to enhance its marketing and makes sure it reaches the target audience. We also have a print media brand, media eye, for synergizing and promoting business for our highly privileged clients.

# Media Eye Group of Companies

1. Media Eye News Portal
2. Media Eye News Paper
3. Media Eye Strategic Communication
  - ❖ Sreekrishna Events & Consultancy
  - ❖ Anwita Events & Consultancy
  - ❖ JSK Events & Consultancy
4. Yasoda Institute of Research and Advanced Studies (LLP)

# About Us

The Media Eye Group, promoted by media professionals with a track record of more than two decades, focuses on strategic communication and event management. The group comprises companies including Sreekrishna Events and Consultancy, Anwita Events and JSK Events. The group's origin dates back to 2005 when Sreekrishna Events was launched to organise mega events and public relation programmes. While Sreekrishna is credited with coordinating the activities such as guest relations and deal with the government departments for the execution of high profile events like Filmfare Awards, Femina Miss India and Economic Times awards. Anwita Events and consultants, which was launched subsequently; The group proposes to consolidate the operations of these three companies under the umbrella of Media Eye Strategic Communications.



Social Media is Local and Global



# NUMBER OF EMAILS A DAY

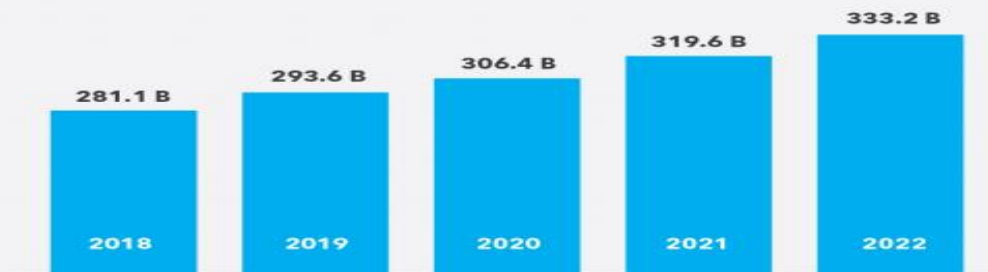


**293 BILLION**  
emails are sent per day

*That means, if world's emails are printed and stacked up at the end of the day, it would reach the moon!*

**293 billion** emails a day means over **3.3 million** emails per second

## Emails per day estimates 2018-2022



Sources: Lifewire.com, Radicati.com



Est. 2004

Monthly Active Users

**2.4 Billion**

Mobile Users

**88%**

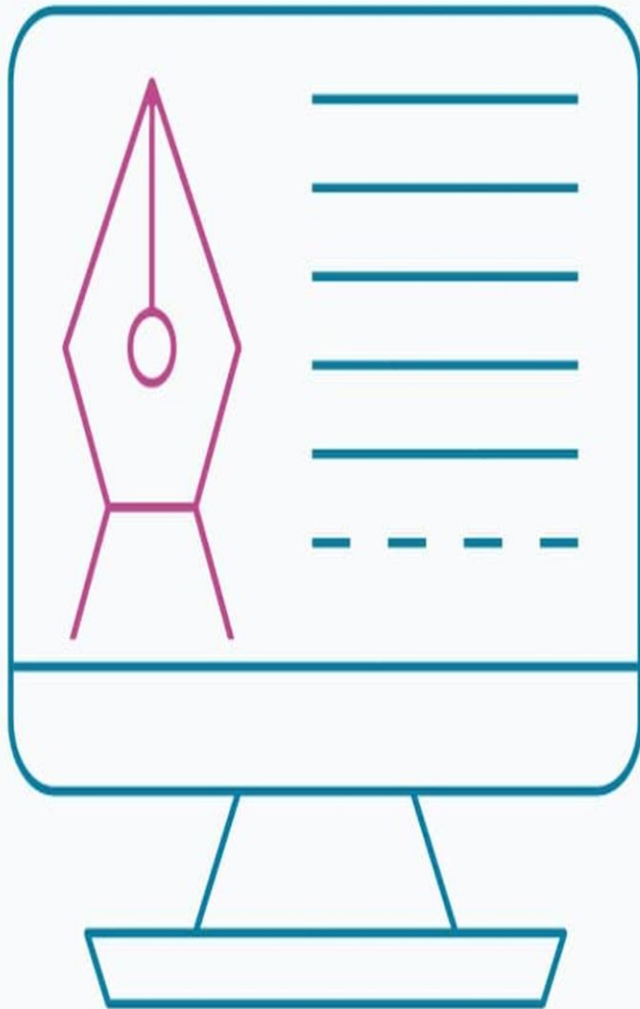
Daily Active Users

**1.6 Billion**

Daily Time Spent

**58min**





There are  
currently more than

**600 million**

blogs on the internet out of  
the 1.7 billion websites.

(GrowthBadger, 2019)



Est. 2006

Monthly Active Users

**330 Million**

Daily Active Users

**134 Million**

Daily New Accounts

**460,000**

Daily Tweets

**140 Million**



YouTube has

**2**  
**billion**

users worldwide.

(Statista, 2019)

# What Is a Social Media Strategy?







“Social Media: Enables Others to Advocate for Your Business Through Compelling Content”



“Social Media is Like a Cocktail Party:  
Listen Then Respond”

Photo Credit:  
The Diana Files





Message Box

- Compose
- Inbox (50)
- Pending (0)
- Drafts (1)
- Mentions
- Stream**
- Feeds
- Search
- Sent
- Bounced
- Calendar
- Address Book

Social Streams Showing 1 - 19

Stream:  Refresh + More streams can be added from [Add/Edit Services](#).

	Follow @showmecampaign to stay updated on the work we're doing to fight poverty. Full update from Tanzania is on the way shortly... johnlegend	14 Jun 13:36
	► Wait- @WashingtonPost says Congressman Etheridge was giving the kid a hug? <a href="http://is.gd/cPeXZ">http://is.gd/cPeXZ</a> I can't wait till WaPo folds. #fools Ed	14 Jun 13:36
	As Formspring.me Passes 700 Million Questions, Brands Start Taking Notice - <a href="http://tcm.ch/9J6SPR">http://tcm.ch/9J6SPR</a> by @jasonkincaid TechCrunch	14 Jun 13:36
	Hey everyone! Please sign up 4 my sweepstakes! \$500 gift cards! Takes 1 min! Thank you! Appreciate it SO MUCH! <a href="http://bit.ly/9bVdHX">http://bit.ly/9bVdHX</a> buckhollywood	14 Jun 13:35
	Have you liked our Facebook page yet? All the cool kids are doing it. <a href="http://tzo0.biz/fb">http://tzo0.biz/fb</a> TalentZoo	14 Jun 13:35
	Kinect's Launch Lineup: Something For Everybody - <a href="http://tcm.ch/c16sGn">http://tcm.ch/c16sGn</a> by TechCrunch	14 Jun 13:34
	Did y'all check out my appearance on MTV's "When I Was 17"? Here it is if you missed it <a href="http://bit.ly/9eGUOBX">http://bit.ly/9eGUOBX</a> NickCannon	14 Jun 13:34

	Interrision: a time lapse journey through Japan <a href="http://is.gd/pr2EmMU">http://is.gd/pr2EmMU</a> GOOD	14 Jun 13:32
	Mal Zambardo comments about his new iPhone on <a href="#">Twitter</a> says the hardware is	14 Jun 13:31

# Listen and Respond



A close-up photograph of a hand holding a metal chain link against a wooden background. The hand is positioned in the upper right, with fingers gripping a link. The chain is made of several interlocking links, with one link being particularly prominent in the foreground. The wood has a warm, reddish-brown tone and a visible grain. The lighting creates strong shadows, highlighting the textures of the wood and the metal.

“Links are the Currency of  
the Social Web”





Message Box

My Contacts

My Groups

My Reports

Add/Edit Services

Message Box

Compose

Inbox (50)

Pending (0)

Drafts (1)

Mentions

Stream

Feeds

Search

Sent

Bounced

Calendar

Address Book

Compose Message

What kind of message will you be sending?

Filter:

[Clear](#) | [All](#) | [None](#)

Lock selection:

Bebo aaronbars@aaronbars...	Brightkite status barsaaron530	Delicious aaronbars	Facebook fan page Buzz Mouth
Facebook post Aaronbars	Flickr aaronbars.com	Friendfeed aaronbars@aaronbars...	Google buzz aaronbars@aaronbars...
LinkedIn status aaronbars@aaronbars...	Myspace status aaronbars@aaronbars...	Pluk aaronbars@aaronbars...	Sendblog buzzmouth

Add: [Subject or Title](#) - [URL](#) - [Photo or File](#) - [Past Files](#) - [Tags](#) - [Template](#) - [Merge Tags](#) - [eCard](#) - [Scheduling](#)

[Sending Options](#)

Rich text editor toolbar with icons for Bold, Italic, Underline, Text Color, Background Color, Font Family, Font Size, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Link, Unlink, Image, Table, and other editing functions.

14 Publish and Broadcast [Add Services editor](#)

Get the Bookmarklet  
Click to your internet toolbar

[Send](#) [Save Draft](#) [Close](#)





“Social Media Monitoring Collects Online Mentions for Measurement and Response”



Message Box

My Contacts

My Groups

My Reports

Add/Edit Services

### Message Box

Compose

Inbox (50)

Pending (0)

Drafts (1)

Mentions

Stream

Feeds

Search

Sent

Bounced

Calendar

Address Book

Inbox 1 - 10 of 50

All None Mark Read Mark Unread Delete Filter messages Search

Newest first

- EvaEva Coppola** Post Aaron Bare **EvaEva just answered a question about Aaron!** 2 days ago
- Aaron Bare** Post Buzz Mouth **Dashboard of your Social Media Presence| SocialMouths - <http://bit.ly/bPBpPs>** 3 days ago
- Nikia Mitcha** Mention aaronbare **Found this cool Site: <http://is.gd/cGQtS7+e89c> @andreitrostel @aaronbare @thetimetochange @paigejune\_xD** 4 days ago
- Darrin Grandmason** Post Aaron Bare **Aaron — EXCELLENT job on the new changes to the company and the website. Its rocks. You nailed it. Keep hammering. Keep hammering.** 1 week ago
- Edward Philipp** Mention aaronbare **Re: Free! Why \$0.00 is the Future of Business - <http://bit.ly/aFHUup> @aaronbare does this mean you are a student, prof or both? I am Entrepreneur-in-Residence at Thunderbird, \*** 2 weeks ago
- Edward Philipp** Mention aaronbare **RT @Glutina: @aaronbare @investaw @FundingAZ @KevinJBerk, have you met @turbo140, #thunderbird's b-plan contest winner? Cool stuff. #tbird** 2 weeks ago

- Srikanth Pennapalli** Post Aaron Bare **Outbit 2009** 2 weeks ago
- Clean Inside** Mention aaronbare **Want to get the best of both worlds? Visit [www.goduel.com/s6Yx377if](http://www.goduel.com/s6Yx377if) @Tyra\_Banket @aaronbare @investaw @FundingAZ @KevinJBerk @Turbo140 @thunderbird's b-plan contest winner? Cool stuff. #tbird** 2 weeks ago
- Gluten-Free Lauren** Mention aaronbare **@aaronbare @investaw @FundingAZ @KevinJBerk, have you met @turbo140, #thunderbird's b-plan contest winner? Cool stuff. #tbird** 2 weeks ago

# Connect

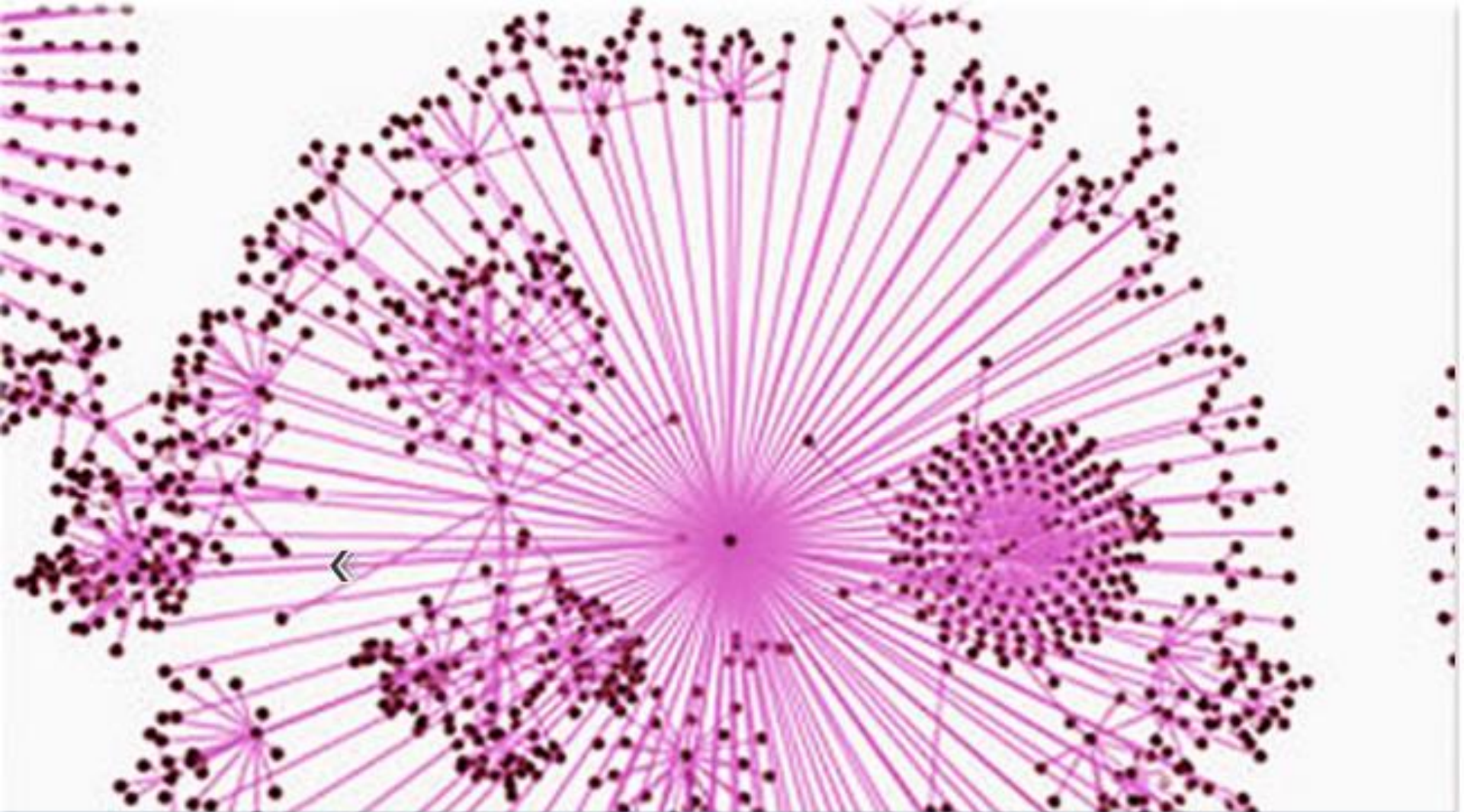


# “Company Blogs are Digital Publications that Allow Public Responses”



Photo Credit [kevindooley](#)





Create viral loops



do you have a facebook?





“Facebook is a social network that *connects* people personally and professionally through connections, messages, photos, & videos.”

Photo Credit: [Mason Bee](#)



Add to My Page's Favorites

## Phoenix International Raceway Like

Wall Info Photos Events Chat With Us! Notes

Phoenix International Raceway + Others **Phoenix International Raceway** Just Others



Phoenix International Raceway 2011 Season Ticket renewals are on the way to your mailbox! Season Ticket Holders can view their renewal and the 2011 Season Ticket Renewal E-Book by clicking the link below.

Create an Ad

Connect With More Friends



# Facebook Fan Pages Let Businesses Interact with Customers and Prospects

### Information

Founded:  
1964

### 3,109 People Like This



Alberto Hernandez



Carolyn Garner



Andrew Berry



Michael Merritt



John Kennedy



Matthew Lamb

that they are told by PIR is unavailable is probably being told the truth by PIR. I know people who have great spots in the reserved parking that don't go to the track anymore but hold on to the spots and sell them every year on ebay or craigslist.

Saturday at 11:37am · Flag



John O'hair-Schattenberg Selling them to someone they don't know can place your privilege to purchase in jeprody. If they cause a serious problem you may lose the right to renew, and rightfully so. We have has some real nightmare neighbors. Selling should be prohibited, and that would put a stop to that.

Saturday at 11:56am · Flag



Phoenix International Raceway The horizon is looking bright for Carl Edwards this season in today's Around the Track Daily!



Around the Track Daily: Thursday, July 15, 2010 Around the Track Daily is produced by PhoenixRaceway.com as a daily treatment of NASCAR news, information, and occasional musings. Today, PIR Manager of Communications Ryan Narramore takes you on a brief hot lap through the top items of today...

By: Phoenix International Raceway





# Facebook Social Applets drive results and traffic





“Twitter is like a Text Message with a BCC: To The World”

Photo Credit: [yohsu](#)





## PhoenixRaceway

Follow

Lists



Name Phoenix Raceway  
Location Phoenix, Arizona  
Web <http://www.Phoen...>  
Bio Founded in 1964, Phoenix International Raceway is NASCAR's most storied racetrack in the Southwest!

944 following 3,906 followers 349 listed

Tweets 1,168

Favorites

Following



In this week's McBlog, McDowell

(@Mc\_Driver) discusses his

Midweek race schedule <http://bit.ly/a9P9mY>

Businesses Use Twitter to Converse with Prospects, Provide Customer Service and Drive Website Traffic.

Carl Edwards docked 60 points, fined \$25,000 for wrecking Brad Keselowski; both drivers placed on probation

<http://bit.ly/acJecK>

about 6 hours ago via web

Vote for PIR today! Click 'Browse' then select Entertainment > Family Amusement > Phoenix International Raceway

<http://bit.ly/adnYog>



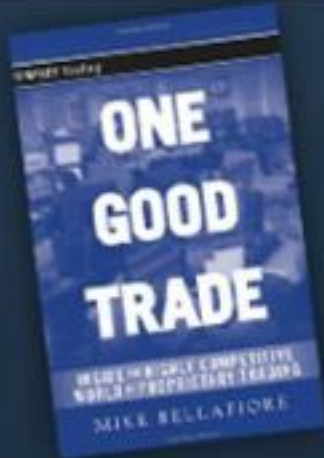
# Mobile Marketing



# Social Media Can Drive Leads and Customers

Photo Credit: [PhotoDude.de](#)






# One Good Trade

Inside the Highly Competitive World of  
Proprietary Trading

Written by  
*Mike Bellafiore*

LEARN  
MORE 

[AUTHOR](#)

[ASK BELLA](#)

[REVIEWS](#)

[BUY THE](#)

## Welcome

An inside look at what it really takes to become a better trader.

A proprietary trading firm consists of a group of professionals who trade the capital of the firm. Their income and livelihood is generated solely from their ability to generate profits, not simply out of the markets. The world of trading is a highly competitive and fast-paced environment. It is a craft called trading.

In *One Good Trade: Inside the Highly Competitive World of Proprietary Trading*, author Mike Bellafiore shares the principles and techniques that have enabled him to navigate the most challenging of markets over the past two

Microsites & Landing Page convert  
Social Media

## SMB Tools

# Stocks in Play

You are only as good as the stocks you trade. Before each trading open SMB Capital traders offer their best trading ideas to you through our Stocks In Play board and morning Broadcast.



## • Welcome!

SMB Capital is a proprietary trading desk in Manhattan. Our SMB AM Meeting was developed to best prepare our traders, who trade firm capital, for each trading session. The best idea from each of our traders is shared before the meeting. Our partners then review each of these ideas and highlight the best set ups during our SMB AM Meeting. We prepare as a team to make money individually.

A macro picture starts each meeting. Charts are displayed with the trading levels most important for that trading session. You are only as good as the stocks you trade. Fifty pairs of eyes are better than one.

Our SMB AM Meeting prepares us for the trading day and is now available to you.

## Sign Up For a Free Sample

Name:

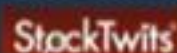
Email:

Password:

Re-type Password:

# SMB / AlphaTrends

WORKSHOP | July 31, 2010, NYC

Powered by 

LEARN MORE 

[SPEAKERS](#)

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[REGISTER!](#)

## SMB/AlphaTrends Workshop Powered by StockTwits

Come join Brian Shannon, author of *Technical Analysis Using Multiple Timeframes* and from [alphatrends.net](#) and the team at **SMB Capital**, a proprietary trading desk in NYC, for a one day trading workshop July 31 in NYC.

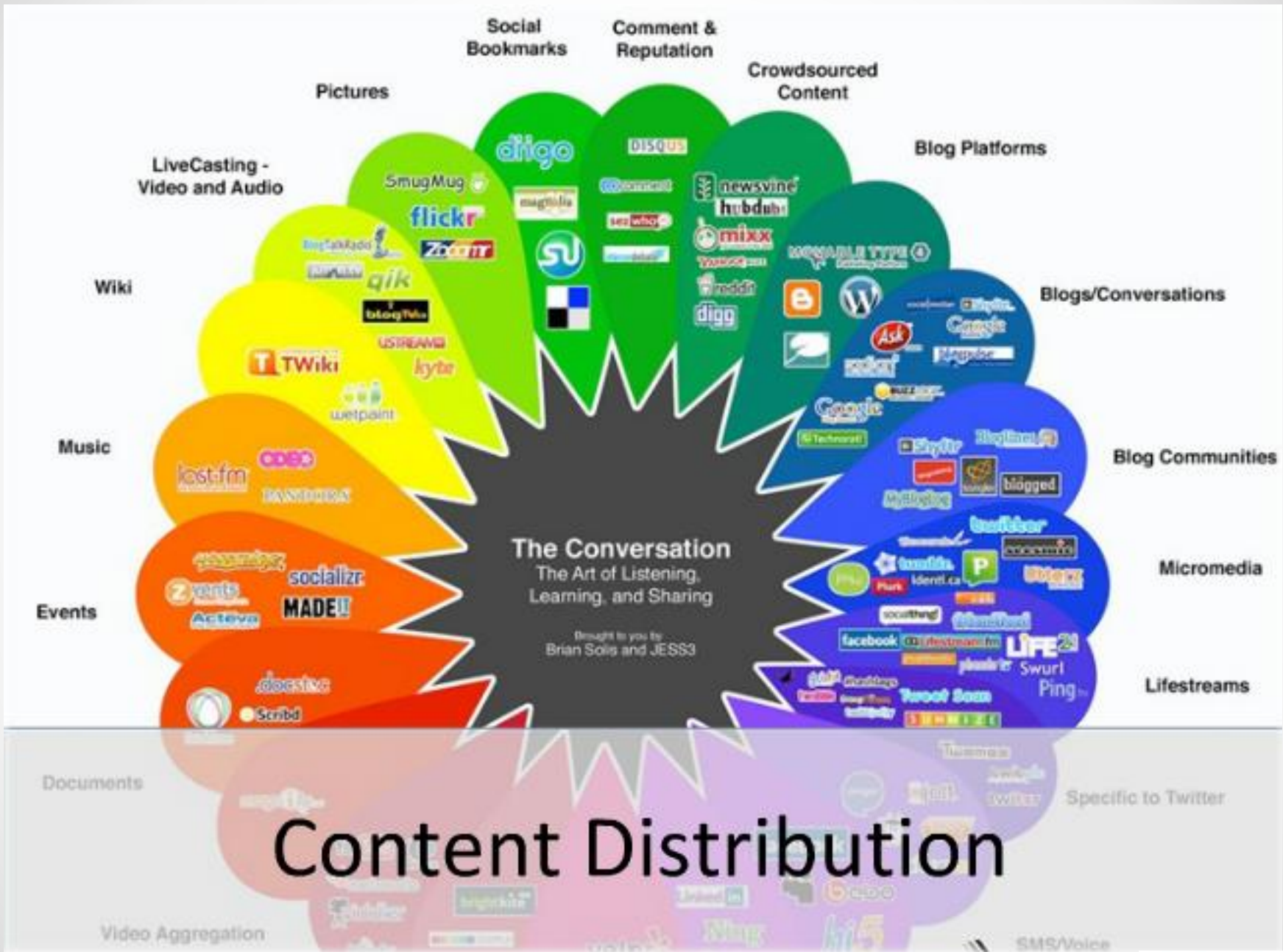
- **Mike Bellaflore**, co-founder of SMB, and author of *One Good Trade: Inside the Highly Competitive World of Proprietary Trading* (Wiley), on *Stocks in Play* and *Simulation: How to Turn Trading Knowledge into Trading Skill*
- **Gilbert Mendez**, partner at SMB, recently named Top 2 Trader Under 30, discussing the important trading skill: *Reading the Tape*
- **Steve Spencer**, co-founder of SMB and host of *Live on the Trading Floor* with SMB Capital on StockTwits TV, sharing our prop trading desk's best technical trading set ups from the past month
- **Brian Shannon**, trading professional for 17 years, presents short term (swing and day trading) strategies with some examples of recent trades



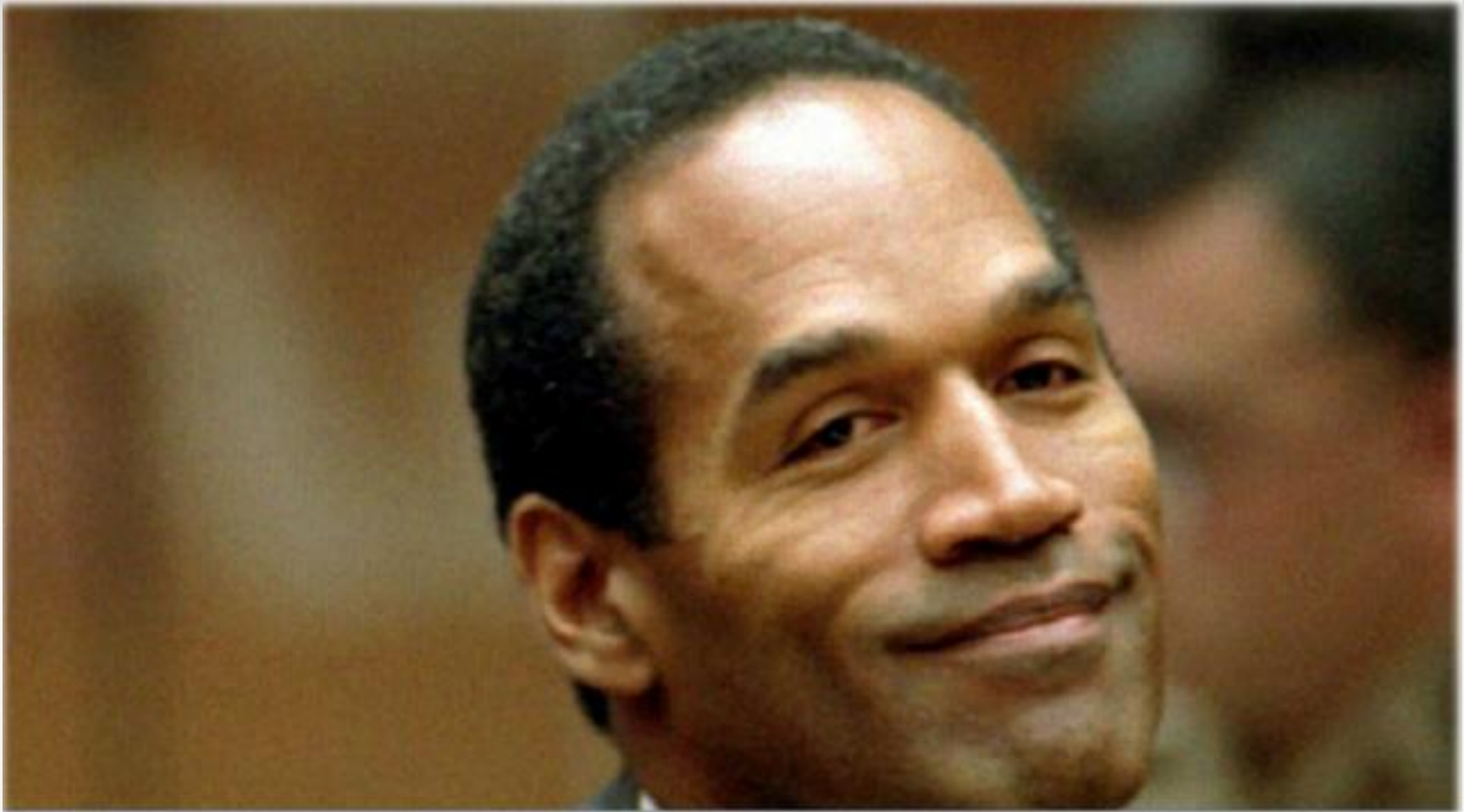




# Traffic Growth

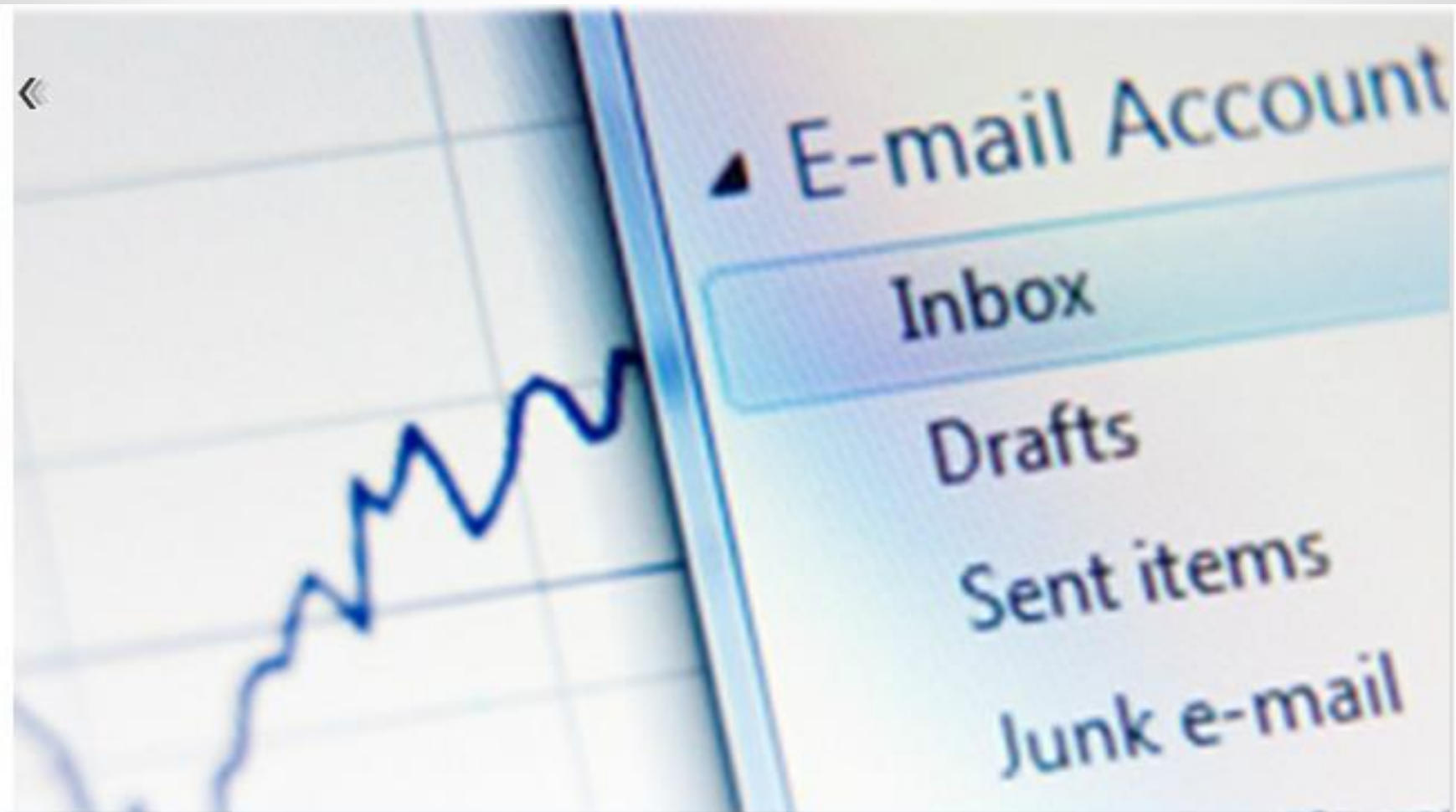






# Reputation Management





# Email Acquisition



Lead Generation

*Brand is the promise you make and the perceptions you manage.*



# Online Branding





« Revenue Growth

## April 2010 Social Empire Monthly Report



1,344 Friends



233 Followers



533 Friends



2,345 Connections



15,768 Views



23 photos



24 top keywords



244 top keywords



12 top keywords



22 digg's



334 bookmarks



998 email subscribers



42 feeds



998 forwards



83 blog post

19,998 monthly website traffic

145 brand mentions, pr weight \$45,300

\$232,567 online revenue

# Results focused

# Our Digital Media Offerings

- **Campaign Management** – manage online projects
- **Content Management** – observe, contribute, publish and manage content
- **Link Management** – grow links
- **Reputation/Brand Management** – manage your brand
- **Influencer Management** – connect with key influencers/advocates and create common purpose
- **Conversation Management** – from listen to engage to lead the conversation
- **Network Management** – manage your networks (brand outpost)
- **Fan/Follower Management** – manage networks
- **Policy Management** – manage company interactions
- **Digital Applications** – iPhone, Facebook and other applications.
- **Interactive** – websites, micro-sites and landing pages.







Google™

Any Questions?

Google Search

I'm Feeling Lucky



# Overview

# Media Eye Strategic Communications (MESC)

As Financial Times put it, communication is strategic when it is completely consistent with corporations' mission, vision and values and is able to enhance the strategic positioning and competitiveness of the organisation.

At MESC, we believe our role is not just to create and execute PR strategies but also to be committed to the much larger purpose of effectively communicating a concept, process or data that satisfies the long-term strategic goal of an organisation.



# How do we do this?

Our differentiator is constant search for strategic communication solutions that align with the company's stated vision.

# What is our track record?

## Femina Miss India

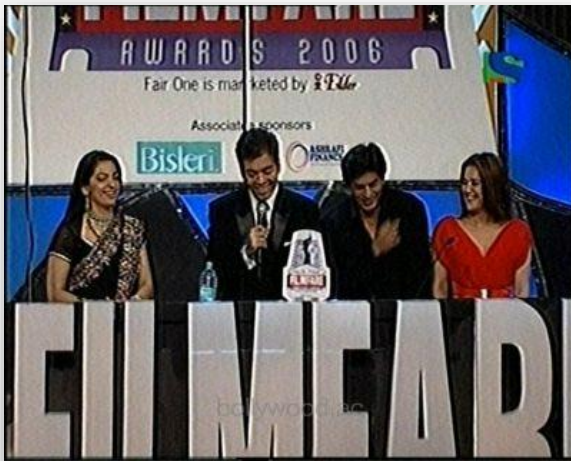
(2012, 2011, 2009, 2007, 2006)

The award is a national beauty pageant organised by Femina—a woman’s magazine published by Bennett & Coleman company—to select three winners to compete in international beauty contests. We were part of the team that managed, the activities such as guest relations and deal with the government departments for the execution of this high profile event. We were also involved in several other public relation initiatives.



## Filmfare Awards (2009, 2008, 2007, 2006)

The Filmfare Awards which brings together the who’s who of Indian films and honours the best performers is one of the oldest and most prominent such film events in India. The awards were introduced in 1954, the same year as the National Awards. We played key role activities such as guest relations and deal with the government departments in organising this mega event for four consecutive years starting from 2006.



# ET Corporate excellence award

This event has transformed into a barometer for India Inc's performance. An eminent panel picks winners in different categories. The awards are usually given away by either the Prime Minister or the Finance Minister in the presence of 300 high-profile CEOs. We were involved in guest relations and deal with the government departments for this mega event for three years.



## Communication/Liaison plan for the Leela hotels group

Our Team have been involved in devising innovative communication/Liaison campaigns for the Leela hotels group. Also we are appointed for Managing day-to-day communication/Liaison strategies.



# What is our expertise now?

Our strategies are rooted in deeper understanding of the clients' businesses. We rope in sector experts to offer meaningful solutions to challenging situations.

Social Media  
Data  
Visualization  
Optimisation  
Video Marketing

## Digital Communication

At MESC, we believe in the power of digital media. That is why we focus on a concept called digital first. Communication is quickly disseminated to an organisation's various stakeholders through the digital media. This is mainly aimed at creating a quick awareness which can trigger in-depth coverage. We have identified top 40 websites to make this possible.

## Corporate reputation

Companies are facing reputation issues as the current environment is mired in problems. Managing the milieu is turning out to be a major challenge. We offer structured solutions for reputation management.

## Media Relations

We do not believe in the conventional media relation strategies. For us, media relations are not about managing a bevy of journalists in the English media. We try to extend our network to regional and vernacular media. To be precise, we have a pan-India media relations programme that covers 90 percent of journalists across many states.

## Crisis Management

India's complex media environment throws up many crises. We take the crisis head on and offer rapid solutions. If we think that it is better to remain silent in a crisis, we prefer to do so. We change strategies depending on the need of the hour.



## Investor relations

Our investor relations programme is aimed at creating a connect for the client with the financial community. Analysts, fund managers and stock brokers create perceptions that can have either positive or negative impact on a particular company's prospects. Our team does periodic surveys to understand their views.

## Media training

We believe in equipping communication managers with the latest trends in the media. We offer a training programme on managing content through digital media. Newsroom dynamics are changing fast and we rope in journalists to educate the corporate communication professionals.

## Content management

Changing times require knowledge-based content. We have a vast network of dedicated writers, offering valid content. White papers, knowledge-based articles are disseminated to journalists on a regular basis.

## Unlisted story

We plan to start a training programme for unlisted companies that want to come out with an initial public offer. We will work closely with managements and offer insightful lessons on media management. We also offer them exposure to the financial community.

## What is in store?

Nurturing young promoters: We plan to launch a communication training programme for young promoters who have taken charge at their respective organisations. Young promoters will be given extensive training on how to deal with print, electronic as well as digital media.

# Beyond business

“Business is of course our cup of tea.  
But we go beyond business”

## Political PR

With a new breed of young educated politicians taking centre stage, we have devised a communication plan for leaders. We believe that there exists a huge market for reputation management for politicians in a structured professional way.

## Film PR

Though the film field, which is large one encompassing both national as well as regional cinema, is recognized now as an industry, it is still run in an unorganized manner. Large amounts are invested but communication strategies are still in the conventional realm. We evolve new ways of communicating the strengths and unique aspects of films and the creative artists by leveraging conventional as well as new media.



# **MEDIA EYE CORE COMPETENCY**

- ❖ **Digital Communication- Through Blogging/Twitter/Facebook/Linkedin/Google**
- ❖ **Corporate reputation/Crisis Management – Providing strategic communication to overcome a crisis and protect the reputation of the company and uphold the same.**
- ❖ **Media Relations – Helps maintain a cordial relation with both conventional and new generation media.**
- ❖ **Investor Relations – Helps keep the relation with the customer/investor stable.**

# **MEDIA EYE CORE COMPETENCY**

- ❖ **Media training- Provides ample training of the person concerned the methods of engaging the media, its recent development and its effective utilisation.**
  
- ❖ **Content Management/Content Writing/Content Rewriting**
  
- ❖ **Events- Coordinating, Liaisoning, Branding s**
  
- ❖ **Client servicing**
  
- ❖ **Real Estate**
  
- ❖ **Matrimony**
  
- ❖ **Classifieds**
  
- ❖



## Media Eye

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Social Media : [www.mediaeye.co.in](http://www.mediaeye.co.in)

[facebook.com/mediaeye](https://facebook.com/mediaeye)

[twitter.com/mediaeye](https://twitter.com/mediaeye)



# Thank you

Team Media Eye

