

Credentials deck

Branding &
Communications



Table of contents

01

Introduction

3

02

Our services

9

03

Our experience

15

04

Case studies

19

05

Client kudos

35





Introduction



Transforming businesses into brands

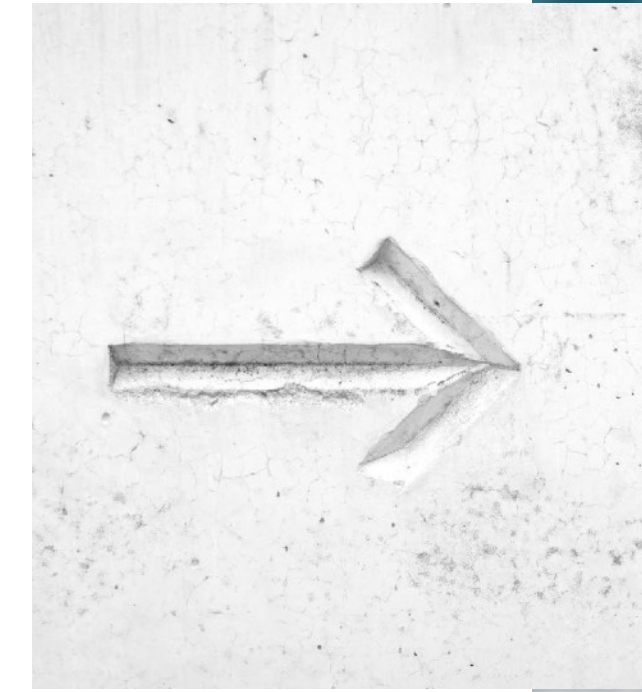
We are a team of marketing mavericks, branding buddhas, communication experts, and designers. Our clients build their businesses, we transform them into brands people love.

yellow pebble is a full-service marketing firm based in NYC, providing branding and communications services for global enterprises across industry verticals.

Combining the best of legacy organizations and start-ups, we enable businesses to define brands and create cohesive communications platforms that will draw your customers' attention.

We bring together first-hand knowledge of traditional marketing with innovative content creation to develop marketing plans that are not just creative, but also rooted in profitability.

Balancing the art and economics of branding, we develop phenomenal brands, designed to succeed. We not only build your best marketing strategy, but also execute it with precision for long-term success.



About us



01

Domestic & international
markets experience

02

Expertise in strategic
marketing, branding &
communications

03

Proven success in translating
conventional marketing
knowledge within a modern
business ecosystem

Our leadership team



Isha ↘

Founder & CEO

Isha is a marketing expert & a strategy executive who has managed brands netting \$700M+ in annual revenues & consulted for organizations netting \$20B+ in annual revenues. As a former engineer & an MBA with a focus on Marketing, she brings the best of both worlds to her practice – quantitative analysis & creative thought leadership. Her branding & communications strategies are designed to accelerate change & drive revenue for entrepreneurs & businesses.



Mike ↘

Head of New Business

A serial entrepreneur and a natural hustler, Mike wears multiple hats; from running his own wellness company, and leading sales for a real estate title company to heading new business and strategy for our hyper-growth stage marketing company. He has single-handedly generated over \$1M in annual sales in his tenure and led company acquisitions ranging from \$3M - \$15M in assessed value. As a founding member of yellow pebble, he is THE lead generation expert you want on your team.



Mark ↘

Creative Director

Mark is a creative director with 20 years of experience, with the latest stint at Accenture. As a creative professional, he has produced and directed award-winning work and provided inspiration and results across agencies, consulting firms, and digital studios. He has led teams and partnered with marketing and strategy to produce smart, creative, and relevant stories to secure large multi-million dollar deals. With his relentless curiosity, unique point of view, and hands-on approach, he delivers world-class design solutions for yellow pebble and our clients.

Our pedigree

└ Tech	Google	facebook	citi	accenture
└ Wellness	L'ORÉAL	Johnson & Johnson	BAYER	
└ F&B	Campbell's	Nestlé	Labatt	Anheuser-Busch, Inc.
└ Consumer goods	abbvie	SCJohnson A family company at work for a better world	Henkel	
└ Auto	Ford	gm		



Our services



Our services

Branding



It all begins with the brand.

A good brand identity will help your business stand out in the crowded marketplace and be memorable.

Rooted in consumer insights & shifts in culture, our unique approach helps you build a brand to reckon with. We deliver authentic brand positioning, key messaging, and a unique visual identity that makes your brand stand out from your competitors.

Digital marketing



Translating the visual and verbal brand identity into creatives, copywriting and communications pieces with which customers resonate.

We are a one-stop shop for all digital marketing services your business needs - integrated marketing plan design, creatives development, website design, blog content development, email marketing, social media marketing and promotions management.

Inbound lead generation



If you are a B2B business, you know the value of quality leads to grow the business. To augment your sales efforts, we build a Marketing Qualified Lead Generation System on which you can rely.

Our proprietary lead generation methodologies combined with our business development experts gets you customized outreach to potential prospects at scale and earn tangible returns on your marketing investment.

Strategic marketing



For large and mid-sized enterprises, we are your strategic marketing partners offering GTM strategy, Fractional CMO services as well as other strategic partnerships that help you drive the business forward in the long run.

From support on investor pitch presentations to ongoing marketing thought leadership, we can service your marketing needs in every way possible.

Our services

Branding

- Brand name development
- Competitive landscape investigation
- Customer/Audience personas
- Logo design & visual identity
- Brand story, personality & positioning
- Key messaging
- Personal branding
- Website design
- UI/UX design



Digital marketing

- Integrated marketing plan design
- Digital media assets development
- Social media management, organic & paid
- SEO-friendly content writing: blogs, whitepapers, case studies, eBooks
- Email marketing
- On-Page, Off-Page & technical SEO



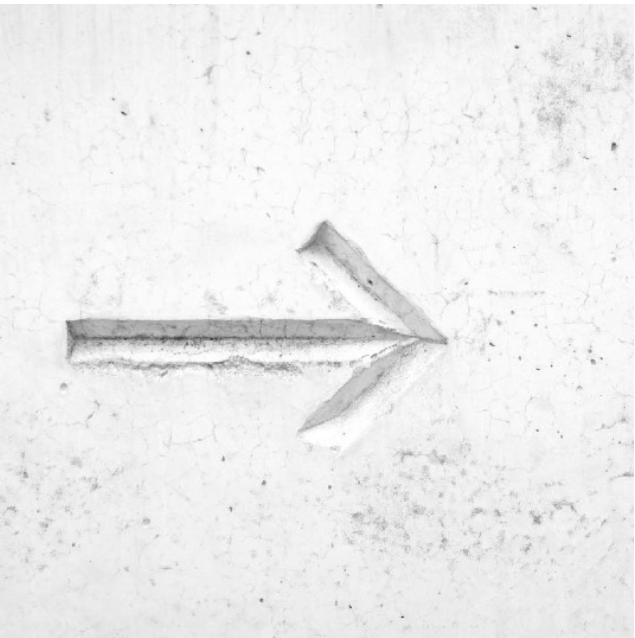
Inbound lead generation

- Marketing qualified lead generation via LinkedIn Outreach
- LinkedIn Lead-Gen campaigns
- Website Lead-Gen collateral design & development: landing pages, gated content, webinar



Strategic marketing

- Fractional CMO
- GTM Strategy
- Marketing thought leadership
- 30-60-90 Growth marketing plans
- Investor/Customer pitch presentation
- Concept-to-Launch process blueprint - eBook and customized consultation



01 Branding

Immersion

- Market overview
- Company ethos & milieu
- Key customer persona
- Competitor benchmarking



Verbal brand

- Mission & vision
- Brand personality
- Brand tone & voice
- Brand positioning
- Storytelling & narrative
- Key messaging



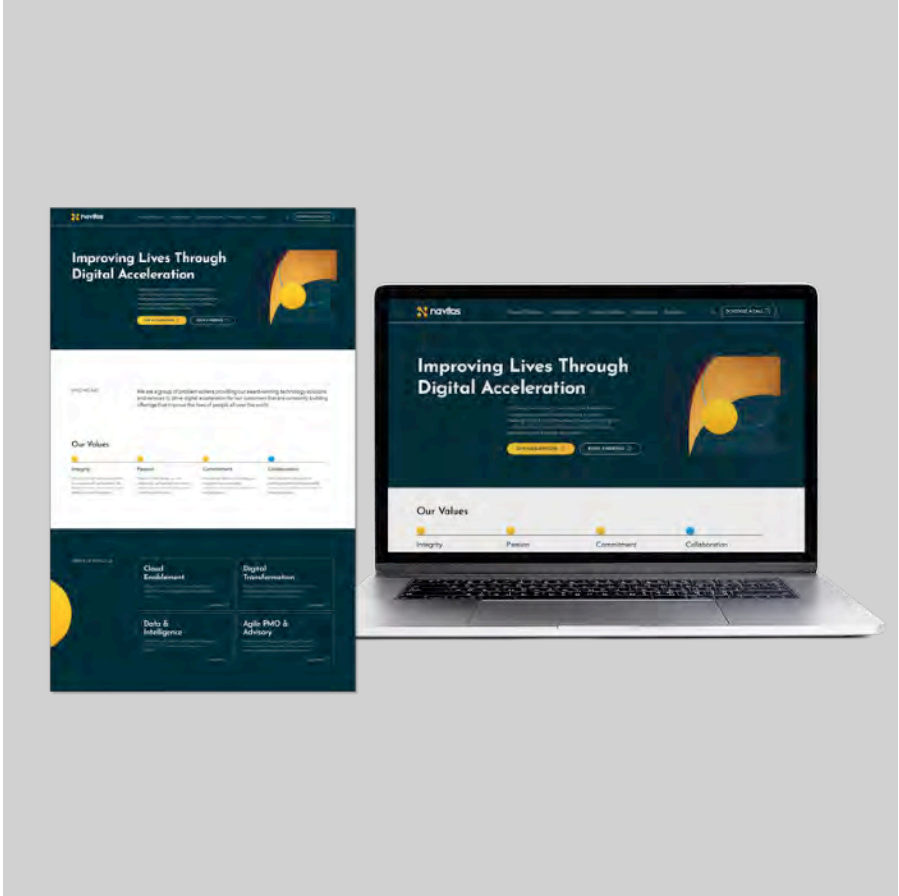
Visual brand

- Brand concepts & visual territories exploration
- Brand color palette
- Logo Design & brand mark
- Iconography
- Design aesthetic & mood board
- Brand do's & don'ts



Brand in use

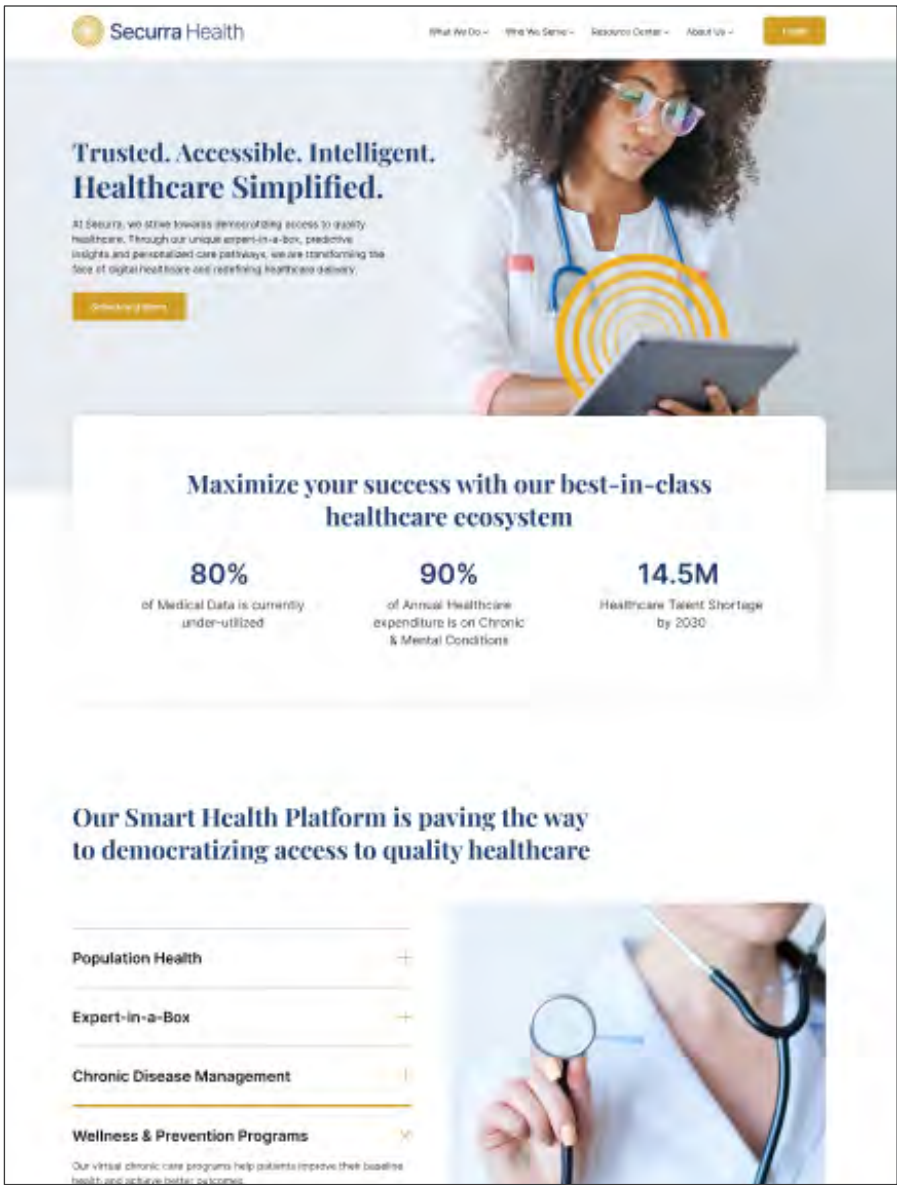
- Brand asset templates -
 - Digital
 - Print
 - Video
 - Swag
 - Corporate
- Brand book & design guidelines



02 Web design

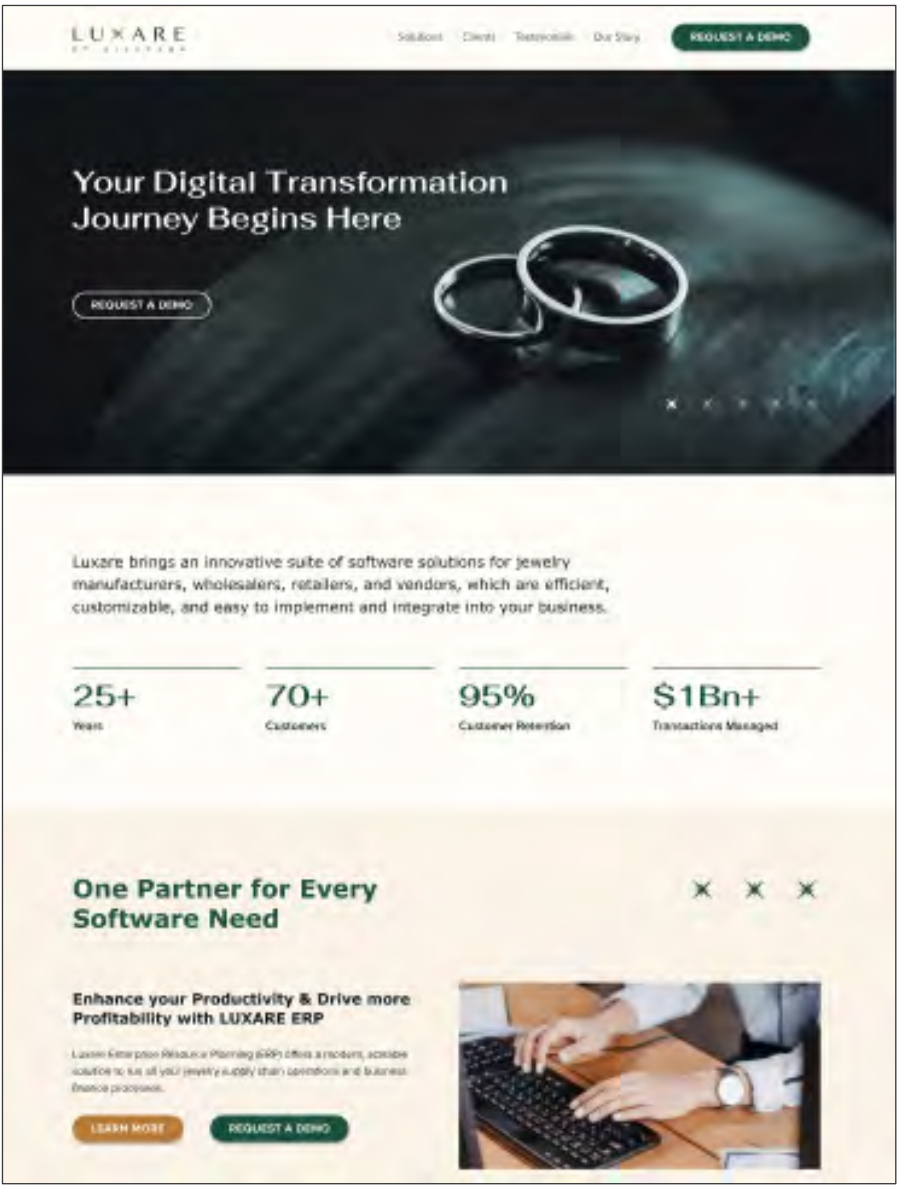
Strategy & planning

- KPIs & goal setting
- Competitor benchmarking & inspiration
- Company offerings review
- Brand design review &/or update



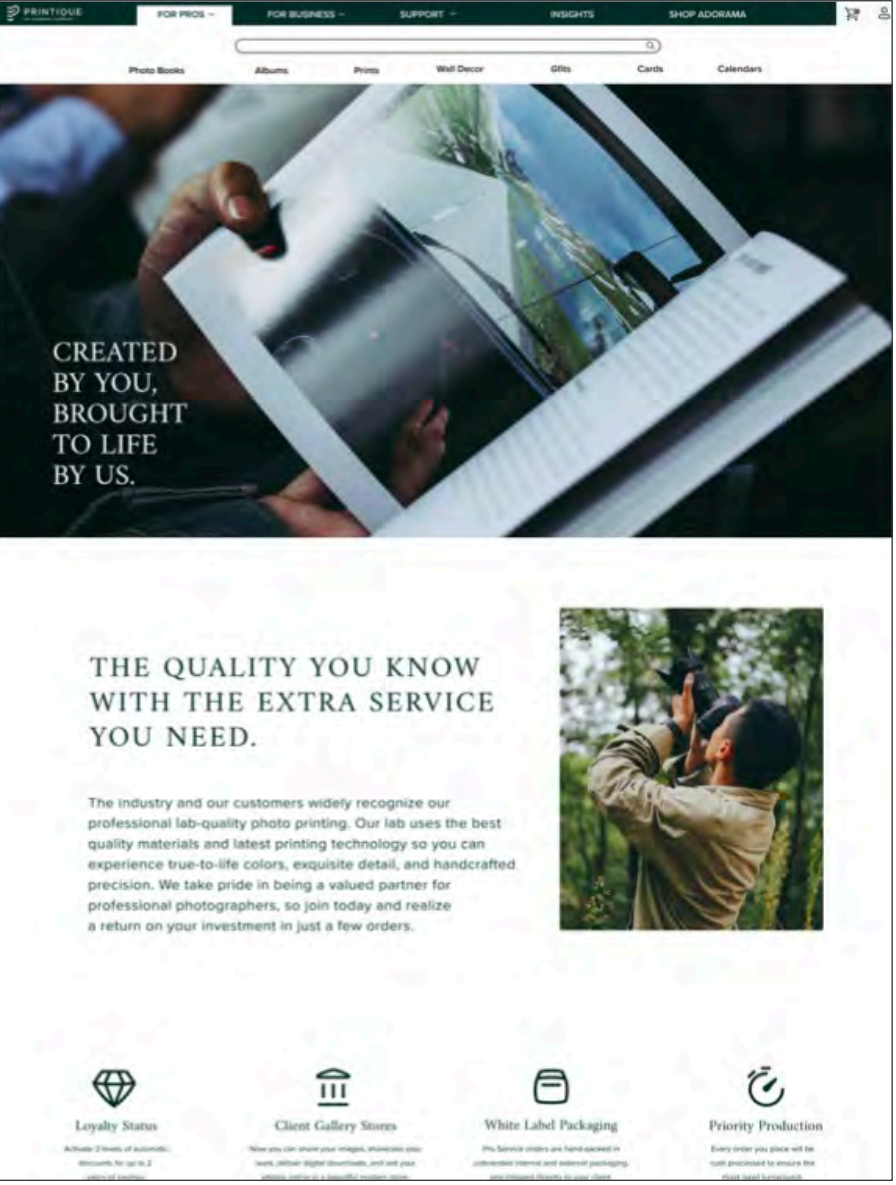
Content flow

- Information architecture
- User journey
- Content flow
- Copywriting



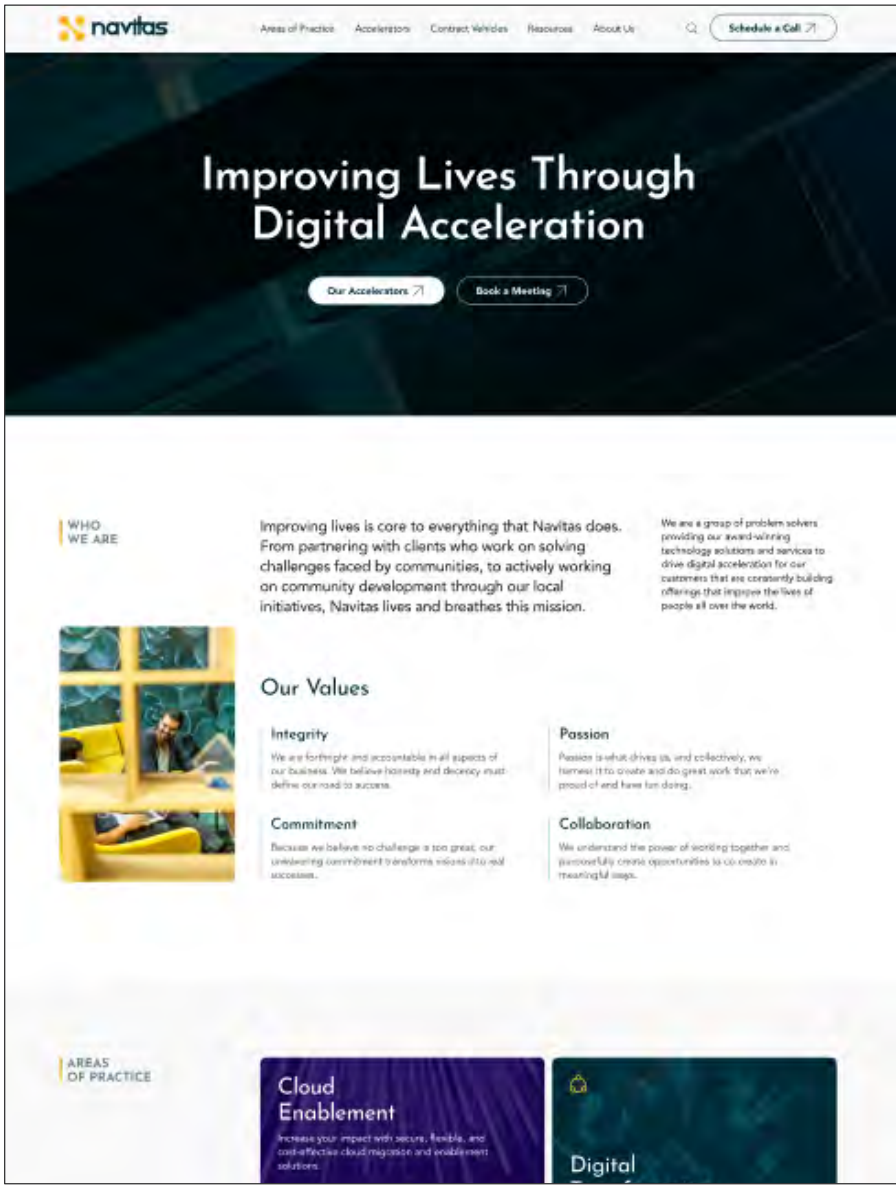
Home page

- Wireframes development
- Content update & page layouts
- SEO-friendly copywriting
- Images & design updates
- Prototyping



Design & delivery

- Remaining pages design, layouts, copywriting/editing
- Mobile & tablet templates
- Design language and visual guidelines
- Delivered via Figma



03 Lead generation

Awareness

- Blogs - Technical & industry thought leadership
- SEO-friendly keywords
- Social publishing - LinkedIn/ Twitter



Robotic Process Automation in the Aerospace Sector

October 7, 2022

The aerospace industry produces a never-ending flow of data. In fact, just one Boeing 737 flight can have 100 TB of data. This data is critical for the industry, but it's also a massive challenge to manage. qBotica's Robotic Process Automation (RPA) can help you manage this data, so you can focus on what matters most.

Achieve Enterprise Automation Success

September 7, 2022

All businesses can benefit from automation. It can help you streamline your processes, reduce errors, and increase efficiency. qBotica's RPA can help you achieve enterprise automation success.

Scalable Automation

August 15, 2022

Meet your business needs with Scalable Automation. qBotica's RPA can help you scale your automation, so you can grow your business without increasing your costs.

qBotica 7,878 followers

2022 marks qBotica's debut as one of the fastest growing companies in the US as we make our mark in the market. ...see more

3 comments · 5 reposts

qBotica 7,878 followers

Wishing all those celebrating a very Happy Diwali from the qBotica family! ...see more

2 comments · 2 reposts

Intent

- Forms & gated content - white papers, eBooks
- CTAs on social content
- Campaign design & landing pages
- Email nurture campaigns
- Event marketing & social content activation



How Intelligent Document Processing (IDP) is Transforming the Supply Chain and Logistics Industry

UiPath Announces Go-to-Market Managed Services Partnership with qBotica for Turkey Enterprise Automation

READ MORE

qBotica recognized in 2022 Gartner® Market Guide for Intelligent Document Processing Solutions

READ MORE

Conversion

- CRM - Follow up, follow back, follow through
- LinkedIn outreach
- Email & sales team workflows



LinkedIn Outreach

Priority	Tag	Name	Filters	Profiles	Acceptance %	Response %
1			in	382	25%	10%
2			in	147	38%	13%
3			in	139	39%	20%
4			in	174	44%	24%

Email Nurture Campaigns

TITLE	OPEN R.	CLICKT.
End of Year Message 2022	59.48%	1.26%
Top Golf Thank You	57.5%	0%
Join Us at [Event]	22.33%	2.19%
Blog Marketing Mailer - [Topic]	9.24%	5.29%
Join Us at [Event]	11.84%	5.78%
Exclusive Mailer Request	57.14%	16.67%
Marketing Mailer	10.17%	5.56%
WhitePaper Download Marketing Mailer	12.77%	5.56%

Advocacy

- Social monitoring
- Marketing opportunities like co-branding, webinars, events
- RealTime feedback loops - surveys
- Case studies



WEBINAR SESSION

Transforming Transportation with RPA

In conversation with

Mohesh Vinayagam
CEO, qBotica

Dave Brajkovich
CTO, Polaris Transportation

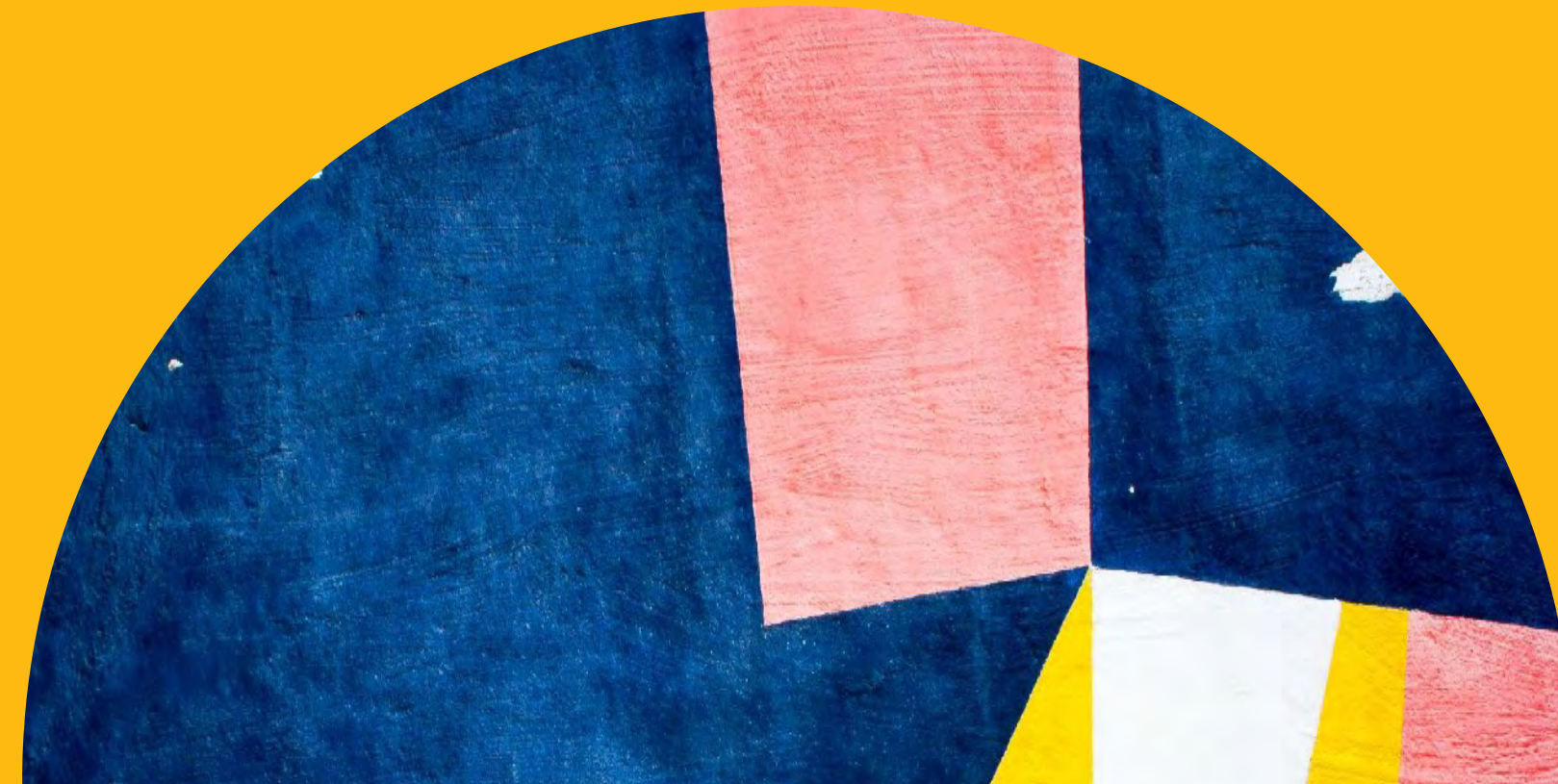
Anna Clark
Senior Strategist, Zeni Media

Moderated by

How qBotica Helped A Transportation & Supply Chain Software Company Process 500+ Documents in A Day

How qBotica Implemented RPA Solutions In A Medium To Small A Global Energy Company To Gain 95% Time Savings

How qBotica Enabled A Top Financial Services Company To Increase Their Call And Time Savings By Over 90%



Our experience

Global markets



➤ USA

➤ Canada

➤ UK

➤ India

➤ Singapore

➤ UAE

And counting...

Industry verticals

└ Technology

└ Banking & Financial Services

└ SaaS

└ EdTech

└ Healthcare & Pharma

└ Automation

└ IT Consulting

└ Manufacturing & Operations

└ HealthTech

└ Cybersecurity

└ Insurance

└ FinTech

└ Generative AI

└ Retail & CPG

Our customers





Case studies

Case study 001_qBotica

AI-based B2B company



How we helped an AI-based B2B business rebuild its brand messaging, generate high-quality leads, improve LinkedIn presence, deliver thought leadership content, build email nurture campaigns, and get #1 search results on Google.

Challenge

The client had messaging that did not reflect the business's true potential. The objective was to provide 360-degree marketing support to help them become a Top 5 brand in the RPA industry.

Continue case study →

Case study 001_qBotica

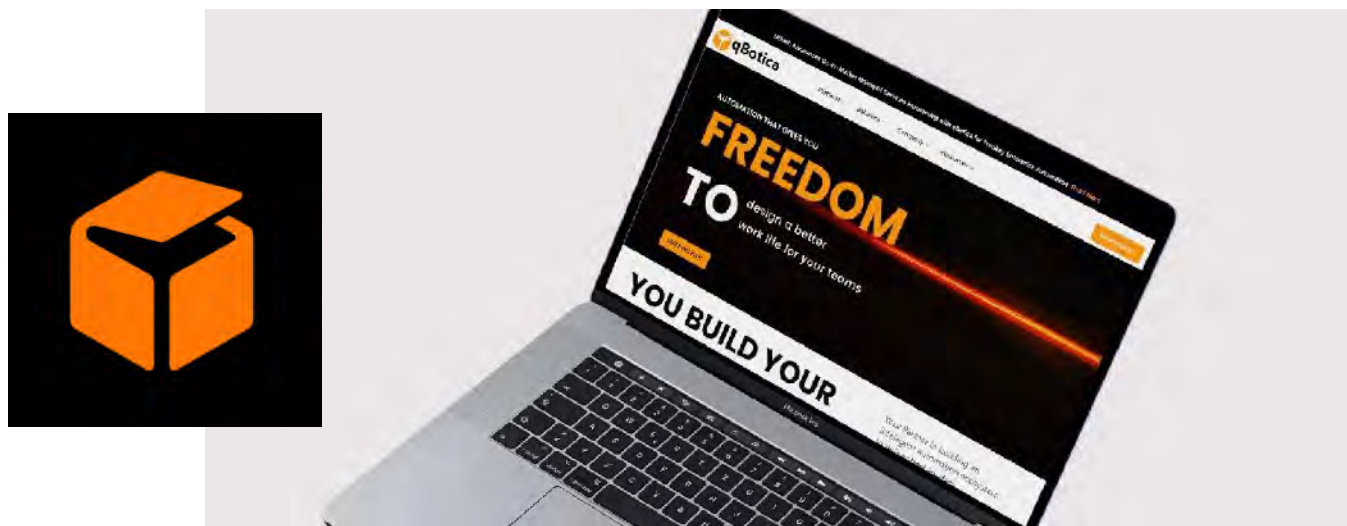
The solution

Website content

Updated website with SEO-friendly technical copy and relevant brand content to help readability for prospects and customers.

Content marketing & lead generation

[LinkedIn](#) content marketing with 2-3 posts per week. Copywriting for [press releases](#) and news events. Leveraging our proprietary Lead Generation Platform to help convert high-quality prospects for the business and building downloadable [case studies](#), [white papers](#), and [eBooks](#) to generate Marketing Qualified Leads for the business.




Thought leadership, SEO & blog content

Ongoing on-site, off-site, and technical SEO to drive traffic to the website. Weekly [blog](#) development incorporating relevant keywords to improve searchability and establish the company as a thought leader and pioneer in the industry.


Fractional CMO & strategic marketing

Ongoing partnership and liaison to build and execute long-term marketing strategies for the business as a leader in the organization.



CASE STUDY

How qBotica Helped a Leading Manufacturer Reduce Documentation Errors by 99%



CHALLENGE


A leading manufacturer of protective and packaging firm sought to transform their IT portfolio and manage their newfound growth due to multiple acquisitions by turning towards automation. The company was looking to partner with an emerging leader in the automation industry, on whom they could rely on to for expertise regarding RPA and how it may be applied directly to their business. The project focused on their various IDP processing needs in their accounting, supply chain and operations business units.

SOLUTION


qBotica managed the program, including:

- Streamlining the multiple, sporadic processes across the company's recently acquired firms.
- Establishing a standard method of execution, a scalable and flexible solution that can be adapted across new ERPs.
- Automating reconciliation processes to "close the books" in a timely manner.

RESULTS



5 Days
Faster month end closure with improved efficiencies



99%
Reduction in errors

Case study 001_qBotica

The results

↘ **10K** New website impressions/
MO

↘ **+3%** Website CTR

↘ **#1** Search results:
“Intelligent process
discovery”



↘ **6%** LinkedIn lead conversion rate

↘ **+5K** LinkedIn follower
count

Case study 002_Luxare

B2B ERP software company



How we helped a B2B ERP software company establish a new brand for their largest customer vertical, designed an SEO-friendly landing page for the business and built multiple marketing assets including business brochures and magazines. on Google.

Challenge

The client has a suite of ERP software and was looking to build a unique brand for their hero customer vertical in the luxury retail. They also do a lot of physical events and were looking to build the brand's presence via print assets like brochures and magazines.

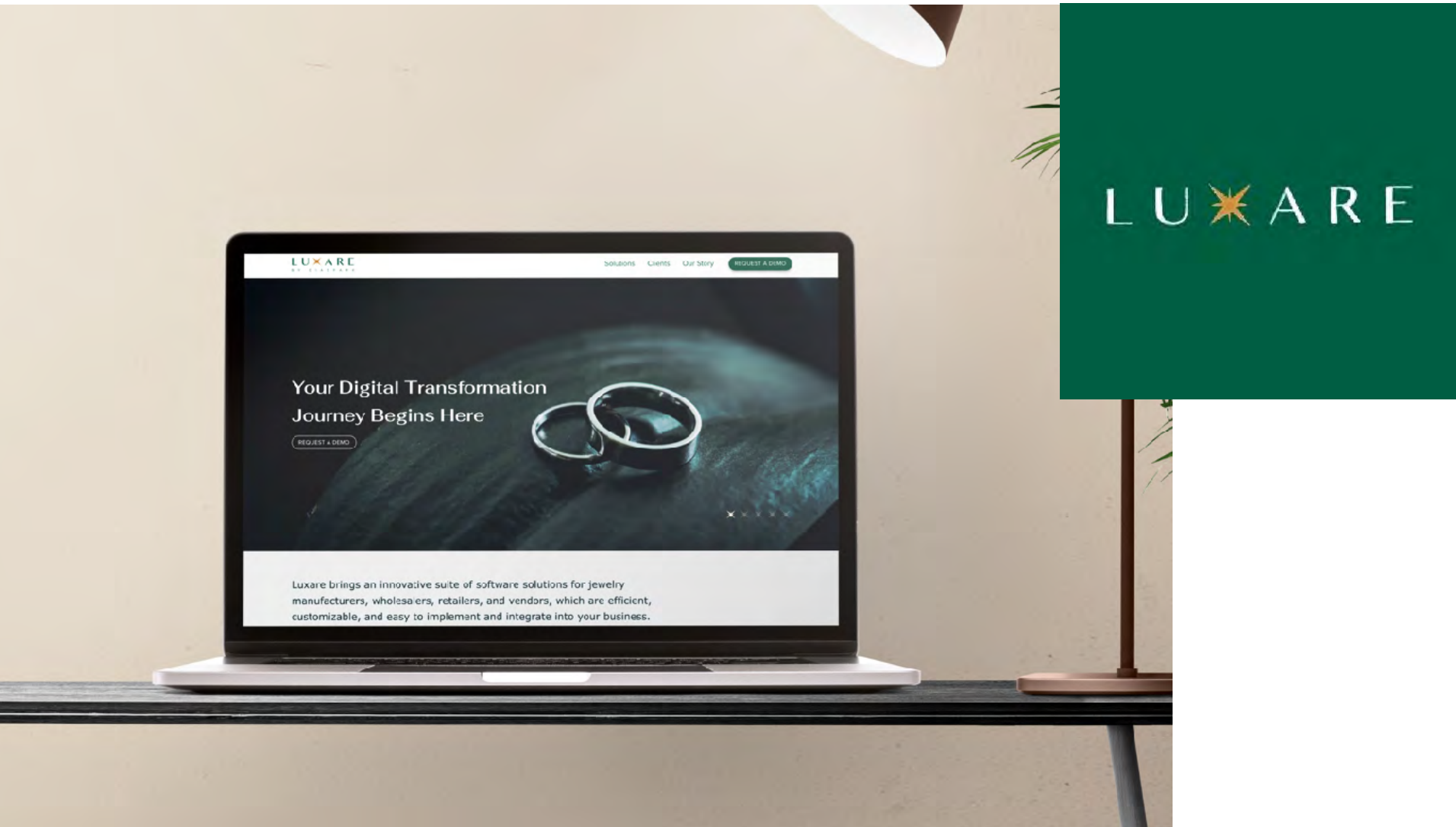
Continue case study →

Case study 002_Luxare

The solution

Brand development

Built a new brand, including the brand name, logo, visual and verbal identity, based on competitive landscape, their unique service features. and kev customer demoaqrphics.



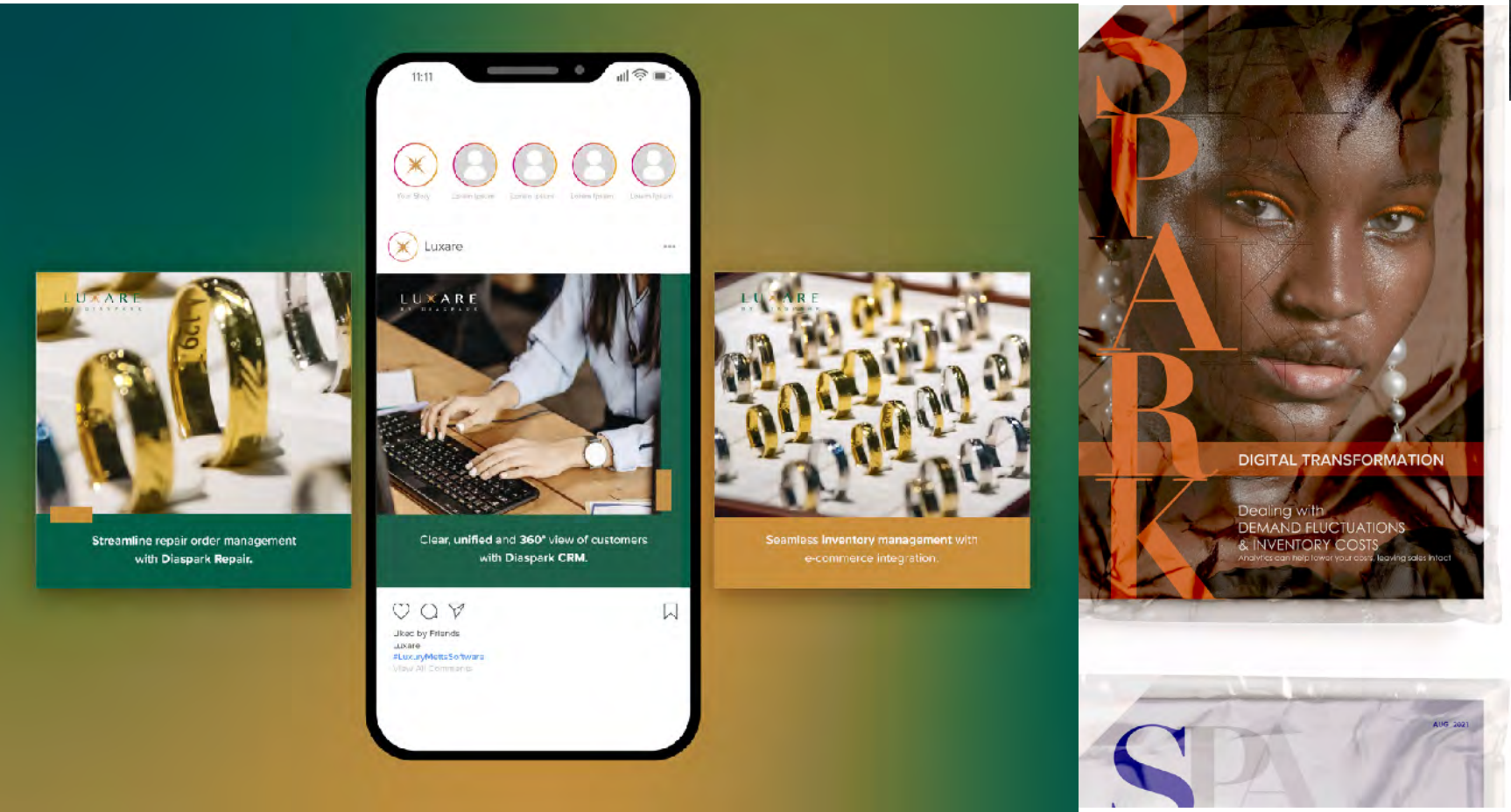
Website design & launch

Designed a new information architecture and a brand website that is visually clean and has key information required for launch. Landing page is LIVE. Full website in development.

Updated website with SEO-friendly technical copy and relevant brand content to help readability for prospects, customers and key customer demographics. [View website here](#)

Print

Developed content and designed multiple lead generation print assets such as brochures and magazines for the client to help drive sales and conversions. [View here](#)

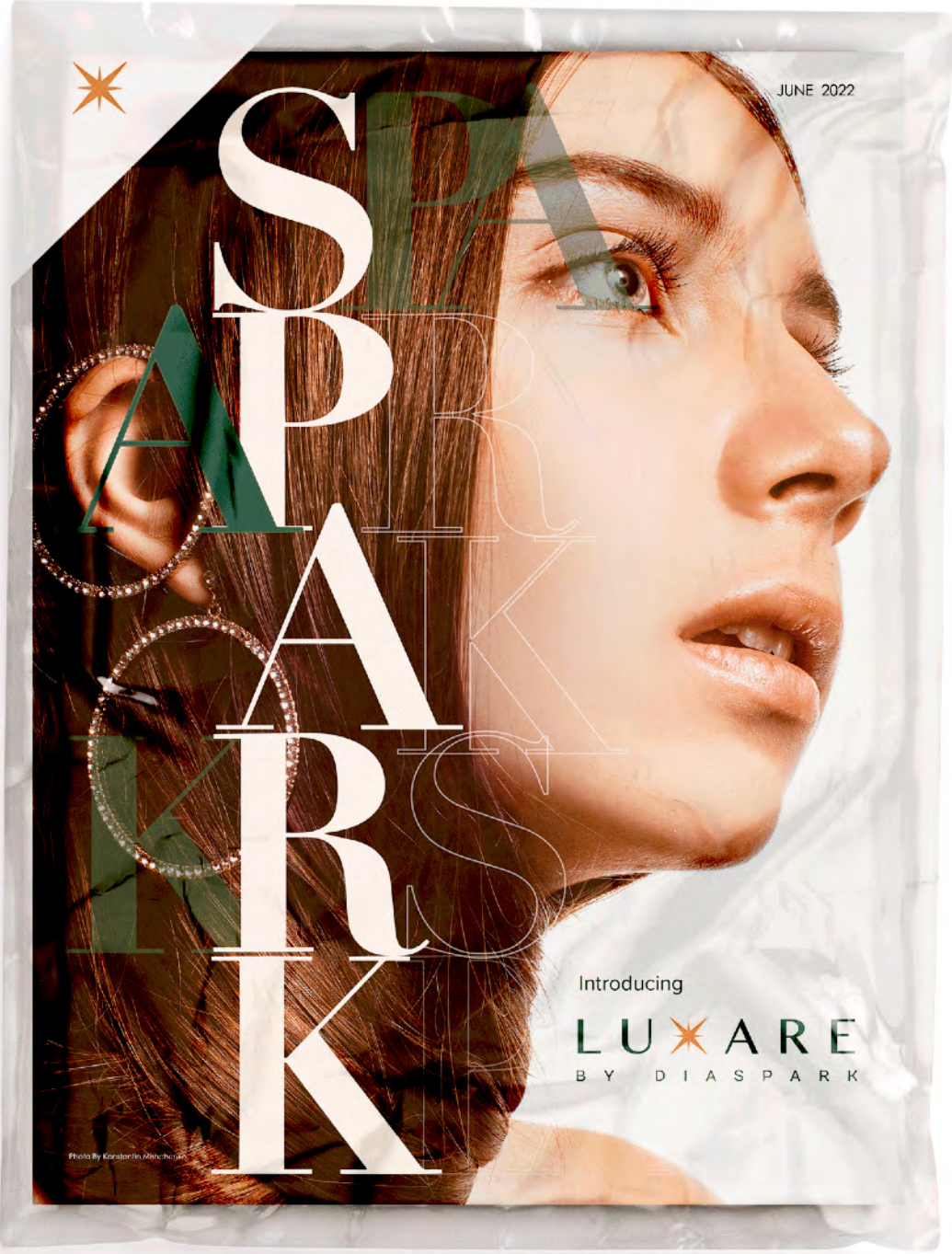
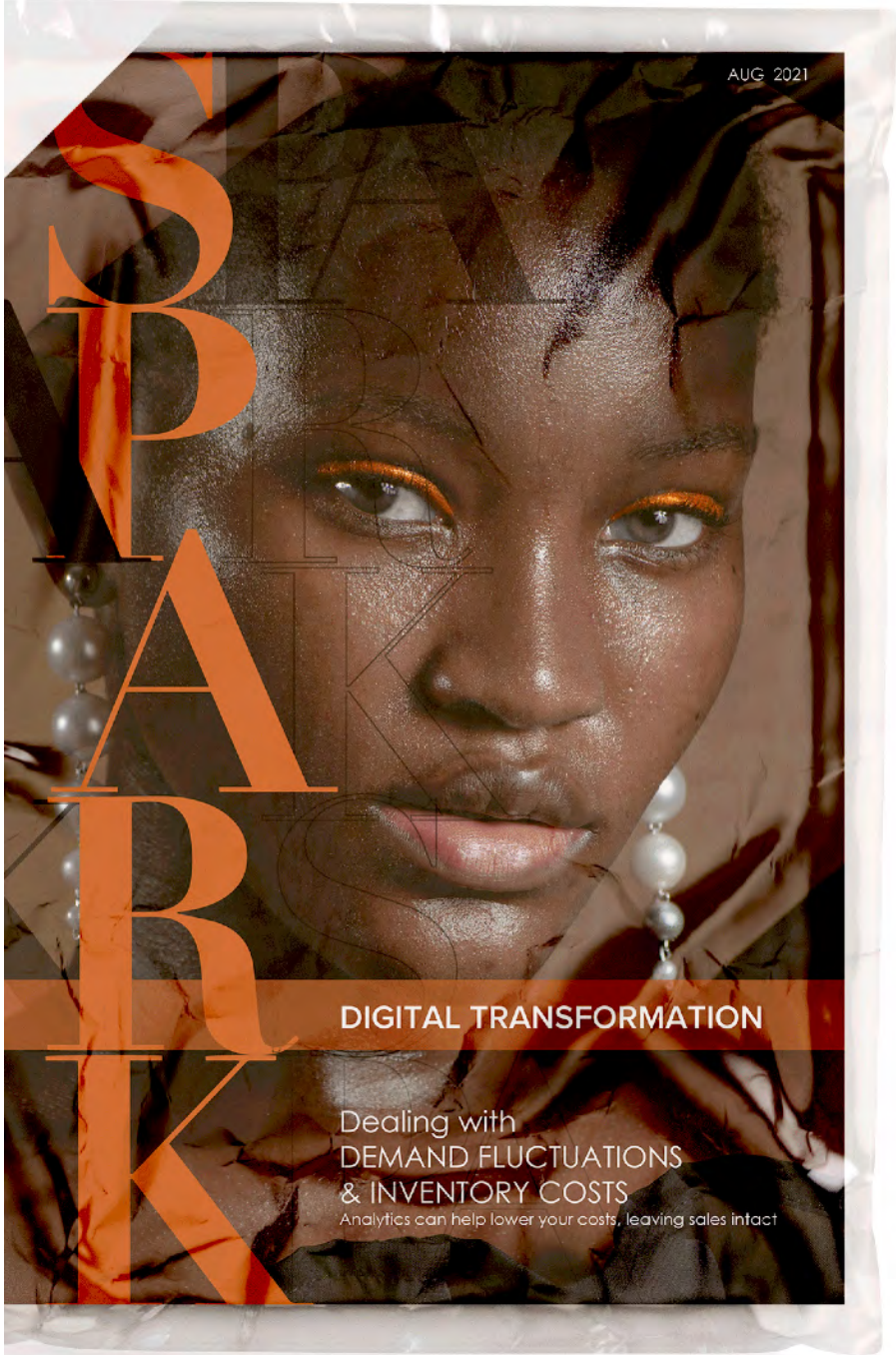


Case study 002_Luxare

500+ Leads generated

20K+ Copies distributed

The results



Case study 003_Terrantic

B2B AI digital Twin tech company



How we helped an AI-Based B2B Digital Twin Technology Company build a new brand identity, design an SEO-friendly website and develop thought leadership content for the brand.



Challenge

The clients are a group of successful serial entrepreneurs entering a new product industry building RealTime digital twin technology solutions for Fortune 500 Enterprises. They were looking for someone who could blend technology with real world language to deliver a new brand identity for their business.

Continue case study →

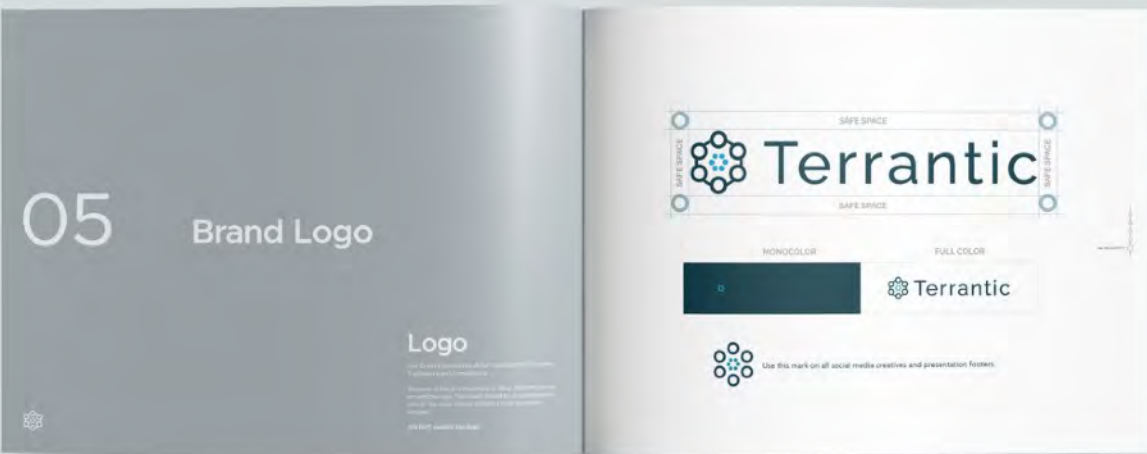
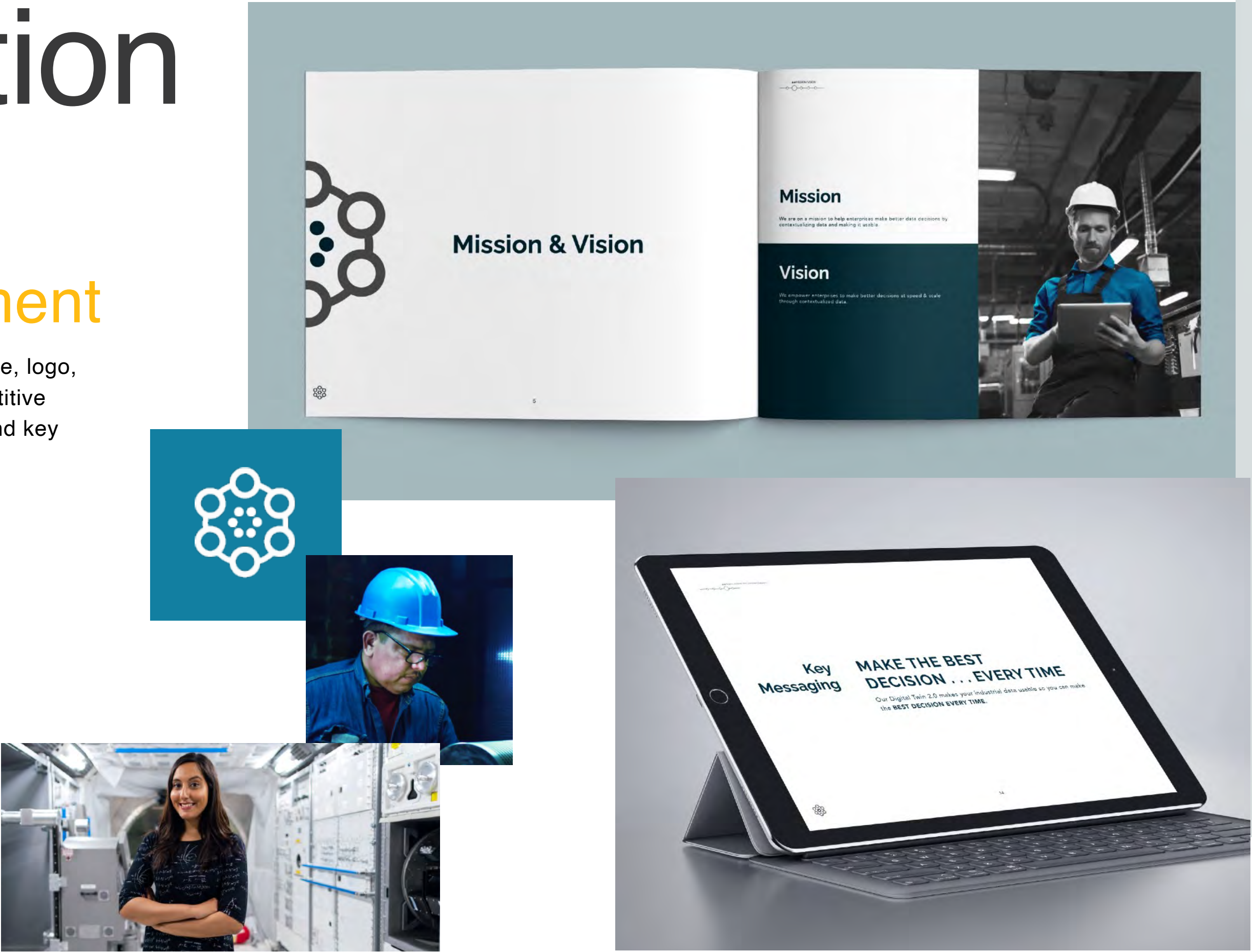
Case study 003_Terrantic

The solution

1/2

Brand development

Built a new brand, including the brand name, logo, visual and verbal identity, based on competitive landscape, their unique service features and key customer demographics.



Case study 003_Terrantic

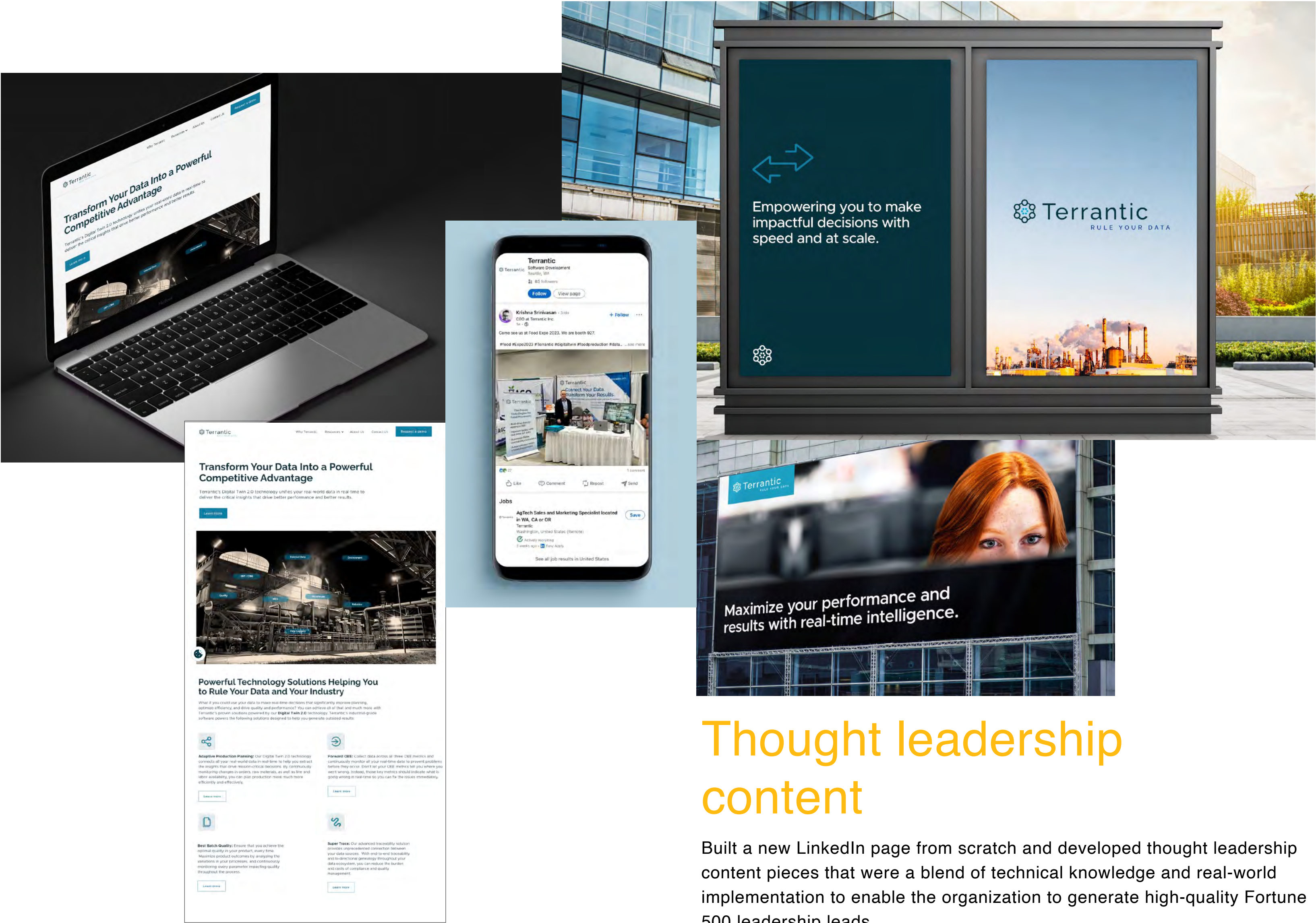
The solution

2/2

Website design & launch

Designed a new information architecture and a brand website that is visually clean and has key information required for launch.

Updated website with SEO-friendly technical copy and relevant brand content to help readability for prospects and customers.. [View website here](#)

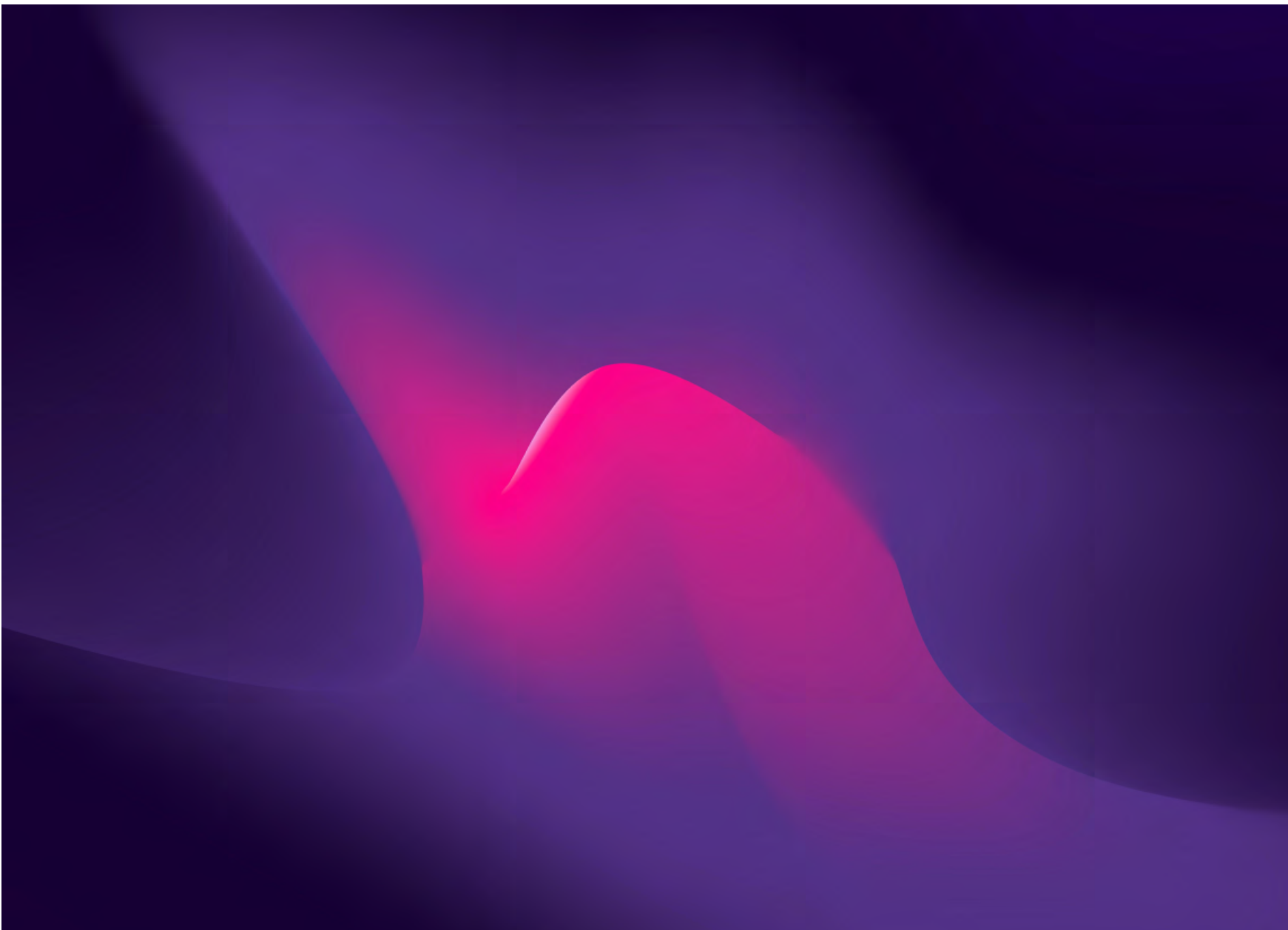


Thought leadership content

Built a new LinkedIn page from scratch and developed thought leadership content pieces that were a blend of technical knowledge and real-world implementation to enable the organization to generate high-quality Fortune 500 leadership leads.

Case study 004_DataVium

B2B tech consulting company



How we helped a B2B technology consulting company build a new brand and designed an SEO-friendly website for the business.

Challenge

The client is a technology products company venturing into the services division and wanted a new brand for the new business vertical.

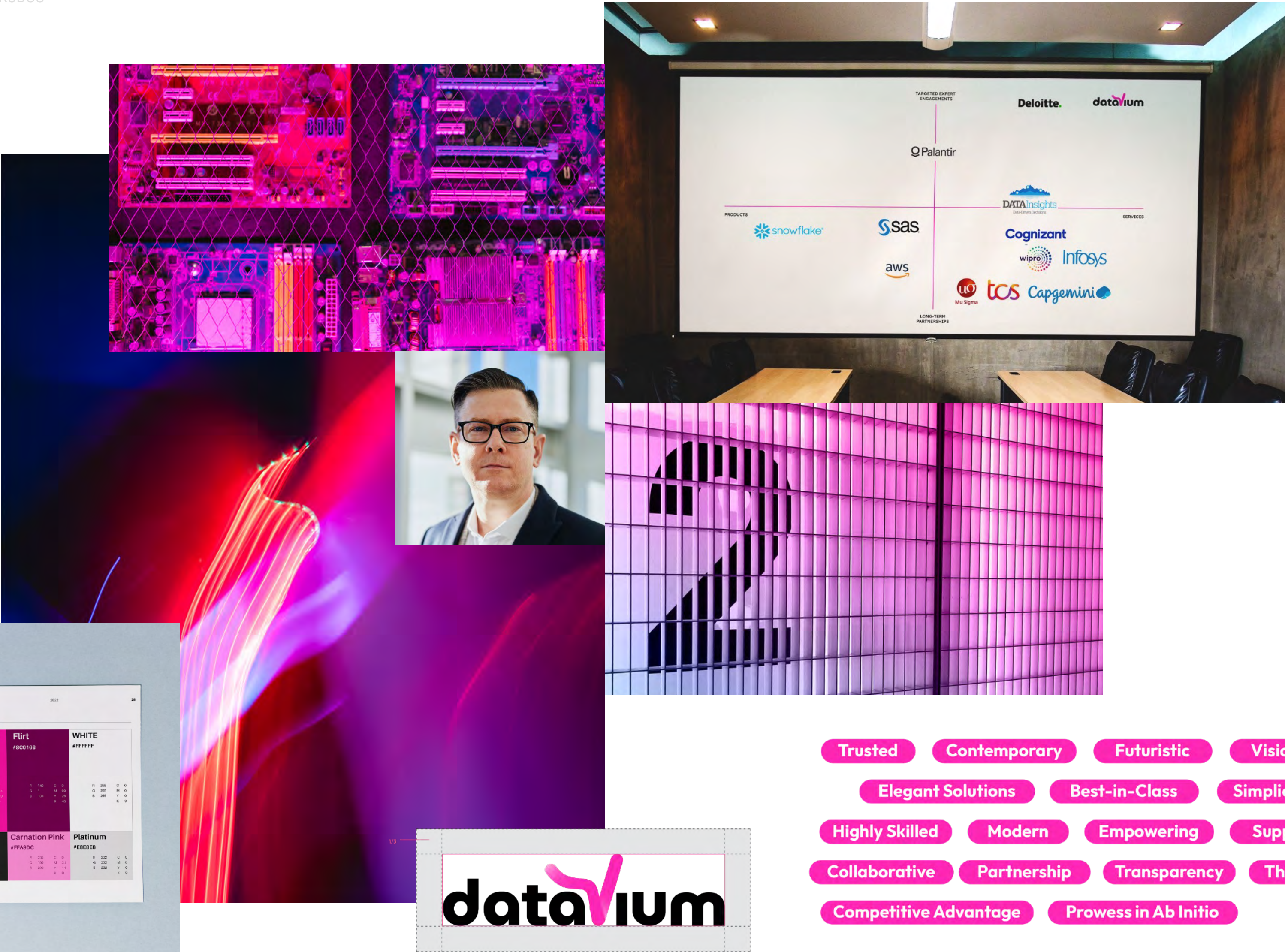
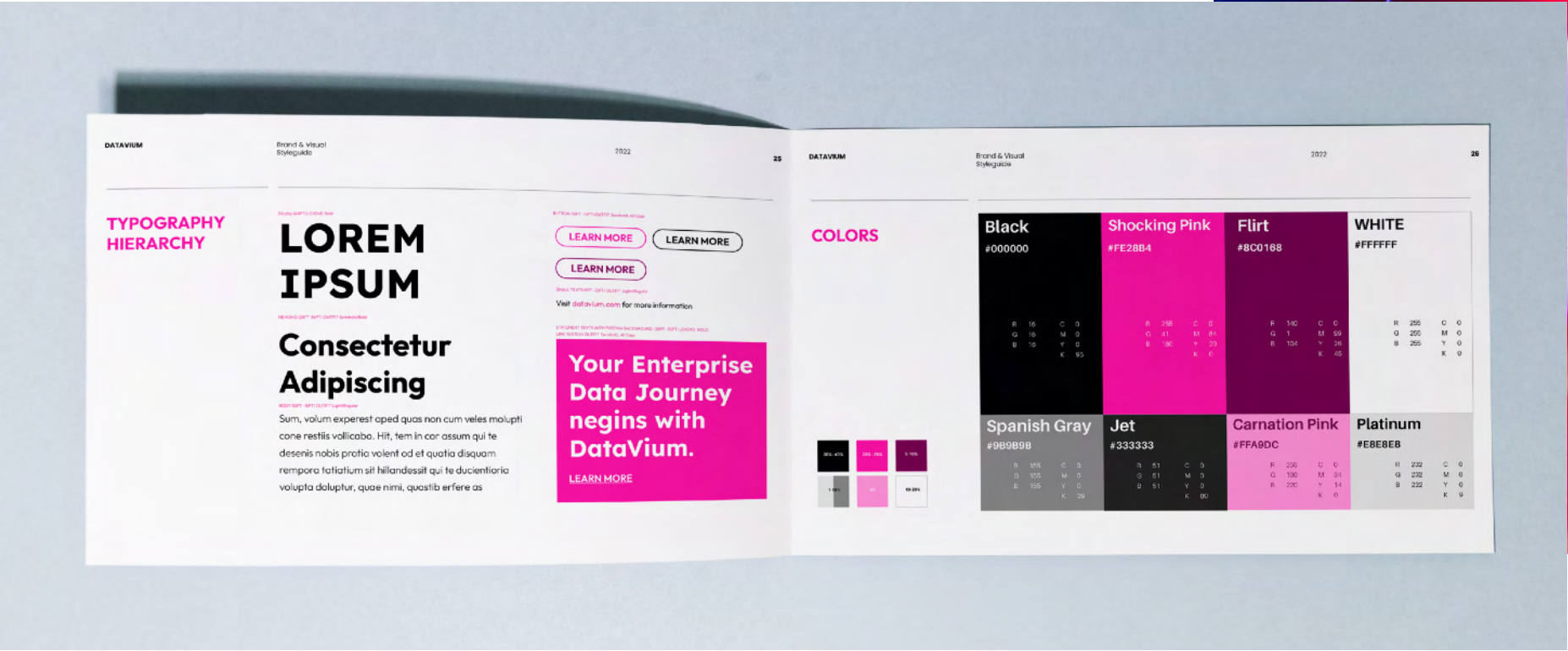
Continue case study →

Case study 004_DataVium

The process

Brand ideation

DataVium are ‘Thinkers’ on a mission to solve data challenges for large enterprises so that they can learn, adapt and rise above the competition. A consistent and strong brand voice is essential to effectively communicate these core principles. We wanted to create for DataVium a world where enterprise data is visible, approachable, and actionable. The brand hallmarks we developed reflect the visionary approach we needed to achieve for their bold thinking.



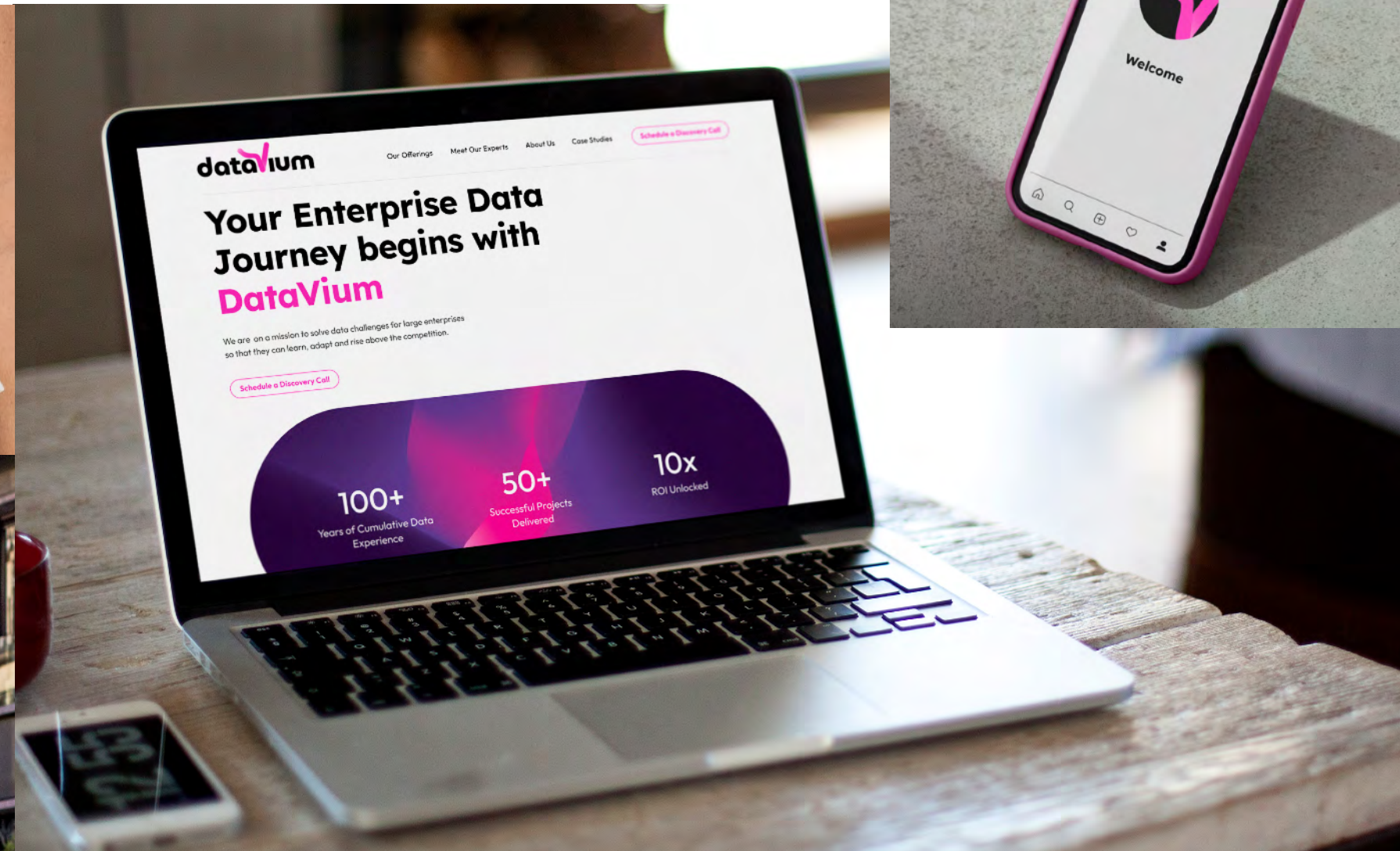
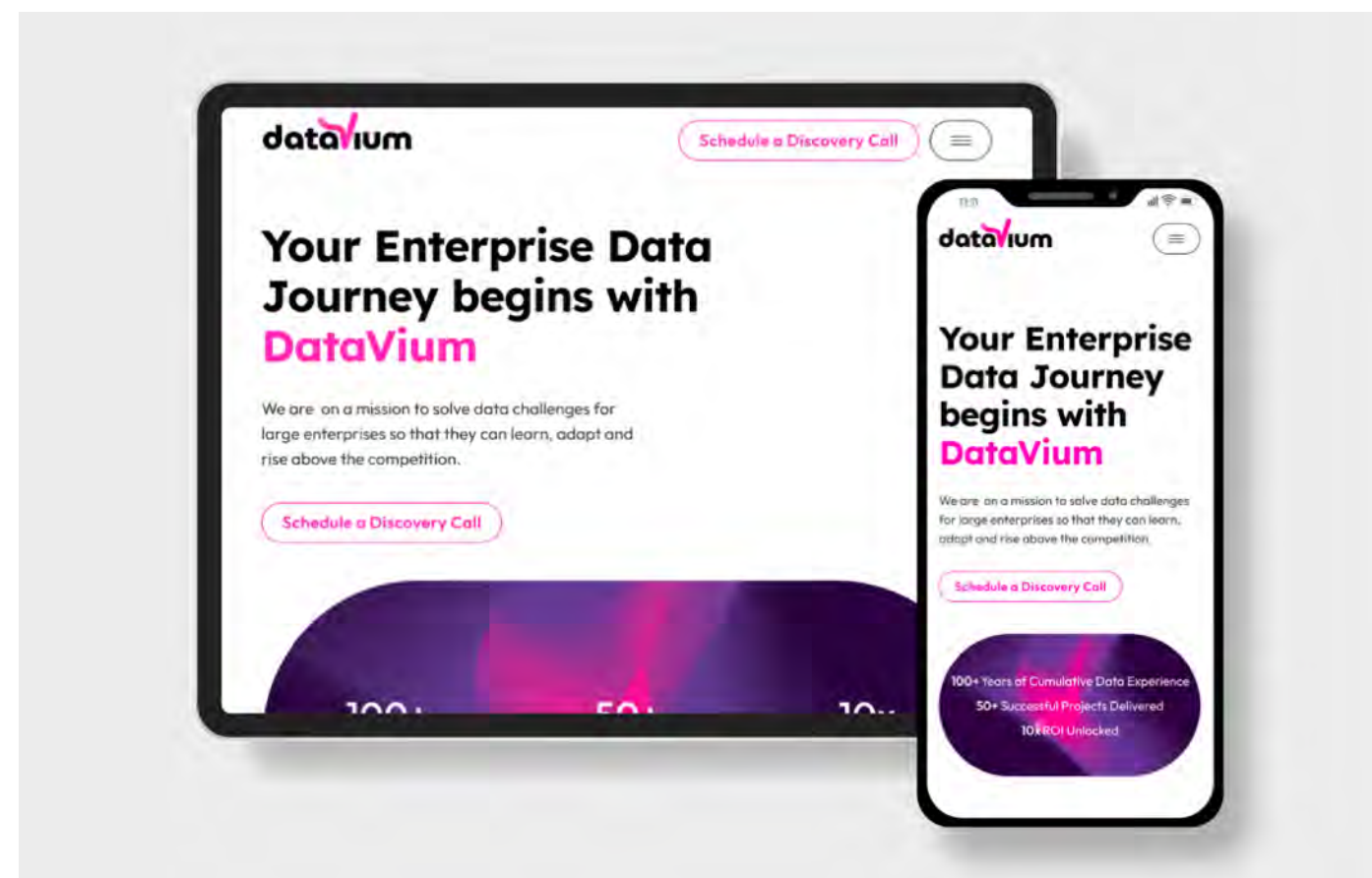
- Trusted
- Contemporary
- Futuristic
- Visionary
- Elegant Solutions
- Best-in-Class
- Simplicity
- Highly Skilled
- Modern
- Empowering
- Supportive
- Collaborative
- Partnership
- Transparency
- Thinkers
- Competitive Advantage
- Prowess in Ab Initio

Case study 004_DataVium

The solution

Brand development

Built a new brand, including the brand name, logo, visual and verbal identity, based on competitive landscape, their unique service features, and key customer demographics.



Website design & launch

Designed a new information architecture and a brand website that is visually clean and has key information required for launch. Updated website with SEO-friendly technical copy and relevant brand content to help readability for prospects and customers.

Case study 005_Forbie

Cancer care digital health company



How we helped a cancer care digital health company build a new brand identity, user interface and with industry-relevant GTM strategies for the brand.

Challenge

The client is a cancer care digital health company entering the oncology market and wanted to humanize a very stressful journey for the patients while also streamlining the patient-provider-insurance interactions with new messaging wanted a new brand for the new business vertical.

Continue case study →

Case study 005_Forbie

The process

Brand identity & User interface design

Forbie® is here to transform the cancer care journey of patients and survivors. With a patient-first approach, it is one of the few applications in the market that is giving patients control of their cancer journey. The goal was to translate this idea into a robust key message and visual identity for the brand.

For the visual identity of the brand the goal was also to develop something that is more hopeful and uplifting for creating a better patient adoption and experience.

BRAND POSITIONING

PATIENTS

For cancer patients, survivors, and their support teams, Forbie® is a companion delivering essential tools to navigate the journey.

Forbie®'s seamless interface supports greater wellness management by enabling patients to track symptoms, medications, journal personal emotions, and record doctor visits.

INSTITUTIONS

For doctors and providers, Forbie® is a partner in supporting wellinformed diagnoses supporting well informed diagnoses, care and support for clinical trials for their cancer patients.

Forbie®'s portal makes data-driven cancer care accessible for the entire support team by equipping them with visual analytics powered by patients' self-reported symptoms and flagging anomalies.

The application's capability for real time integration with EMR systems and private label offerings make it a lucrative product for providers looking for resources that support cancer patients and empower clinicians with timely, accurate data.

PATIENT PERSONAS



1. NEW PATIENT

Fear, shock or denial; unsure of where to begin. New to the world of cancer & often go into a learning overdrive with a massive.

Information overload. Confused and looking for guidance & support to navigate their cancer journey.



2. PATIENTS UNDERGOING TREATMENT & CHRONIC CANCER PATIENTS

Acceptance, self-aware and solution-driven.

Have built a support system and an ecosystem that carries them through this journey.

Looking for ways to record, journal their day-to-day challenges, symptoms, ensuring accuracy of information that gets relayed to doctors for their checkins.

General sense of paranoia about symptoms and fear of missing something important. Also impacted by side-effects of the procedures. E.g. chemo brain.



3. SURVIVORS & PATIENTS IN REMISSION & BEYOND

Ready to move on, but want to retain and share important details of their recovery journey, and carry thesupportive ecosystem into their life beyond cancer.

Carry a healthy amount of nervousness and are very observant of any changes in their body.

Looking for ways to record, journal their day-to-day challenges, symptoms, ensuring accuracy of information that gets relayed to doctors for their check-ins.

INSTITUTIONAL PERSONAS



1. CLINICIANS

Want to be able to help the patients & so looking the most accurate symptoms or relevant information from the patients in the simplest manner possible.

Do not want the added hassle of another application/documentation procedure - need the solution to be integrated into existing systems, seamlessly.



2. Cancer/Clinical Research Organizations (CROs)

Are constantly looking for ways to advance the Cancer procedures and make treatment and recovery easier for the patients via their experimental drugs and procedures.

Looking for data to support their study/ hypotheses and need ways to track symptoms and gather feedback from patients in a consistent manner.



3. SUPPORT ORGANIZATIONS

Want the patients they work with, to have the best support through their cancer journey from a medical standpoint, but also from an emotional & psychological standpoint.

The solution needs to be a partner for their patients through their journey.



4. PAYERS

Want to reduce the patient expenses associated with treatment while ensuring they get the best support possible.

Looking for solutions that will preemptively help doctors understand & analyze symptoms before they get worse, and help the patient proactively in their recovery process.

APP logos



YALE BLUE

HEX: 1d4d76
R: 29
G: 77
B: 118

C: 95
Y: 72
M: 31
K: 15

PACIFIC BLUE

HEX: 2aadc5
R: 42
G: 173
B: 197

C: 72
Y: 11
M: 19
K: 0

BURNT SIENNA

HEX: e26e4a
R: 226
G: 110
B: 74

C: 8
Y: 70
M: 77
K: 0

DENIM

HEX: 2b5fac
R: 43
G: 95
B: 172

C: 89
Y: 68
M: 0
K: 0

GREEN SHEEN

HEX: 67baad
R: 103
G: 186
B: 173

C: 59
Y: 6
M: 37
K: 0

JET HEX: 333333 R:52 G:51 B:51 C:69 Y:63 M:62 K:58

AZURE X11 HEX: e5f4f7 R:229 G:244 B:247 C:9 Y:0 M:2 K:0

KEY MESSAGING FEATURES

TRACK YOUR SYMPTOMS & EMOTIONS.

Keep tabs on your emotional & mental health to ease your mind in your cancer journey.

- Record how you feel with the audio or written notes
- Track your daily pain levels, symptoms and medical side-effects, if any
- Review your symptom history with visual trend graphics
- Add photos and videos
- Write notes for your health care providers
- Avoid recall bias and communicate accurate symptoms to providers



Strategic Marketing Support

We worked with the brand leadership to understand the customer personas, competitor landscape, and devised a staggered approach to connect with the multiple stakeholders and blend the sales & marketing process for successful launch of the application.

Continue case study →

Case study 005_Forbie

The solution

Brand Guide, Website & App Design

With a powerful patient-centric message, “Giving patients a voice in their Care™”, Forbie® stakes its identity on being for the patients first, and then collaborating with doctors, healthcare providers ,and payers to drive systemic efficiencies. The brand color palette, typography & visuals were updated to provide a more optimistic spin. For the app, a new user journey was defined, user interfaces were updated and tested with real patients and the results were quite promising.



Monitor your medication.

An essential aspect of your recovery, Forbie®'s medication tracker, can help ensure you're taking the right medication, at the right dose, at the right time.

- Access your comprehensive list of medications
- Add dosage frequency, food instructions, and refill dates
- Set reminders to take medication and order refills
- Take notes about how the medicines make you feel



At your side in every appointment.

Let Forbie® be your eyes and ears to get more out of every doctors' visit.

- Record and transcribe everything your doctor says
- Leave yourself important notes and takeaways
- Share pain and symptom information from your journal
- Create graphical symptom reports to share with your doctor
- Avoid stress and anxiety from information overload

HOME MISSION APPLICATION TRY FORBIE CONTACT US



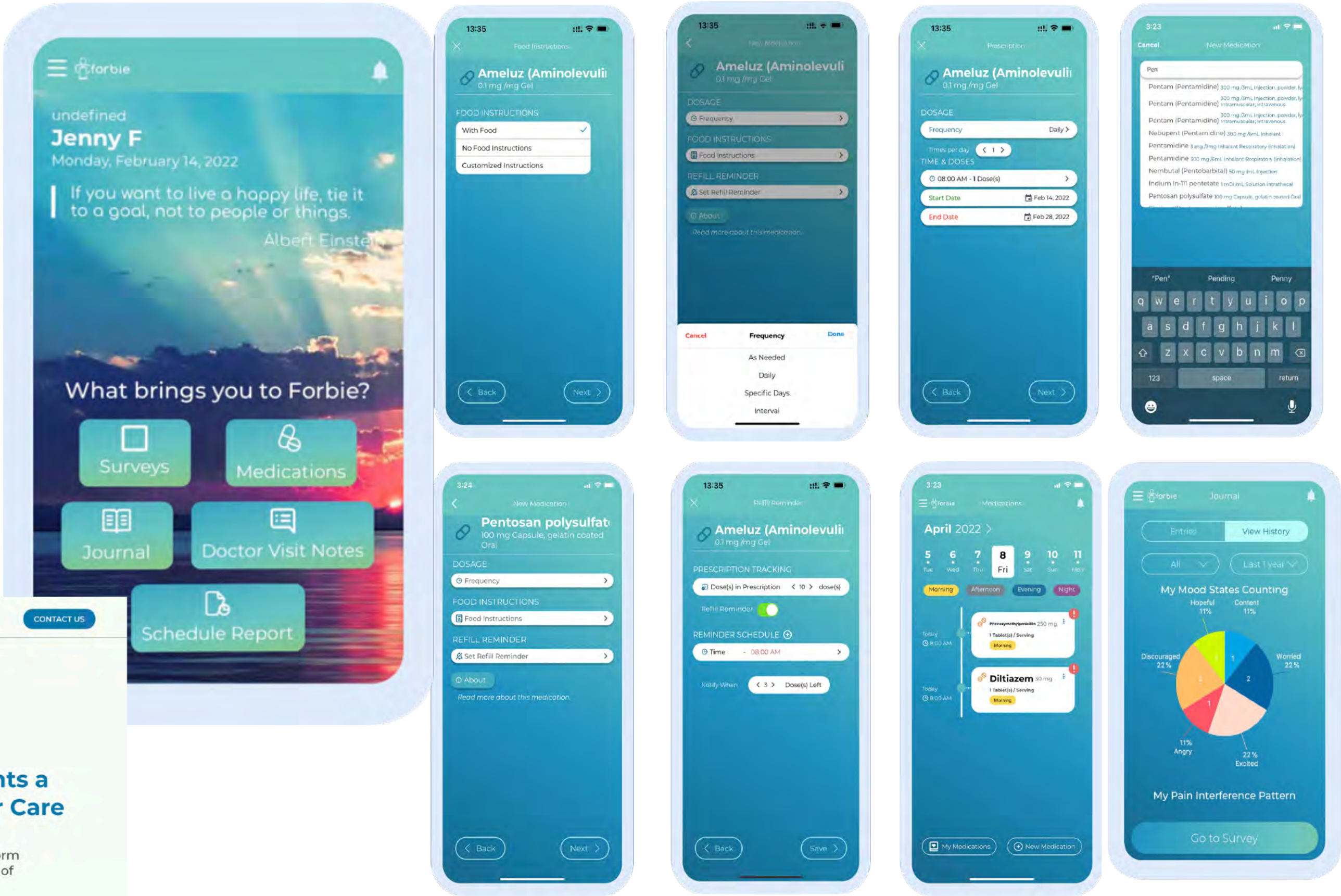
Giving Patients a Voice in their Care

Forbie® is here to transform the cancer care journey of patients and survivors.

Journal & Symptom TrackerDoctor Visit NotesMedication TrackerStatus Reports

"As a cancer survivor, the Forbie® app has been a wonderful resource to have. It is incredibly easy to use and has valuable tools that allow me to keep track of everything from medication, mental and physical health, any important information from doctor visits and more! I especially love the journal feature where I can record the things, I'm grateful for each day to focus on what's most important in my life."

- Tiffany




GTM Strategy

Defined ICPs for the team and conducted interviews in collaboration with Cancer Counsellors to understand the specific pain points, developed a feature-benefit-value strategy for the brand and mapped it to the User Interface design for the application. Built high level value propositions for all involved stakeholders and built the brand messaging to resonate with the various users. Updated website with SEO-friendly technical copy and relevant brand content to help readability for prospects and customers. We also created an integrated marketing plan to enable the team to build on various touchpoint with their customers & users via event marketing, partnerships & collaborations, social media and lead generation efforts.




Client kudos





 I hired yellow pebble looking for someone to build our social media strategy. **What I ended up getting was much more.** We worked on redesigning our logo, copywriting for our website, rewriting the brand positioning, and building an innovation pipeline. Isha is an intuitive marketer and always thinks business first. I will be hiring them in the future.

Mike
 Founder & CEO, Medical Mike's


You guys continue to surpass expectations. Our first project with you was a tremendous success, and yet, this second one blows that out of the water. We can count on you like we do our internal team members. Looking forward to a long term partnership in 2022 & beyond.

Abhishek
 COO, Diaspark


The best part of working with Isha is that she listens and understands your requirements. I probably gave her one of the most bizarre mandates. Isha was empathetic to the conundrum and had the wit and creativity to solve the same. To the people reading this, you need a marketing rep to help you out, hire her services. You won't regret it!!

Saket
 Owner, Rayspread



↘ We had an immensely positive experience collaborating with yellow pebble for one of our projects. The speed of execution was great and the work was delivered on time. Isha and her team bring a wide experience to the table which proved to be good for us. Look forward to working with them again.

Akash
Co-Founder & CEO, ZenMiles

↘ Isha and the team at Yellow Pebble developed a brand book, renewed the logo, and explored the market positioning strategy for Divine Heart Center. Isha's team did a great job. The deliverables and the explanation behind them during presentations were in-depth and crisp. The Divine Heart Center team felt good camaraderie with the Yellow Pebble team - which again points to Isha's collaborative working style.

Shailesh
Founder & CEO, DHC

Thank
you!