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## INFORMATION

### **BOILER PLATE**

Incepted in 2011, Buzzinga is the Digital Media agency of Percept. Digital Media Management is the most rapid and effective marketing strategy in the New Media space today. Combining the efforts of social buzz, it is a terrific and affordable way of increasing traffic to a site, building a strong following, and promoting and strengthening a brand while increasing sales and revenue.

Buzzinga utilizes several different mediums effectively to highlight a brand and create a direct line of communication with clients and customers. Buzzinga caters to clients needs right from creating an online identity, strategizing the online communication, creating content, executing the strategy and finally monitoring the activities in the social media space. Buzzinga also designs Social Media and Smartphone applications for brands. The portfolio includes profile building and participating in leading influential social media platforms. Buzzinga also caters to clients who need Search Engine Optimization & Search Engine Marketing.

Buzzinga is a Percept company. With capitalized billings of INR 9.35 billion (FY'18), Percept is at an enviable leadership position in the Entertainment, Media and Communications domain with a team of over 400 people and 32 offices across India and the Middle East.