



UGC

PITCH DECK

WHY

DHOOMKETU

At Dhoomketu Media, we don't just brand, we decode. We are the marketing meteor that shakes up the status quo

For 8+ years, we've been decoding brand DNA, translating business philosophies into digital charisma, and turning SOPs into OMGs. For 8+ years, we've been the go-to minds behind brands that break the mold and build deep audience connections. How? We read your business like a story, align with your philosophy, vibe with your vision, crunch your goals, and distill your USPs into something unforgettable.



**Wit? We've got it.
Wisdom? Tons.
Wow factor? Always.**

WHAT IS UGC

And Why It Works

At Dhoomketu Media, we specialize in crafting UGC-style reels that speak your audience's language.

Influencers talking to the camera, product experiences, "I just had to share this" moments. The result? High engagement. Real trust. And content that doesn't feel like marketing (even though it is). It's how we turn attention into action with content that feels human.

These aren't glossy, over-produced ads, they're natural, relatable, scroll-stopping stories that mimic real user behavior. Think! Think! Think!

UGC, or User-Generated Content, is content created to feel like it's made by real people, not brands, and that's exactly what audiences love.



OUR UGC CREATION PROCESS

SIMPLE. STRATEGIC. SEAMLESS

At Dhoomketu Media, creating high-converting UGC-style content isn't a guessing game. It's a strategy. Here's how we make it happen



Brief & Brand Deep-Dive

We understand your product, brand voice, audience, and objectives, no one-size-fits-all here.



Script & Concept Creation

We write scroll-stopping, casual-yet-clever scripts that feel real, not rehearsed



Creator Casting & Direction

We handpick relatable creators that match your audience vibe — and direct them to film content that feels native, not salesy.



Shoot, Edit & Polish

We shoot authentic-style video, edit for platform trends, and add captions, hooks, and CTAs that convert.



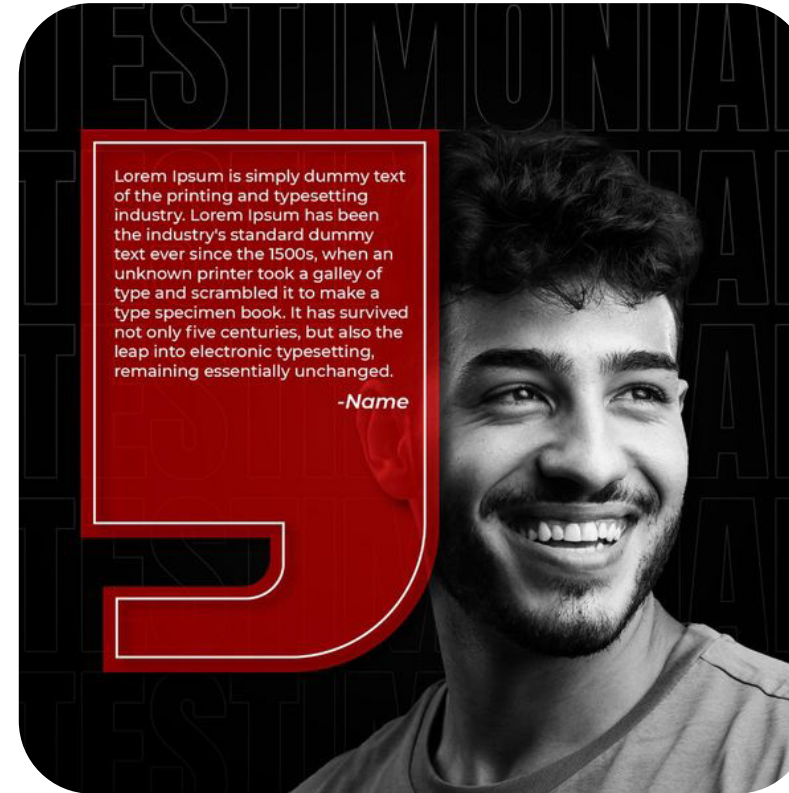
Review & Delivery

You approve! We deliver ready-to-post reels that resonate, perform, and stay true to your brand's DNA

Finish

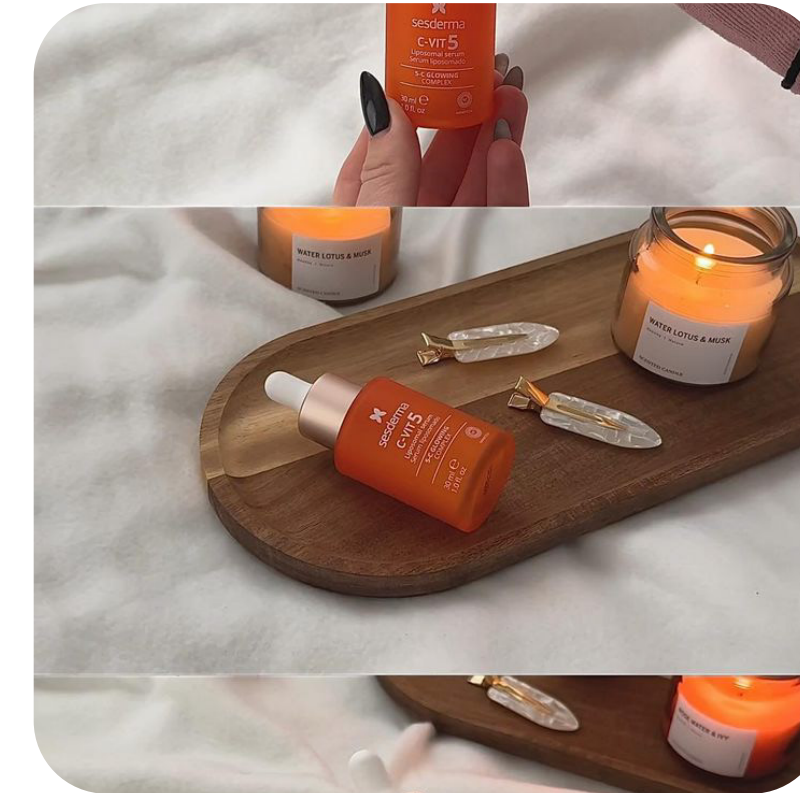
Start

TYPES OF UGC CONTENT WE CREATE



Testimonials

Real people. Real stories. Real trust.



Product Reviews

Honest takes that drive buying decisions.



Vlogs

Day-in-the-life style content featuring your brand.

Vox Pop

Street-style Q&As with authentic reactions.



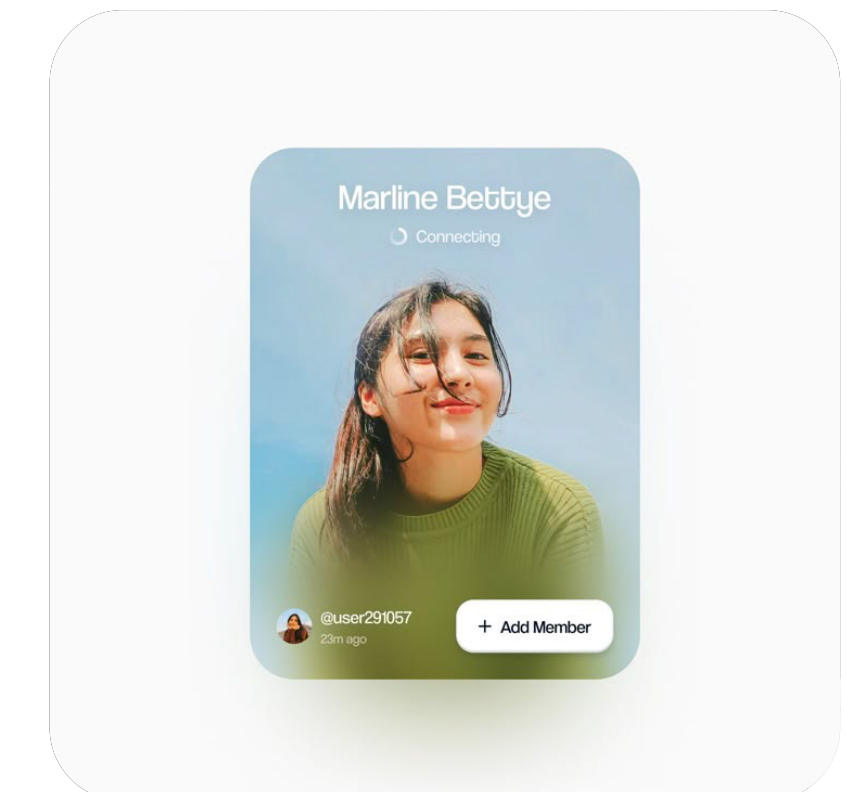
Conversational

Skits and chats that feel personal and relatable.



Interactive Formats

Duets, reactions, and trends tailored for engagement.



WHY CHOOSE UGC?

Because people trust people, not ads.



Authentic & Relatable

UGC feels real, not rehearsed, which builds instant trust.



Cost-Effective

No big ad budgets. Just smart content that delivers results.



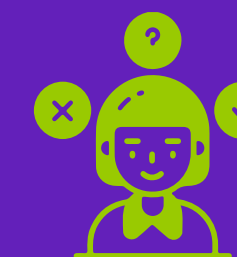
Platform-Friendly

UGC performs brilliantly across Instagram, Facebook, YouTube Shorts & more.



High Engagement

Native-style content blends in with the feed, boosting views, likes, and shares.



Influences Decisions

70 %+ of buyers trust peer content over branded messaging

**UGC ISN'T JUST CONTENT
IT'S CONVERSION FUEL**

WHEN SHOULD YOUR BRAND USE UGC?



Launching a New Product

Create instant buzz with authentic first impressions.



Looking to Boost Engagement

UGC reels feel native; they spark likes, shares, and saves.



Driving Conversions

Customer-style content builds trust and shortens the buying journey.



Building Social Proof

Show real people loving your brand, it's the modern testimonial.



Refreshing Content Strategy

Add variety with organic-feel content that doesn't scream "ad."



WHY CHOOSE DHOOMKETU FOR UGC?

WE GET THE **'REAL'** RIGHT
SCROLL-**STOPPER** FIRST. BRAND BOOSTER ALWAYS.

STORY-FIRST. SALES-SECOND.
OUR UGC REELS ENGAGE FIRST, CONVERT NEXT,
ALWAYS WITH **AUTHENTICITY** AT THE CORE.

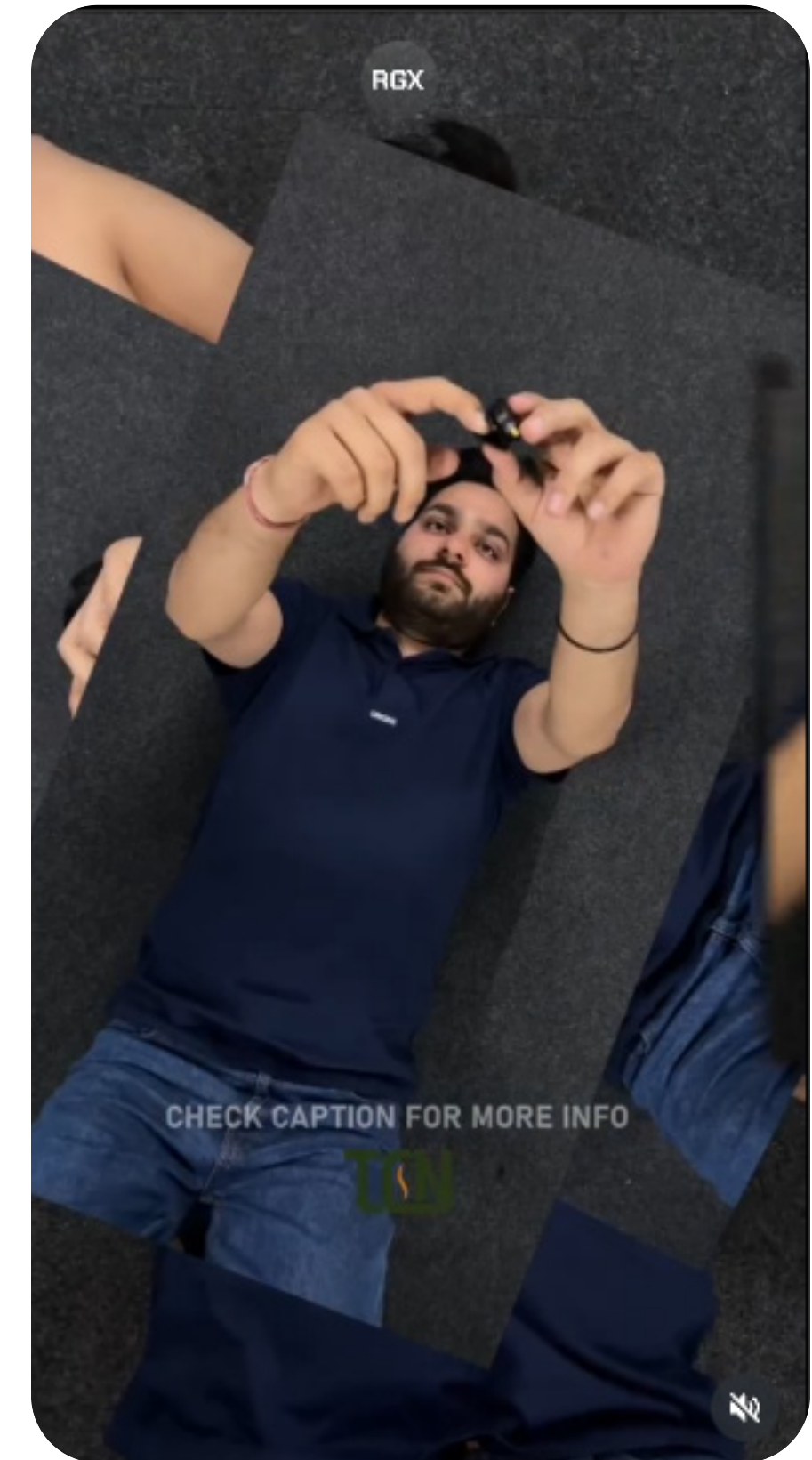
PAST WORK | PAST CLIENTS



KULHADWALA



BIKANERWALA



THE CAFE NATION





CONTACT US



Email Address

dhoomketumedia@gmail.com



Phone Number

+91-9755999186
+91 99814 14160



Location

6th Floor
Gravity Tower, Zanjeerwala
Square, Indore, 452001



Socials

@dhoomketumedia