

COMPANY PROFILE

ROOPOKAR

C R E A T I V E S T U D I O

www.roopokar.com

GENERAL OVERVIEW

ROOPOKAR is a digital marketing agency and interactive studio based in Dhaka, Bangladesh. We work with brands to help them communicate and build relationship with their customers online. We do this through a blend of strong strategic thinking, creative design, cutting edge technology, social media and extensive insights into online consumer behavior.

As a creative studio we've been around since 2008 (which is a long time in internet years) but our experience as designers goes back a lot further. The professionals at ROOPOKAR possess that rare ability to understand, visualize and implement your ideas. We are equally competent at conceptualizing, advertising and selling your product by the use of digital technology. Whether a startup venture, small business, large corporation or in between, we can help you. If you need to have a website built, or want to gain more traffic to your existing one, we can customize a plan for you that is cost-effective and delivers tangible results.

We've created intuitive website solutions for businesses from across the Bangladesh in a range of sectors, adding value through creative ideas and practical approaches. We excel in creating measurable digital strategies delivered across a range of channels, including email, social media and mobile, all focused on converting visitors into customers.

THE NAME AND LOGO

ROOPOKAR is a Bengali word which means "who creates" or "An artist". As we are a team devoted to create something new to uphold your brand we have named our company ROOPOKAR Creative Studio.

The logo of ROOPOKAR is a set of blocks. Actually they are building blocks which encourage interaction, imagination and creativity. And so we love playing and experimenting to innovate something new.



SERVICES WE PROVIDE

STRATEGY & CONSULTING

Our strategy and consulting services provide customized, digital solutions to you into an industry leader.

BRAND STRATEGY

We provide new and existing businesses with refreshed, custom strategies for telling unique brand stories.

- Differentiate from your competitors with a compelling brand story
- Naming, taglines and positioning
- Leverage brand image to gain new customers

CAMPAIGN STRATEGY

We provide creative direction to your advertising campaigns and cohesively coordinate your online and offline efforts.

- Engage your audience with creative advertising
- Build a campaign around your brand story
- Market your business with outside the box ideas

CONTENT STRATEGY & COPYWRITING

Unify your brand messaging and engage your audience across all media with content strategy and copywriting.

- We create content that converts
- Start your communication strategy with a strong foundation
- We write compelling copy that leads to website performance

SERVICES WE PROVIDE

WEB & MOBILE DEVELOPMENT

Our expert development team works on the cutting edge of technology and best practices.

RESPONSIVE WEBSITE DEVELOPMENT

Responsive Design prepares websites for the future of modern website design by making them beautiful across multiple devices.

- Our team plans, designs, and develops stunning responsive websites that will increase conversion rates and overall traffic
- We make sure that our responsive websites are beautiful across all devices
- Our responsive web design makes sure that your business is prepared for the future mobile web

MOBILE APP DEVELOPMENT

Mobile apps represent a massive opportunity to take your business to the next level while targeting customers on mobile devices.

- Our team plans, designs, and develops stunning apps that will take your business to the next level
- Our apps feature striking design and fast load time so that your business is sure to impress potential customers who uses your app on their mobile devices

E-COMMERCE WEBSITE DEVELOPMENT

How many of your website visitors are turning into customers? We will help make your ecommerce website your most effective selling tool.

- Our ecommerce design process helps increase conversion rates
- We integrate your website with social media to help users engage with you online
- Our ecommerce content management system gives you full control
- We have solutions to fit every budget

SERVICES WE PROVIDE

CREATIVE DESIGN

Our expert team brings digital ideas to life with beautifully executed, creative design.

LOGO DESIGN & BRANDING

Distinguish your business with professional logo design and branding.

- Make your business stand out with a stunning logo
- We build memorable brand identities
- Style guides and brand standards that raise the bar

WEBSITE DESIGN

Tick-tock. You have 5 seconds to keep a new visitor on your website. We're here to make sure your visitors not only stay longer, but also turn into customers.

- We know why most websites fail to achieve business objectives
- Our methodology has worked and helped boost online conversions for businesses across all industries
- Our team of experts will guide you on creating a visually stunning and practical website

MOBILE APP DESIGN

Stay ahead of the crowd. Our mobile apps are designed for maximum impact, breaking convention and creating demand for your business.

- Connect with customers on the go
- Be a leader in your industry
- Build a memorable mobile presence that stands out

PRINT DESIGN

Your print marketing materials are the only remnants of your company that are left behind after a meeting. Make sure that they pass the test.

- Business Cards
- Annual Reports
- Brochures
- Print Advertising
- Post Cards
- Invitation Cards
- catalogue
- Billboards

SERVICES WE PROVIDE

VIDEO PRODUCTION

Show, don't tell. Make a greater impact on your customers through interactive video production.

- Provide deeper insight on your products/services
- Train employees or educate customers about your business with corporate video production
- Increase marketing engagement with interactive videos, banners, and motion graphics.

PRODUCT PHOTOGRAPHY

If you are running a big advertising campaign or just a couple of display advertisements, having professional advertising photography is virtually guaranteed to increase your conversion.

- We have all the right experience
- On-site service available
- Professional & highly skilled

3D MODELING & ANIMATION

At ROOPOKAR, we integrate zeal, creativity, and application of technology to give shape to any thing you can imagine and dream of and create models, architectural designs, and a lot more with 3D animation.

- Architectural 3D Rendering
- Architectural 3D walkthroughs
- 3D Product design
- 2D/3D Cartoon Animation
- 3D Industrial Modeling
- 3D Games Development
- 3D Web Development
- 3D Logo Design

SERVICES WE PROVIDE

ONLINE MARKETING

Our specialized marketing teams work to increase your conversions, repeat traffic, and expand your online visibility.

SEARCH ENGINE OPTIMIZATION (SEO)

Thousands of searches are conducted every second. With search engine optimization, you can become a primary destination.

- We provide a clear plan after auditing your website
- On-page optimization and internal linking
- Off-page link building, content development and distribution

DISPLAY ADVERTISING

Why waste your advertising budget on traditional display when you can pay less to target users with intent?

- Target user demographics by age, location, annual income, employment, and more!
- Target users based on what they are searching elsewhere on the web
- Only serve your ads at the right time and frequency

E-MAIL MARKETING

Make the most of your list of subscribers through an optimized email marketing strategy.

- Our subject lines incite higher open rates
- Our newsletter designs increase click-through rates
- We couple strong landing pages with effective emails to increase overall conversion rates

SOCIAL MEDIA MARKETING

Engage and expand your audience across the web with social media marketing.

- Target influencers in your niche
- Increase word-of-mouth referrals
- Stay on top of conversations about your industry and company

WHAT MAKES US DIFFERENT

We work openly and honestly with our clients and encourage involvement in your project. After all, we're wanting you to meet your business objectives. We work with open standards so you're not restricted to outdated or proprietary coding languages. We don't impose our own 'in-house' software, preferring to select the best solutions for your business.

Although we spend many hours thinking and writing in code, you needn't be worried about coming to us having never had a website. We will avoid confusing technical language and think in terms of delivering the best solution for your business.

SUPPORT WHEN YOU NEED IT

We recognise that the web runs 24/7 and office hours don't always apply. We're proud of our reputation for providing helpful and timely support - even out of hours. That's vital for your business continuity, especially if you trade online or have an international audience.

We have dedicated support person. E-mail to support@roopokar.com. You can also submit a help request through our website www.roopokar.com

we combine web, design and digital marketing to
make your brand champion

FEATURED CLIENTS



OUR ARSENAL

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Creative Director
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Md. Zahidur Rahman

Dhaka International University
Computer Science
Web developer
Roopokar Creative Studio

Ahmed Murad Chawdhury

Masters in Social Science
Rajshahi University
Creative Director
Roopokar Creative Studio

Md. Delour Hossain

Bachelor of Arts
National University
Junior Web Developer
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Shahanur Alam

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HERE WE ARE

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