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Rachana
Chowdhary,
Founder

TAKING MARKETING TO A NEW LEVEL

Rachana Chowdhary, the Founder Director of Media Value Works talks about the company, the importance of marketing and more...

What is the vision behind Media Value Works

It has been designed to plan marketing communications campaigns for brands across levels. We scientifically study

and understand the unique communication need of the business, thereby recommending the most suitable outreach programs across B2B, B2C, B2B2C and B2M (M-refers to Media). Our Indian portal has supported hundreds of small and medium sized businesses and entrepreneurs in enhancing their visibility online. Our global division distributes content to

media across the world in over 25 foreign languages.

What is your take on content marketing?

Effective content marketing penetrates across multiple media platforms thereby ensuring visibility across print, online, blogs, social media etc. Populating your company or brand news for enhanced results on search

engines is a key measurement.

Do you think with the increase of dependency on social media, brands have lost their basic essence?

India is a unique market. While we all have moved to using smartphones and shopping online, the feeling of trust and confidence that a customer receives via a personal brand connect is irreplaceable. Strategic social media marketers recognise this and plan for complementary campaigns.

What is role of creative writing in content marketing?

We focus on conceptualising strategic campaigns that are concise, clear, complete and newsworthy. Our brand articles are designed to influence the end consumer, thereby adding value to our clients.

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