

**If there's one thing we have
learnt after working at some of
India's best agencies, it's this:**





Don't waste your
client's time.

So without boring you with 25 “strategy” slides, let’s take a look at Investmint’s current social media content.

What’s present?

Killer Reels 

Banger informational content 

What’s missing?

Relatable humorous content that pushes our product (in a very subtle manner).



One thing to understand about the **traders community** is

They know how to not take themselves seriously, they enjoy memes on losing money on “the next big” multibagger, and they are a tight-knit community.

We hope to capitalize on this by creating content that appeals to them and gets circulated within groups.

Having said that...

We don't want to work on memes with you, memes are easy,
memes are lazy, anyone can create memes.

We will go a step ahead and use subtle humour and smart cues.

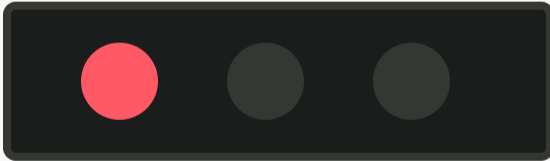
This will help Investmint stand apart and become a page that
investors and traders rejoice to stalk.

**Let's take a
look at the posts**

Signal I want



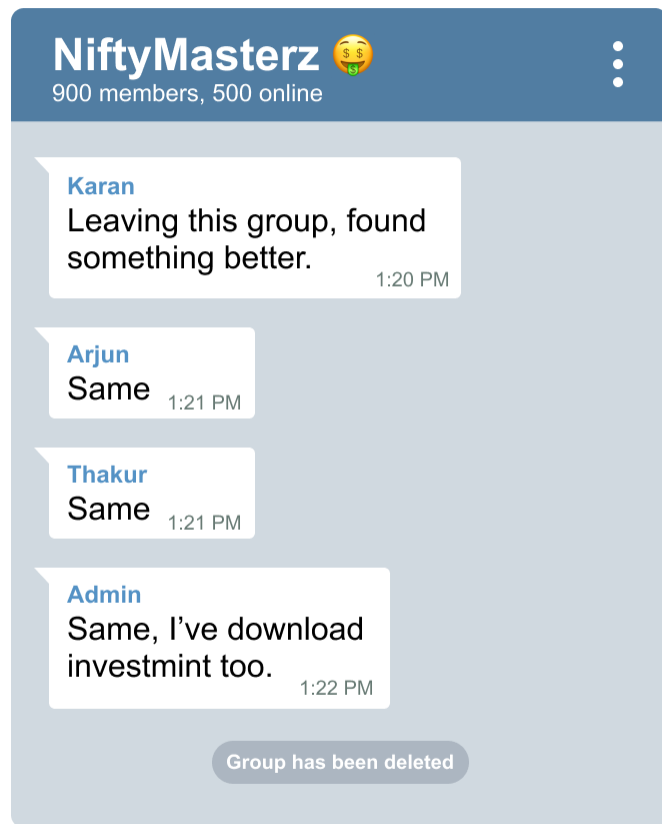
Signal I get



Post description:

Life: gives mixed signals

Investmint: gives the right signals



Post description:

Phew, no more “750 unread messages” notification at 9:00 AM.

Daily routine of a typical trader

7 AM	Market Opening Strategy
8 AM	
9 AM	
10 AM	Checks Telegram, Twitter, Reddit, CNBC 18, Whatsapp groups, calls stock wale uncle for tips, calls school ka dost who you only talk to for stock tips, call another friend who says he is the next harshad mehta unironically without any shame, refreshes moneycontrol continuously
11 AM	
12 PM	
1 PM	
2 PM	
3 PM	Tomorrow's Market strategy
4 PM	
5 PM	
6 PM	
7 PM	

Daily routine of an Investmint trader

7 AM	Opens Investmint, views different models, sets a plan for the day
8 AM	
9 AM	
10 AM	Executes Signal
11 AM	Goes back to sleep
12 PM	
1 PM	
2 PM	
3 PM	
4 PM	
5 PM	
6 PM	
7 PM	

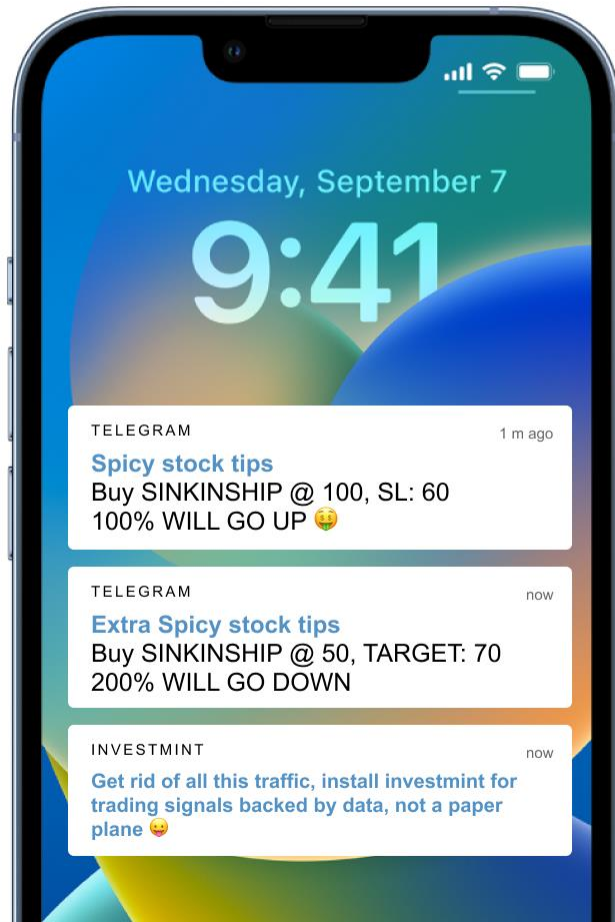
Post description:
Smart work > Hard work



Post description:

2 minutes of silence for our fallen brother.

Be a good friend and recommend Investmint. Issued in public interest.



Post description:

Telegram is like a broken clock. It might be right twice in a day, you just don't know when.



Trading based on gut feeling

Data-backed models

DOWNLOAD THE APP NOW



Post description:

Let's make it clear: Gut for digesting, Data for investing.

Give your gut some rest now, and download Investmint from the link in our bio.



Anupam Gupta ✓

@b50

...

#paisavaisa @aakashlpin and @mysandz talk about a very interesting 'signal based' trading app @investmintclub - how to make better stock trading strategies:



shows.ivmpodcasts.com

Data Driven Investing with Investmint

On this episode of #PaisaVaisa, Anupam talks to Aakash and Sandeep from Investmint. They talk about how better result...

Investmint is making waves 🌊,
and helping traders make money 💰.

Post description:

Give our signal-based trading approach a try, at bit.ly/abcxyz.

Who are **we?**



I am Abhijit.

A Chemical Engineer turned Data Analyst turned Copywriter.

I quote Warren Buffet at parties and get laid a lot. I also lie half of the time.

Portfolio: <https://www.abhijitmahida.com>



I am Karan.

I am aspiring to become a “swiss army knife of marketing.”

Bought Tata Motors at 62. Sold at 89. Turned into a ✨ Long-term investor ✨ since.


Portfolio: <https://www.karantalreja.com/>

Another quick note

We will not just share ideas for static posts, we will have a healthy mix of static + animated + reel concepts too. Once we start working, we would also love the chance to work on other things like landing pages, hub/hero/hygiene campaigns, push notifications, etc.

TL;DR

We want to help Investmint grow in any way possible.





Let's discuss.