

C Com Digital charting new frontiers



Mr. Chandan Bagwe



Mumbai: C Com digital a full-service techno digital marketing agency is now breaking new ground by expanding its service portfolio and coverage of global markets. The COVID-19 pandemic was tackled by C Com Digital as an opportunity and the company has made significant operational gains in recent times. Widening its scope, C Com Digital has progressed from being an 'digital marketing execution agency' to become 'Marketing communication and digital marketing strategists' at an international level.

In recent times, businesses across industries and geographies had to deal with an unprecedented challenge to their growth and survival. As customers increasingly went into isolation and activities shifted online, it became imperative for brands to amplify their digital presence and strengthen online communication. The need today is to engage the audience in a manner that impacts them positively and adds value to their lives. Brands across the world are eagerly working to get the right mix of impact, intent, and social relevance in their messaging.

Sensing this digital transformation trend and the needs of new normal of marketing, C Com Digital created solutions that helped it expand its operations geographically. The company has now evolved from being a

digital marketing execution agency to the holistic role of communication and marketing strategists for international clients.

Speaking about this, Chandan Bagwe, Founder and Director, C Com Digital, said, "Since early 2020, we have seen global businesses pivot their marketing strategies and approaches to respond to their audience's needs and aspirations. As a company that has built a high impact combination of creativity and advance technology driven marketing solutions, we leveraged this opportunity to refine and scale our expertise in customer targeting through data analytics, devops and marketing strategy across geographies. Since we already had a good exposure to global markets such as USA and UAE apart from our pan-India presence, I have now decided to personally lead our global expansion strategies with our offices in New York (USA) and Dubai (UAE) where C Com Digital LLC, USA will be represented by our strategic partner, Silver Cloud Digital. Going beyond the highly effective execution support, we will now be offering holistic services to our clients by helping them develop marketing and technology strategies that will achieve desired personalization and impact. Our aim is to make C Com Digital a globally reputed brand in its vertical in the years to come."

C Com Digital specializes in building brand narratives and provides superior business driven marketing communication support to its clientele across industries such as Healthcare, Edu-tech, Pharma, Food & Beverage, Retail, Hospitality, Foundations and E-Commerce verticals.

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