

Attention Is The World's Most Valuable Currency OMG Marketers

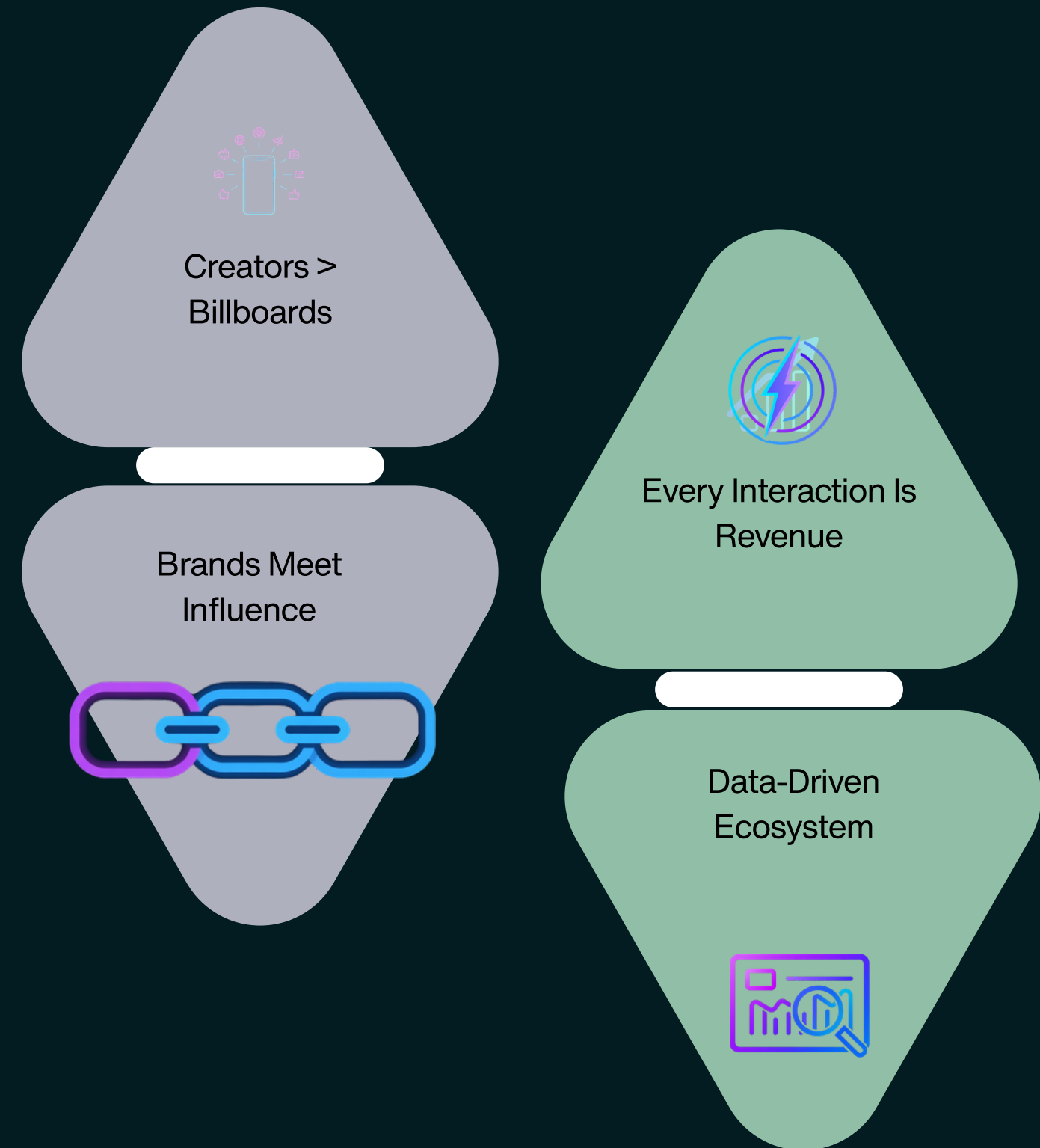
OMG MARKETERS | THE INFRASTRUCTURE BEHIND INDIA'S CREATOR ECONOMY. ONE CREATOR WITH A SMARTPHONE CAN OUTPERFORM A MILLION-DOLLAR AD CAMPAIGN.

Presented by

OMG Marketers

Attention Is The World's Most Valuable Currency

Twenty years ago... Companies bought billboards. Ten years ago... Companies bought TV ads. Today... One creator with a smartphone outperforms a million-dollar campaign. Every scroll, like, share & comment is a business opportunity. OMG Marketers bridges brands and influence.



✗ FAKE FOLLOWERS

Bots inflate numbers.
Brands pay crores for audiences that don't exist.

✗ LOW ENGAGEMENT

Millions of views. Zero comments. Zero clicks. Zero sales.

✗ WRONG AUDIENCE

Fashion brand promoted to gamers. D2C product shown to wrong age group.

✗ ZERO ROI

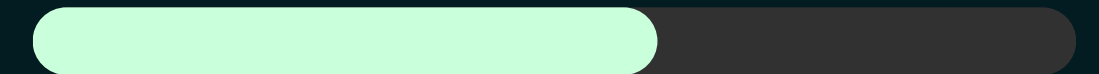
No tracking. No attribution. No idea where every advertising rupee actually went.

Brands Don't
Need More
Influencers...
They Need
Better Results.

The Economy Is Still In Its First Chapter

The Next Billion-Dollar Companies Won't Own Media. They'll Own Attention.

\$21B



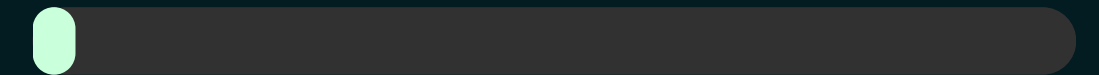
Global Influencer Marketing Industry Value

3.5B



Social Media Users in India by 2025

80M



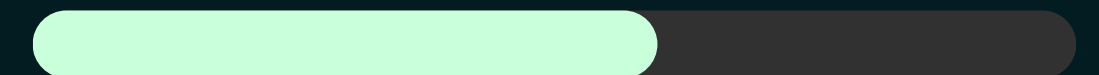
Indian Content Creators & Growing Fast

44%



YoY Growth in Indian Creator Economy

\$7B



India Digital Advertising Market Size

The Best Marketing

The best marketing doesn't interrupt people. It becomes the content. We don't sell promises — we build measurable systems rooted in psychology, behavioral economics, and modern consumer behavior.

⁰¹ Attention → Trust → Influence

Creators first capture attention, then build trust through authentic storytelling — turning audiences into believers before a single product is pitched.

⁰² Purchase → Repeat → Loyalty

Influence converts to purchase. Repeat purchases build community. Community becomes brand loyalty that no billboard can buy.

⁰³ Measurable Systems, Not Promises

Every campaign is tracked, optimized, and reported. We know what drives revenue — and we double down on it every single time.

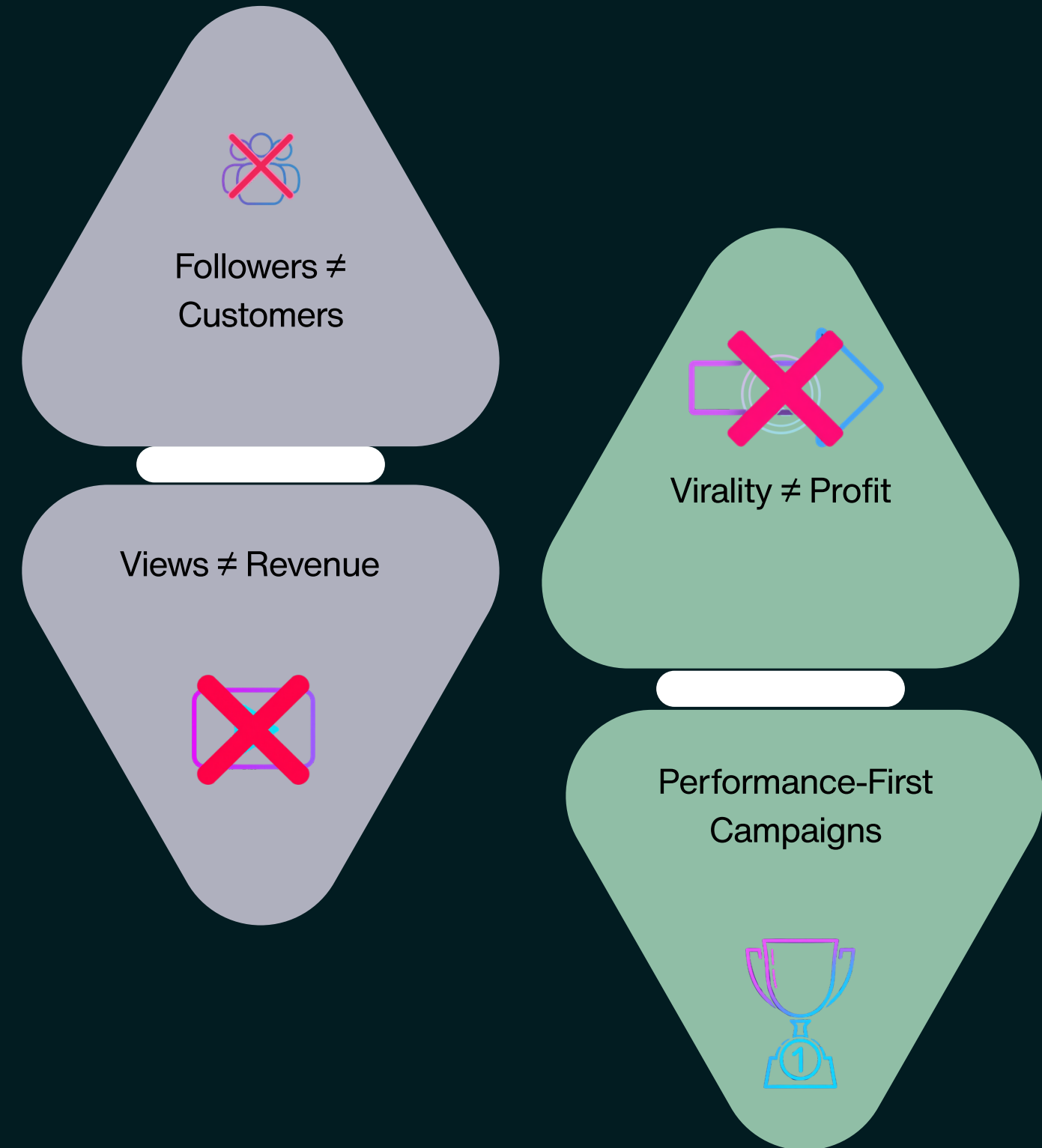
Every Brand Thinks This Is Influencer Marketing 🤔

Brand: "Why didn't sales increase?"

Influencer: "Because the reel looked aesthetic."

Pay ₹50,000... Get 20 likes.

Performance-first campaigns drive revenue over vanity metrics. Growth that actually compounds.



What OMG Marketers Actually Does

 Influencer Discovery

 Campaign Strategy

 Creator Negotiation

 Contract Management

 Video Production

 Paid Ads

 Affiliate Campaigns

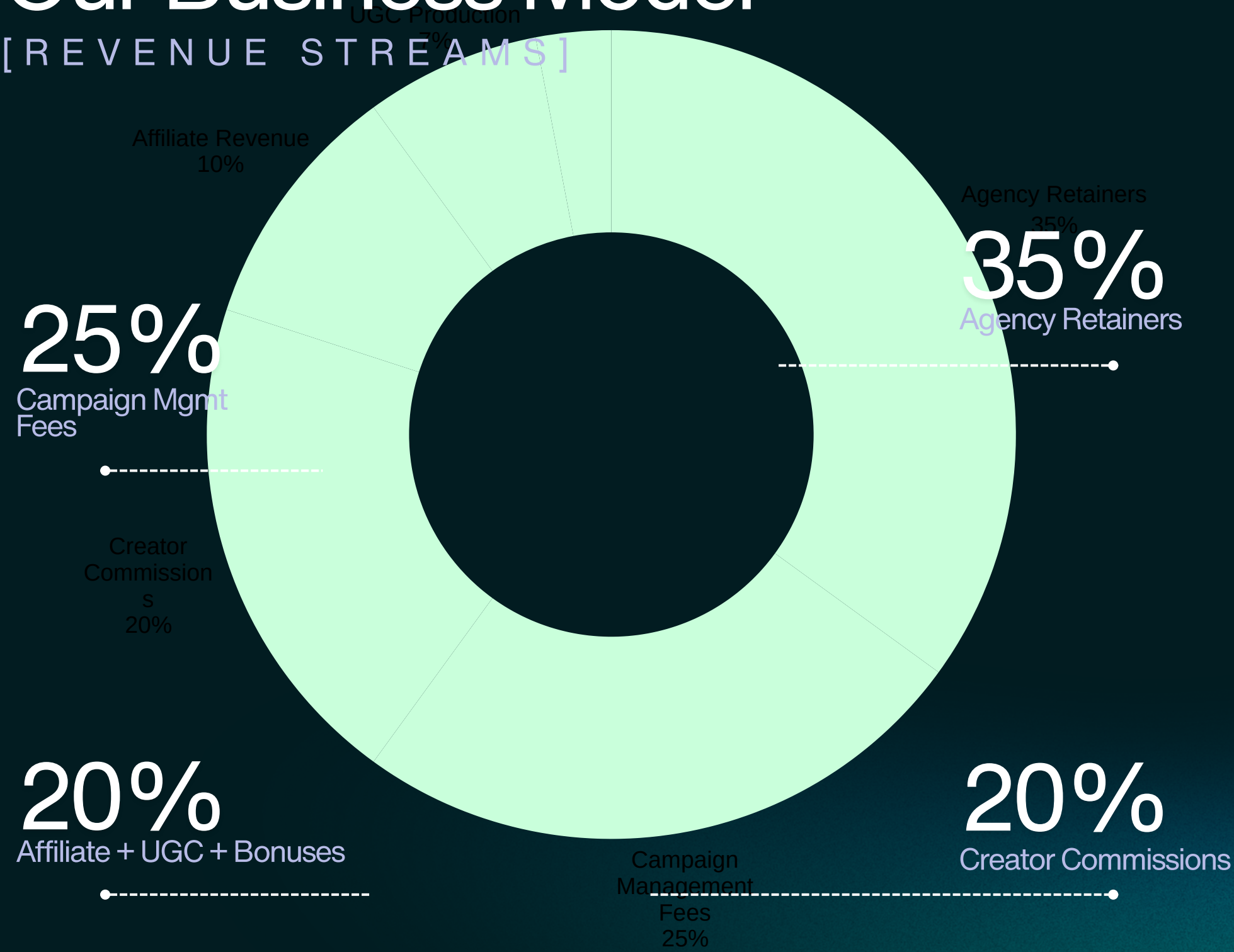
 Product Launches

 Analytics Dashboard

 Brand Partnerships

Our Business Model

[REVENUE STREAMS]



RECURRING

Agency retainers and campaign management fees form the stable recurring revenue backbone. Brands pay monthly for ongoing influencer strategy, execution, and optimization — ensuring predictable cash flow.

SCALABLE

Creator commissions and affiliate revenue scale automatically with campaign volume. As more brands join and more creators activate, revenue grows without proportional cost increases — building margin over time. Future SaaS layer will convert service revenue into high-margin software subscriptions, transforming OMG Marketers from agency to tech platform.

6+

Six distinct revenue streams reduce dependence on any single service, creating a resilient and diversified business model built for long-term growth.

Source: AI-generated data. Replace or verify before use.

Challenges

Opportunities

4 RISKS

IDENTIFIED

Competition, changing
algorithms, creator
fraud & platform shifts

5X

UPSIDE

Explosive growth, AI
matching & global
recurring campaigns

HIGH- RETURN WIN

Algorithms change.
Human attention
doesn't. Ever.

How Campaigns Become Revenue

Every campaign we run follows a proven, repeatable system. From client brief to repeat business — each step is engineered for measurable outcomes and compounding results.

Discovery & Strategy⁰¹

Client onboarding → Deep market research → Data-driven creator selection → Campaign design tailored to brand goals.

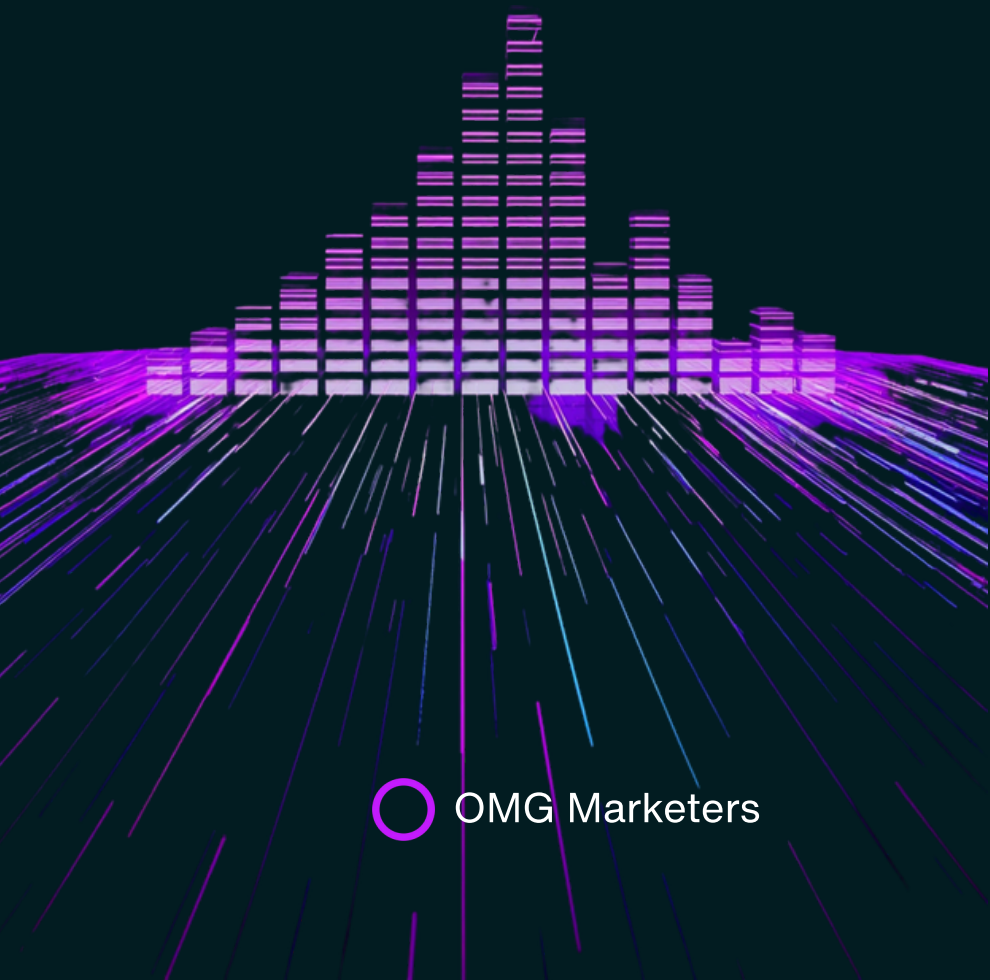
Execution & Publishing⁰²

Content creation with creators → Quality review → Multi-platform publishing → Paid amplification activated.

Analytics & Repeat Revenue⁰³

Real-time analytics → Performance optimization → Insights report → Repeat campaign with higher ROI every cycle.

Who Needs OMG Marketers?



○ OMG Marketers

Every Business Wants Attention.

D2C Brands

Startups

Restaurants

Fashion

Beauty

Tech

Finance

Healthcare

Education

Real Estate

Apps

FMCG

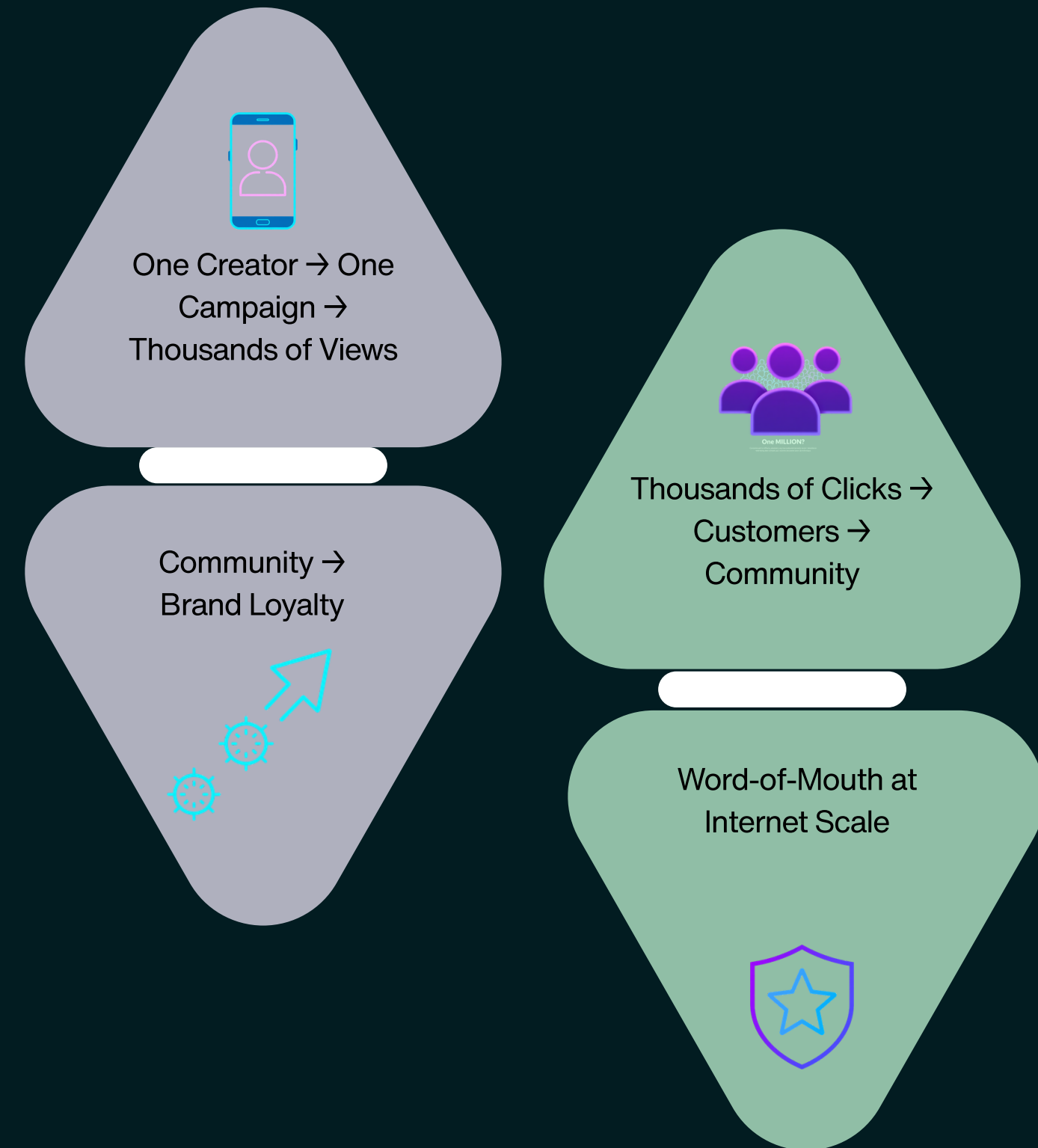
Why Influencer Marketing Wins

Creator-led marketing builds authentic trust — not just impressions.



From One Creator To One Million Customers

Influencers are today's word-of-mouth at internet scale. One creator sparks a campaign. One campaign reaches thousands. Thousands of views become clicks, clicks become customers, customers become a community, and a community becomes a brand.



Expansion Roadmap

Ph1-2

Agency Launch &
Creator Marketplace

Ph3-4

AI Matching Platform
& Campaign Software

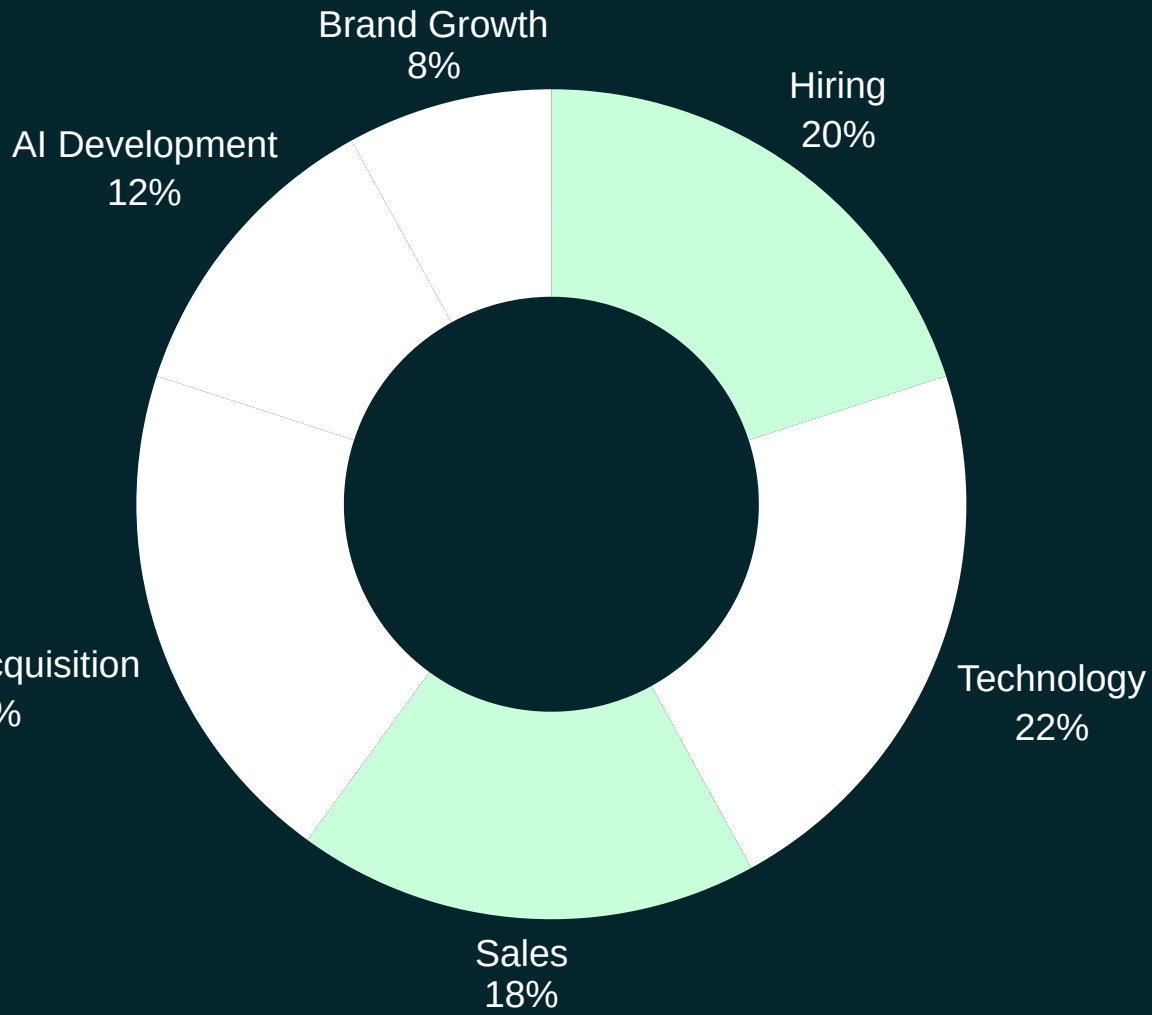
Ph5

Global Expansion & Tech-
Driven Ecosystem

Investment Opportunity

Seeking Our First Investor — Early Stage, Maximum Upside

5%



Source: AI-generated data. Replace or verify before use.

₹1 Crore → 5% Equity → Growth Acceleration
Funds deployed into: Hiring, Technology, Sales, Creator Acquisition, AI Development & Brand Growth.
The biggest rewards belong to the earliest believers.

Interactive Challenge

How many creators do you think influence your purchasing decisions every single week? Research shows creator recommendations now outperform traditional ads in trust, engagement, and conversion — and the number is growing every year.

Your Guess?

16

Invite audience guesses. How many creators shaped your last 5 purchases? Most people guess low — the real number shocks them.

The Research Reveals¹⁷

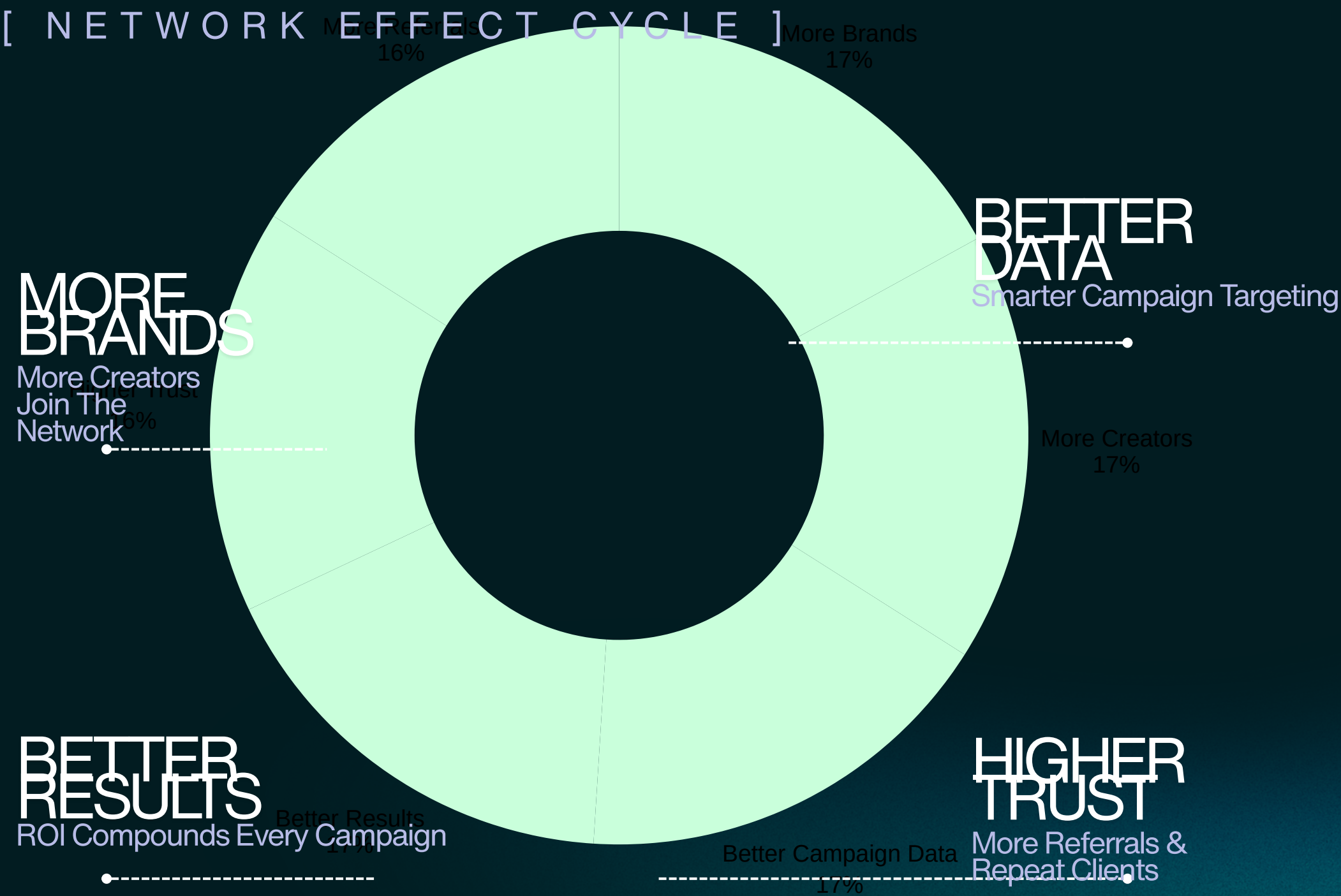
92% of consumers trust creator recommendations over brand ads. 70% of teens trust influencers more than celebrities.

The Viral Proof

18

One 30-second creator reel can outperform a ₹10 lakh TV campaign. Attention is the new currency — and creators own it.

The OMG Growth Engine



Source: AI-generated data. Replace or verify before use.

∞ LOOP

Every successful campaign feeds the next. More brands attract more creators. Better data drives better results. Higher trust generates more referrals. The flywheel never stops.

10X EFFECT

The network effect multiplies value with every new brand and creator added to the OMG ecosystem. Early investors capture the maximum upside of this compounding growth cycle. Every campaign strengthens the data engine, making each subsequent campaign more effective and profitable than the last.

6 STAGES

More Brands → More Creators → Better Data → Better Results → Higher Trust → More Referrals → More Brands



People Don't Buy Products. They Buy. Stories. Trust. Communities.



OMG Marketers is building the infrastructure connecting brands, creators & consumers at scale.



"Advertising talks. Influence moves people."



Invest Before The Agency Becomes The Platform.