



GageUp Media

CREATOR-LED GROWTH FOR INDIA

Breaking into India isn't easy

India is one of the fastest growing markets but also, one of the hardest to crack. What works globally doesn't always work here. Attention is fragmented, trust is local, and distribution is everything.

Most brands don't fail because of their product – they fail because they don't understand how growth works in India.

Why entering India needs more than a GTM plan?

Entering India Isn't Just a GTM Problem. Most teams approach India with a standard GTM mindset: strategy, pricing, distribution. But India doesn't behave like a single market. It's fragmented across regions, languages, and behaviors – where attention is built through content, creators, and cultural context.

HOW GROWTH ACTUALLY HAPPENS



01 – Understand the market

We identify who you're trying to reach, what they care about, and where your product fits in the Indian market. Without this clarity, content doesn't land.

03 – Build Distribution

We focus on platforms like YouTube, Instagram, and LinkedIn to drive consistent discovery and reach over time. Content works when it's seen repeatedly.

02 – Educate Through Content

People don't adopt what they don't understand. We utilise creators and content to explain your product in a way the audience understands, so trust is built before conversion.

04– Turn Attention into Growth

As content starts working, we extend it into your presence building channels, improving conversions, and creating word of mouth. Attention only matters if it turns into users.

How We Help Brands Grow in India

We build creator-led growth systems that help brands enter and scale in India.

Instead of relying on ads or isolated campaigns, we focus on education, distribution, and trust, using content and creators to drive real user growth.

Not just visibility — but structured growth.

WHAT BEST DESCRIBES YOU



We work with brands at different stages, this is usually where most fall.

Expanding into India

You're a global brand, and now looking to tap into the Indian market. We help you build understanding, trust, and early traction through creators, content and campaigns. Most brands struggle here because what works globally doesn't always translate locally.

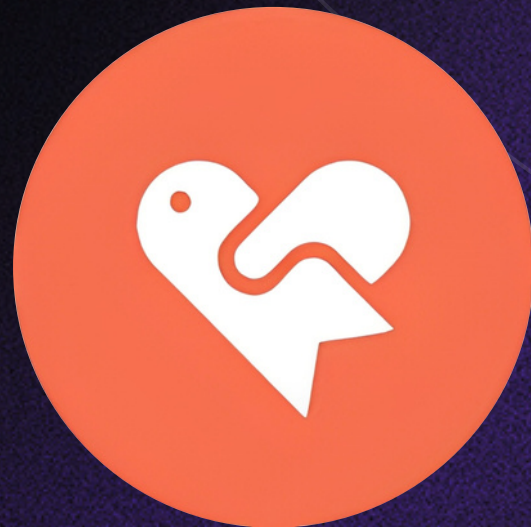
Growing Within India

You're already in the market, but want to scale your presence and reach more people. We help you build consistent visibility across content platforms and grow your audience over time. Growth here comes from consistency and distribution, not one-off campaigns.

Building Local Attention

You run a hotel or restaurant and want to stay top of mind locally. We focus on content and creator-driven visibility that brings real attention and footfall. In local markets, recall matters more than reach. When people think of going out, your brand should already be in their head.

Our Circle

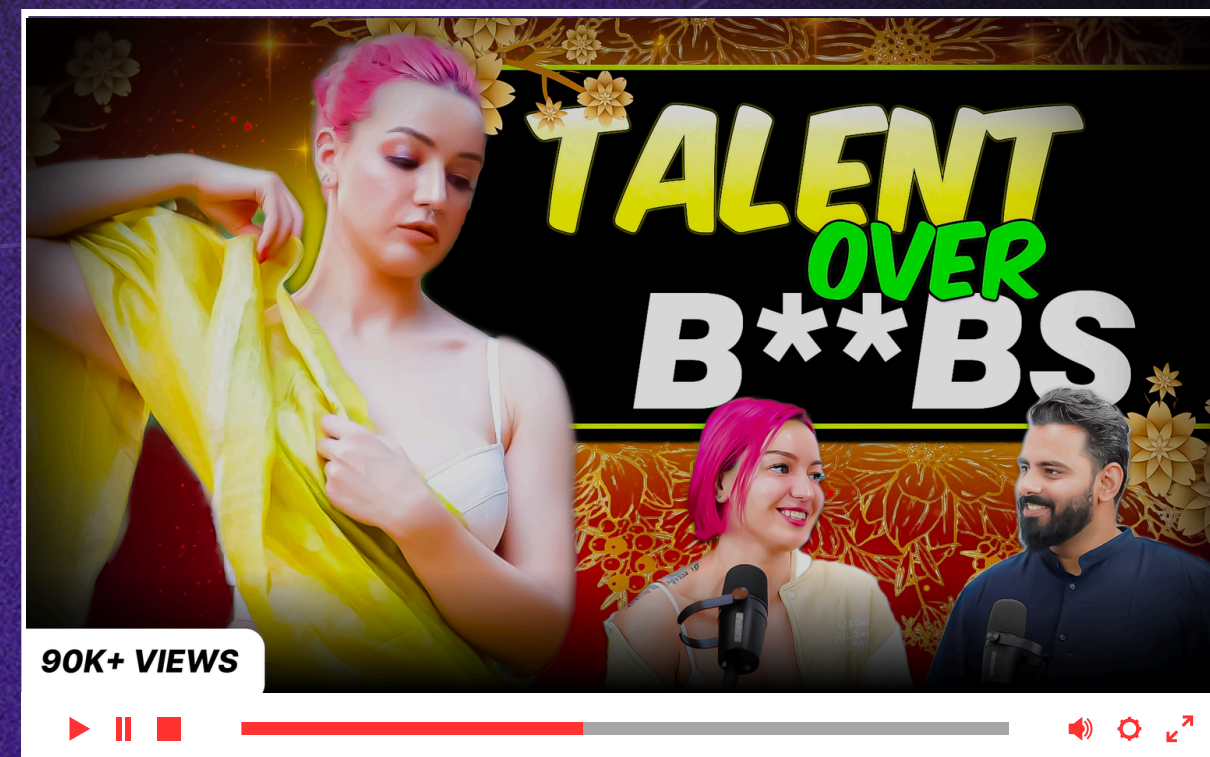


AND MORE..

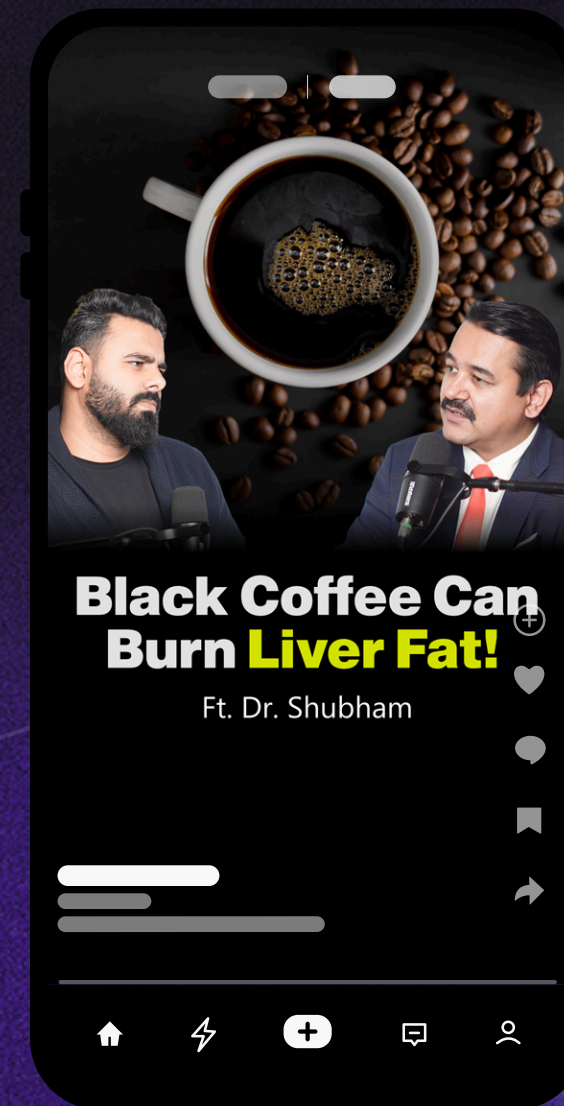
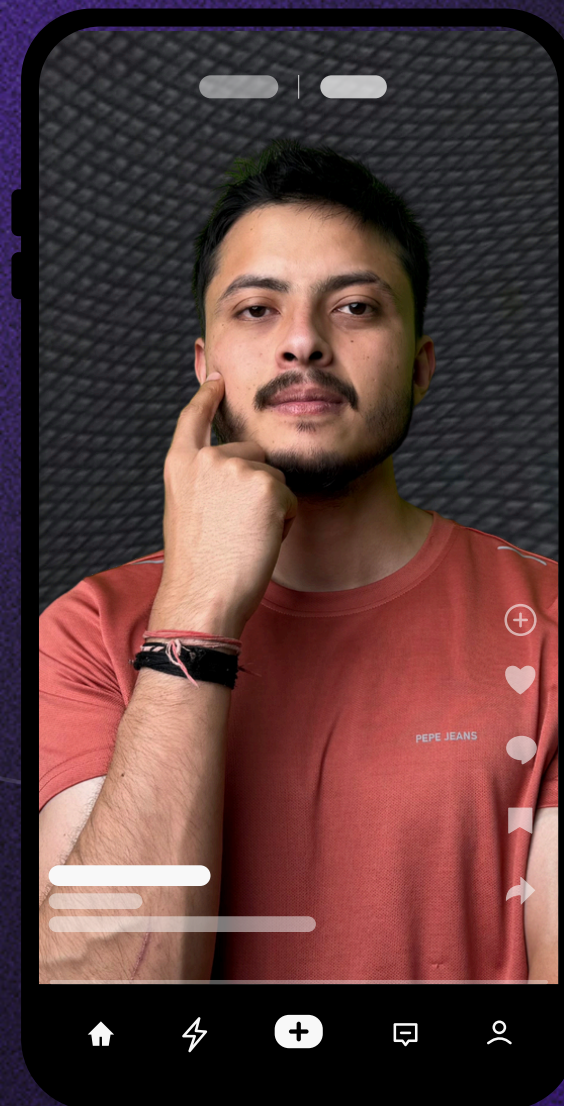
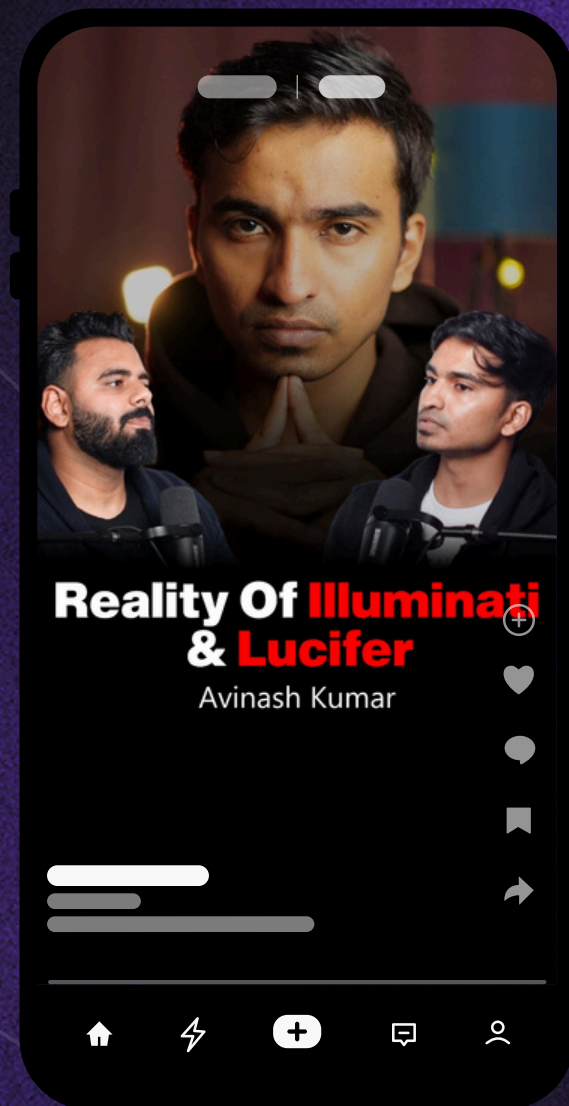
OUR CREATIVE WORKS



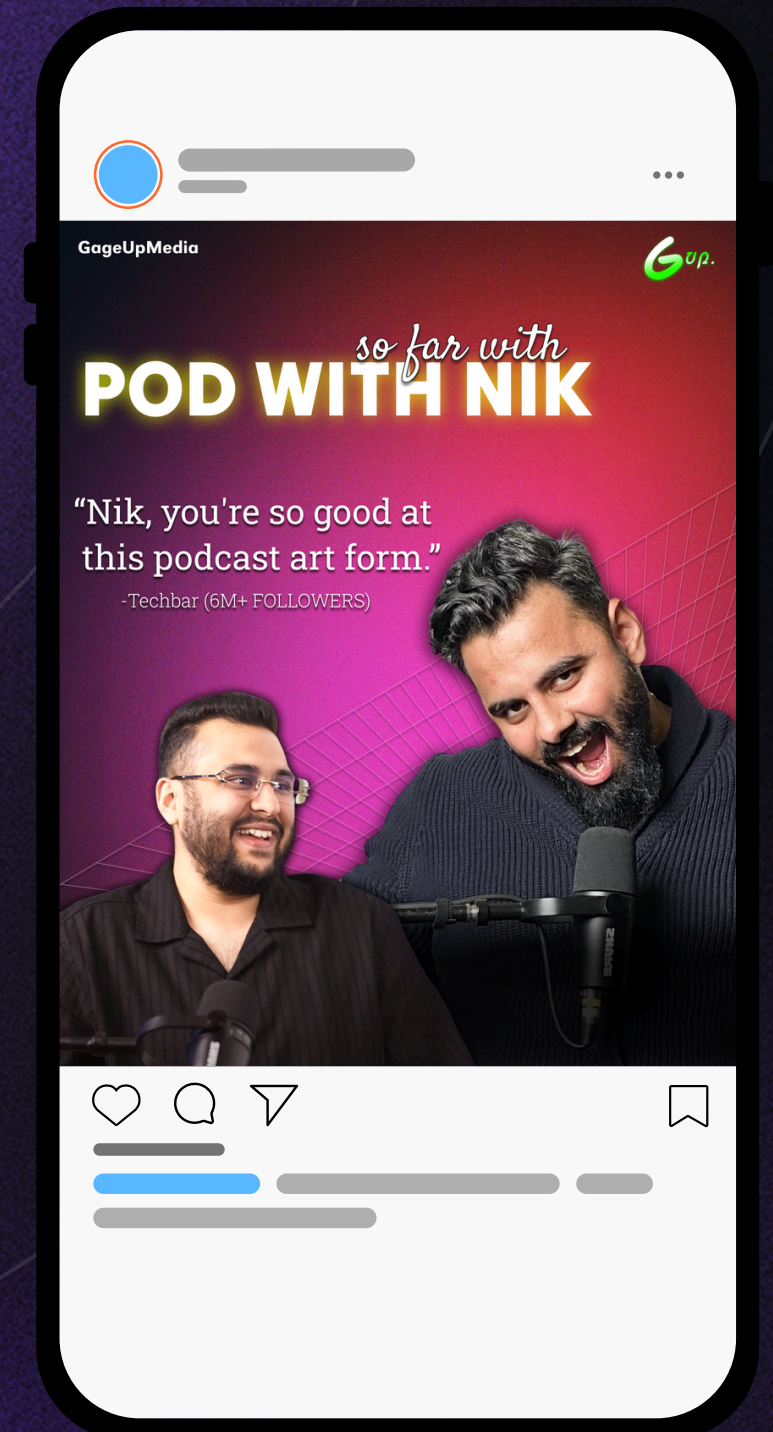
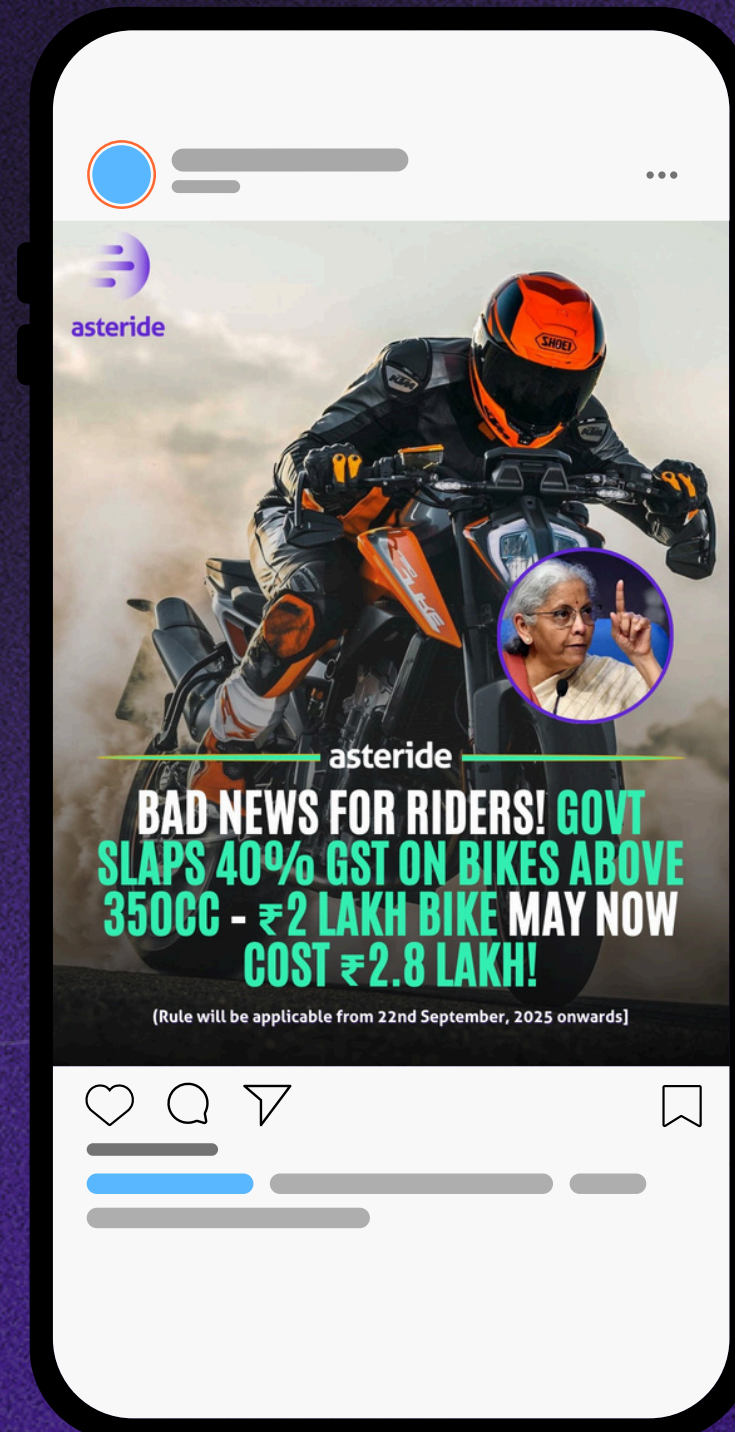
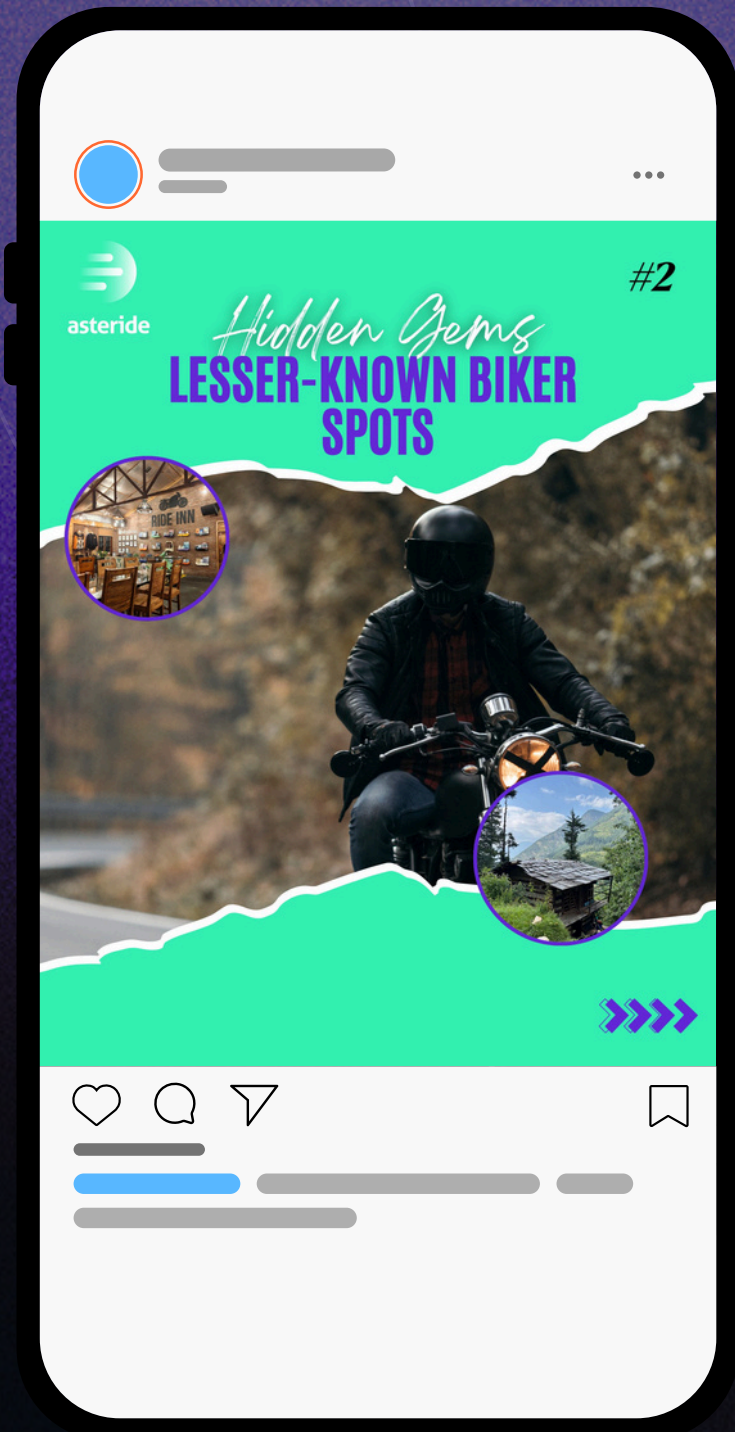
LONG FORM



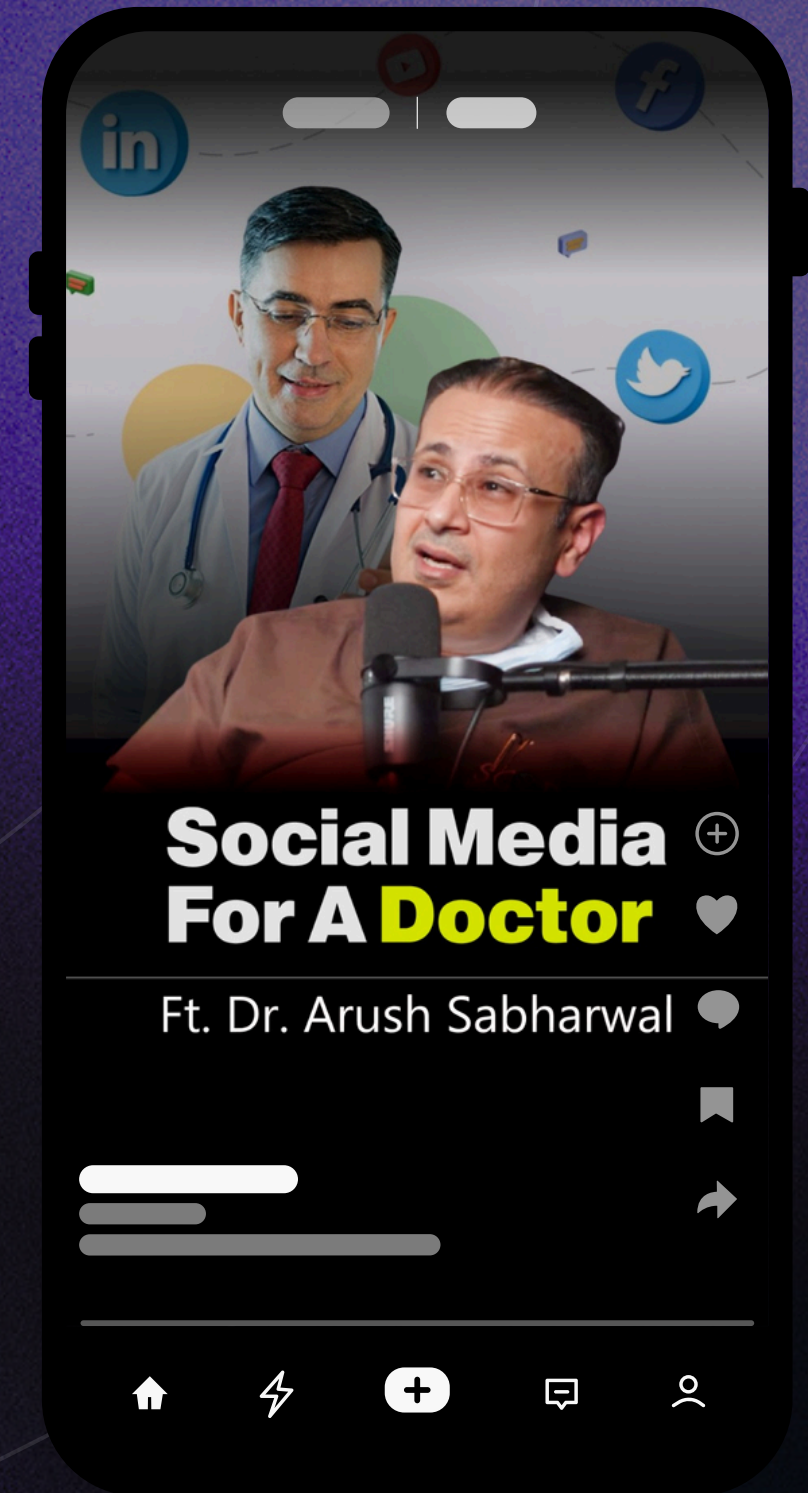
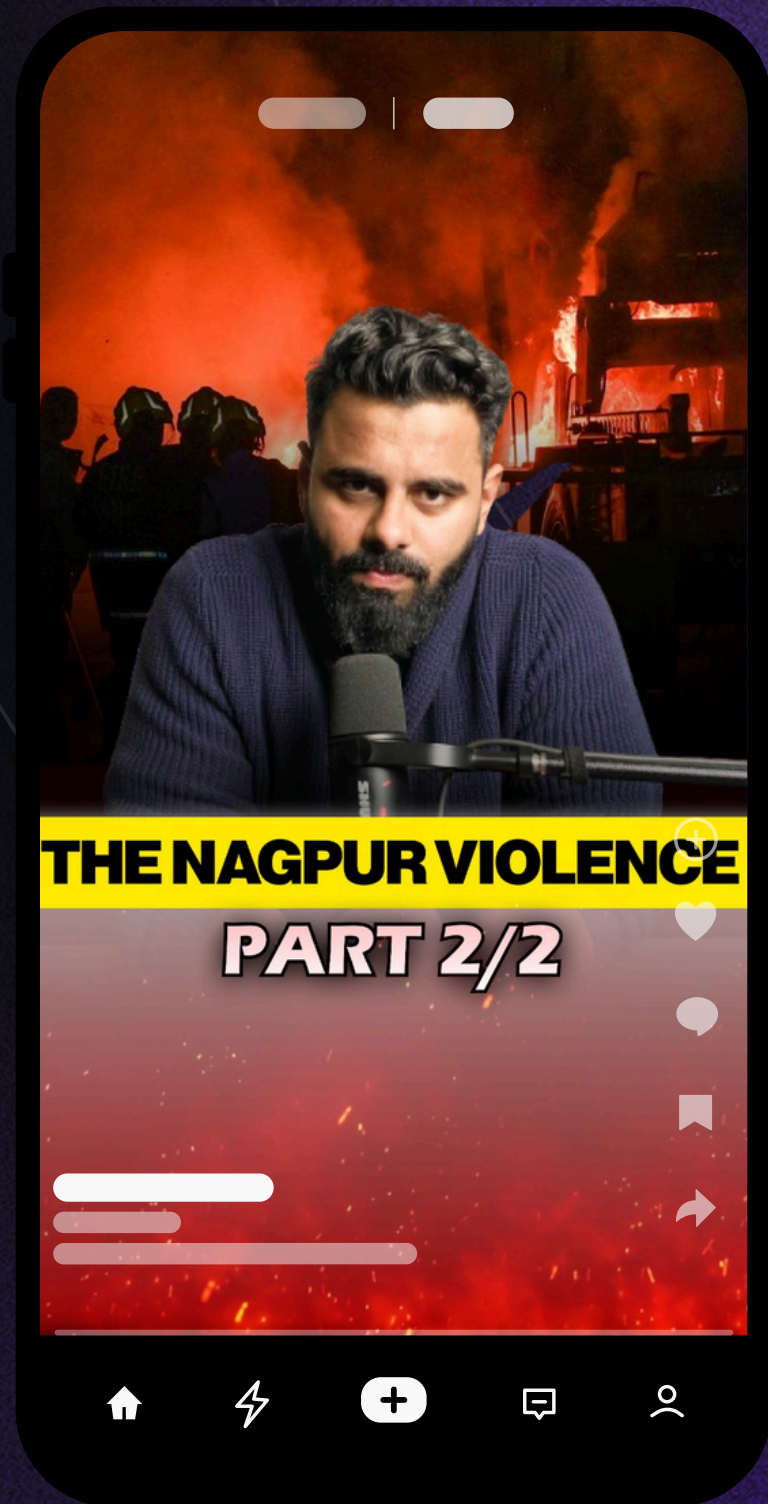
SHORT FORM



GRAPHICS



GRAPHICS



Case Study

#1

A founder building a clarity-focused app was already creating podcasts around life clarity, but struggled to reach a larger audience in India.



Founder-Led Podcast

Before *We* Joined:



A founder-led podcast around life clarity that struggled to reach beyond a limited audience. We took over the entire end-to-end podcast management in November 2024. Before that, his podcast faced several issues, including low-profile guests, weak post-production, and low engagement.

POSITIONING CHALLENGES FACED BY THEM

- No clear positioning within the “life clarity” space
- Audience was broad, but not defined around specific pain points
- Content was being created, but not used to shape perception or personal brand
- Guests and topics were not strategically aligned

How We Repositioned It

- Treated podcasts as a distribution and positioning channel, not just content
- Carefully selected guests based on the audience we wanted to attract
- Built conversations that speak directly to specific audience pain points
- Aligned topics with real-life clarity problems people actively relate to

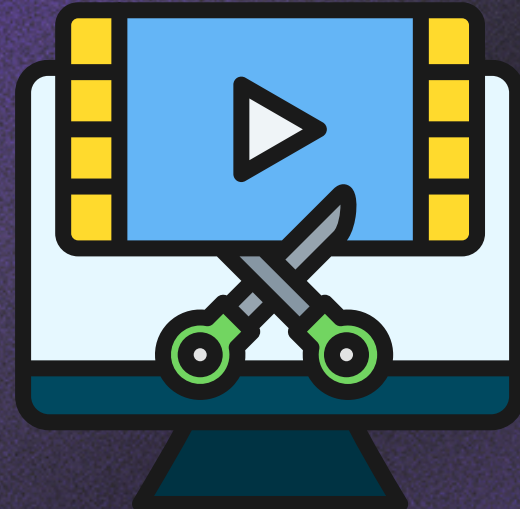
CONTENT CHALLENGES FACED



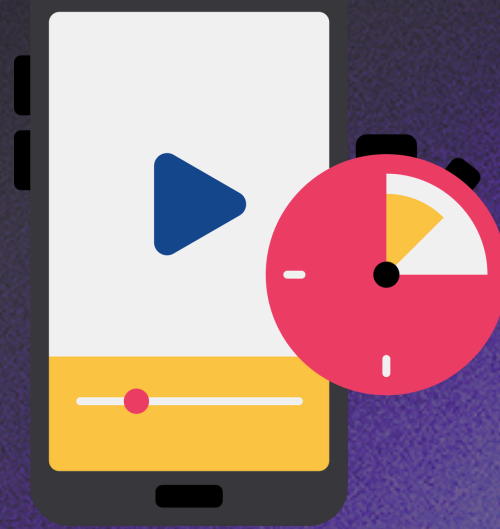
LOW PROFILE
GUEST



PODCAST
QUESTIONS
& IDEAS



EDITING
STYLE



SYNERGY
WITH SHORT
FORM CONTENT



SEO OF
CONTENT



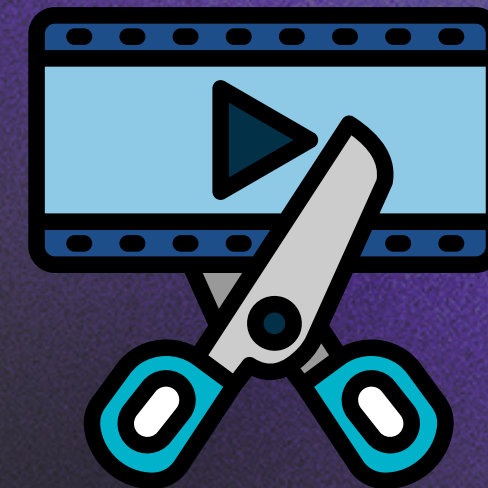
**UPGRADED
GUEST QUALITY**



**DELIVERED
WHAT AUDIENCE
CRAVES**



**POLISHED
EDITING
STYLE**



**TRIMMED
SEXY REELS
OUT OF IT**

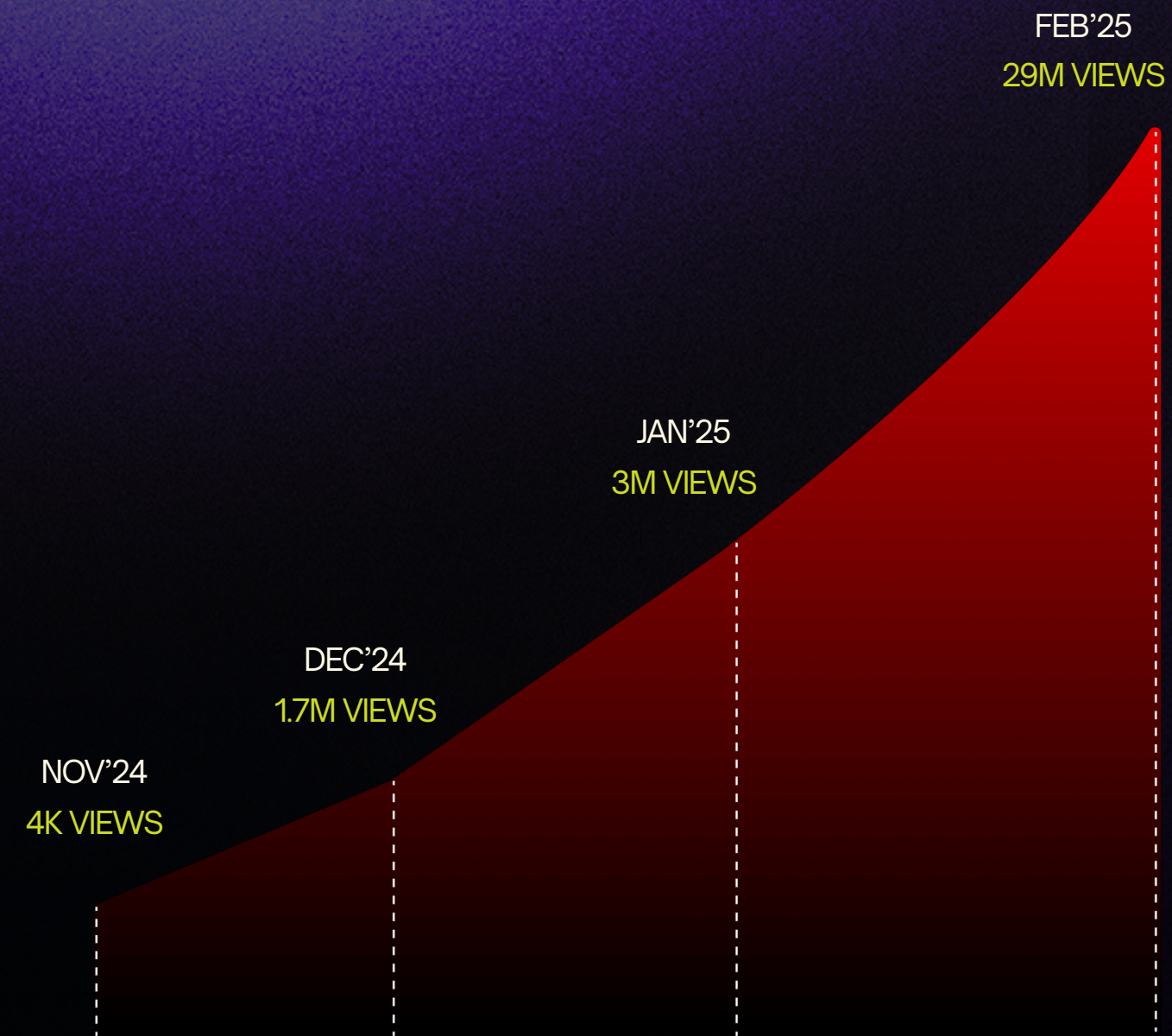


**OPTIMIZED SEO
AND
METADATA**

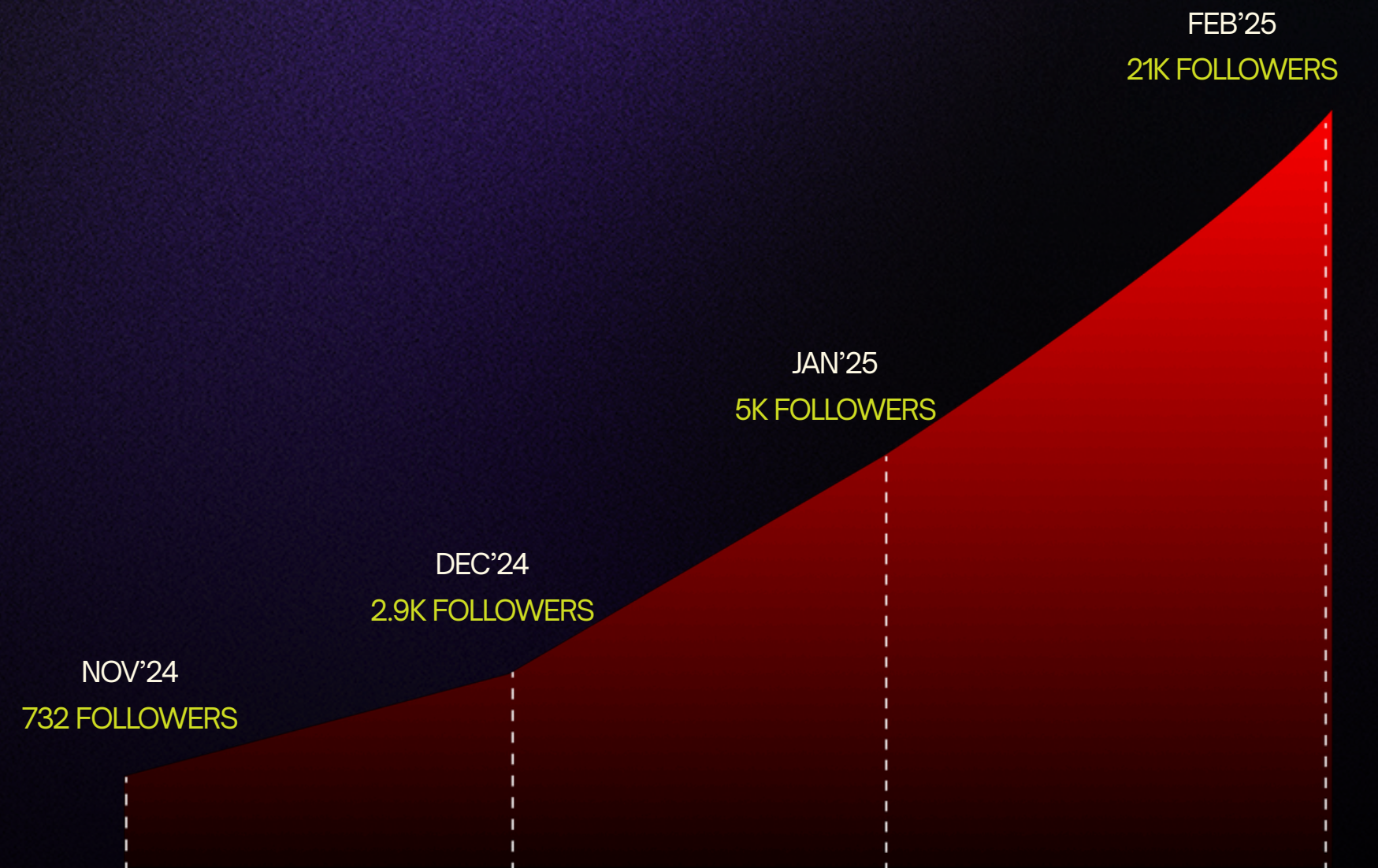
HOW WE FIXED

IG STATS

VIEWS GROWTH



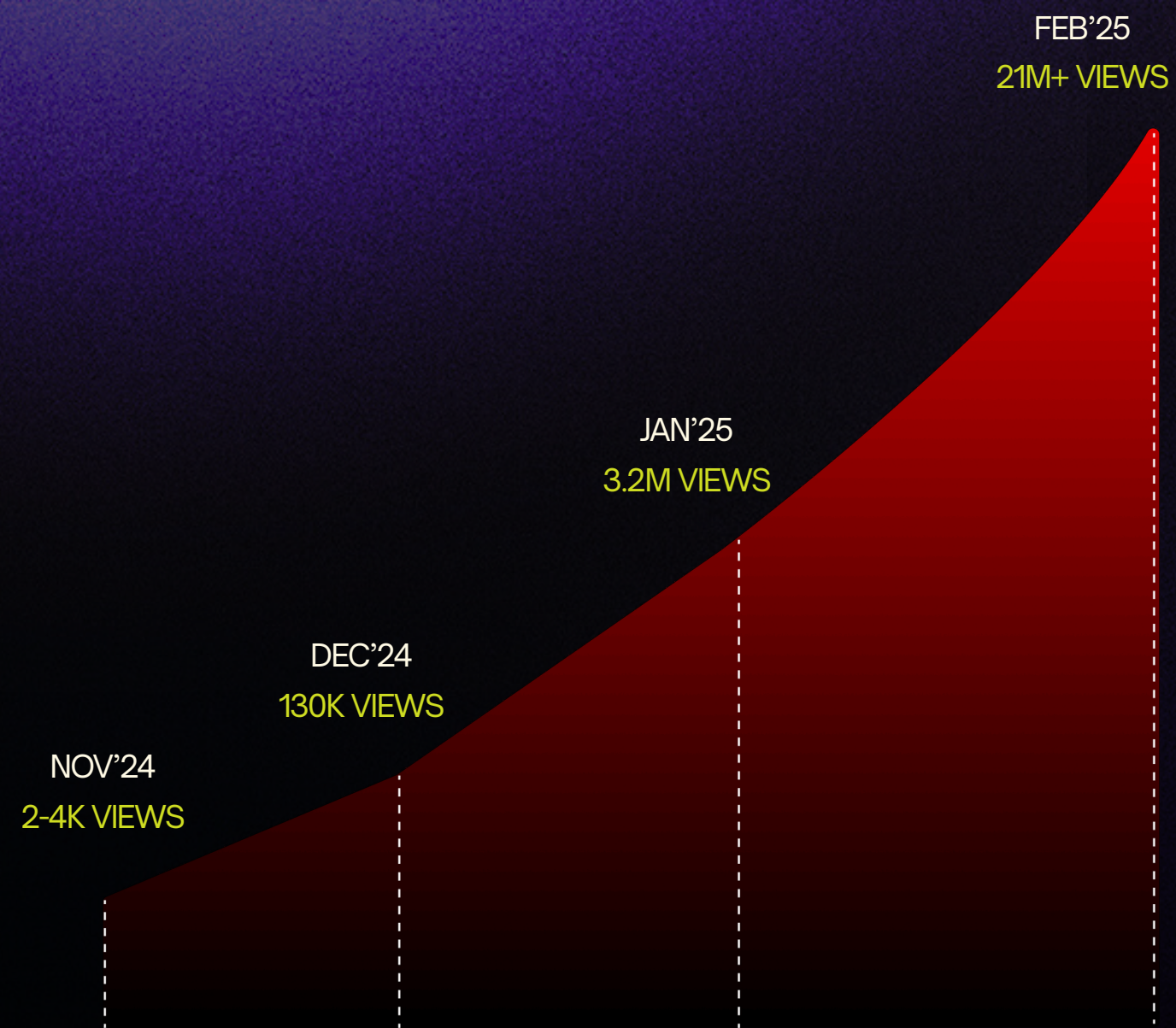
FOLLOWER GROWTH



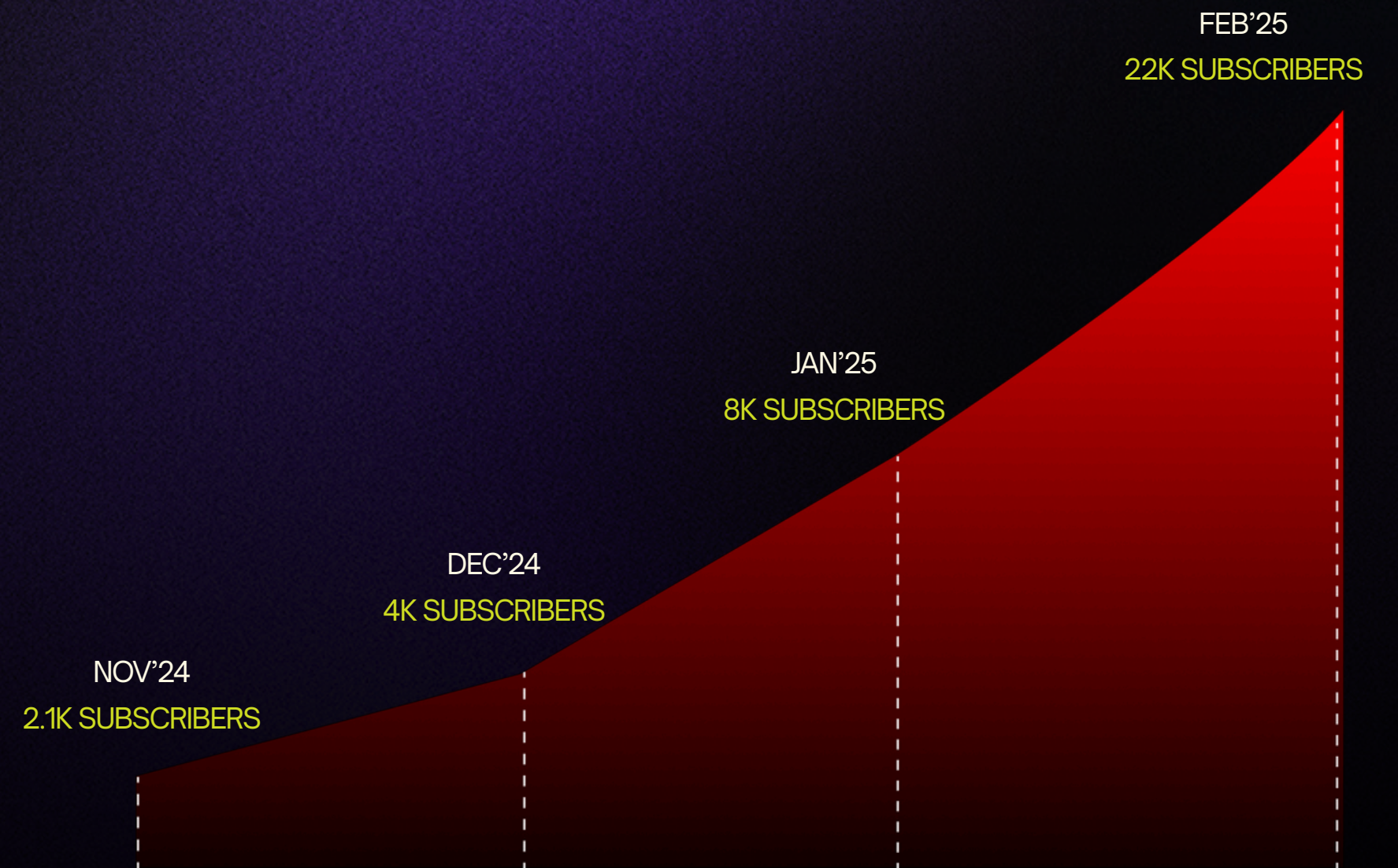
YT STATS

LONG + SHORT FORM

VIEWS GROWTH



FOLLOWER GROWTH



Growth didn't come from more content – it came from better structure and distribution.

- We built systems on which the new foundation was laid.
- The focus shifted from posting content to building a structure that supports it.
- This brought consistency in reach, not just occasional spikes.
- The growth became predictable, not accidental.



Building a Category from Scratch

Case Study #2

A new startup at the intersection of tech and biking – building a platform that functioned as a marketplace, community, and travel ecosystem, with no existing structure in India.

Before We Joined:



We stepped in to structure the ecosystem – organizing fragmented communities, building a usable data layer, and creating a system that could support coordination and scale.

ECOSYSTEM CHALLENGES FACED BY THEM

- No existing category or benchmark to build on
- Highly fragmented biking communities across India
- No structured data or tech support during travel experiences
- No tech layer to support coordination during travel
- Trust gap between unknown riders and local community organizers

HOW WE FIXED

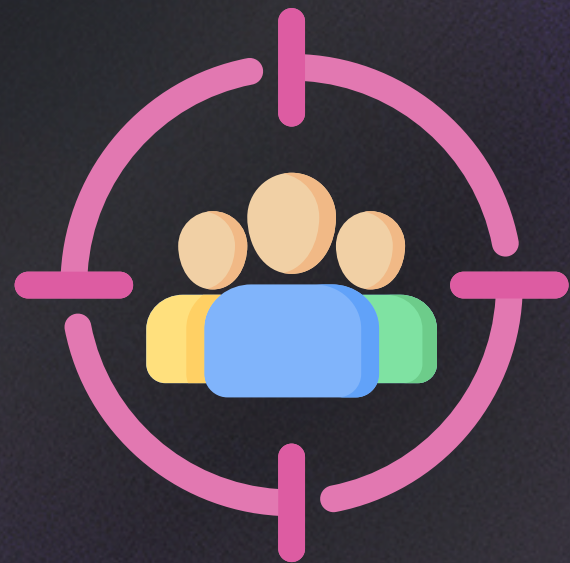
- Mapped and structured scattered communities into a unified system
- Identified regional patterns – how behavior, routes, and preferences differ across states
- Built a system to organize riders, hosts, and routes into a usable data layer
- Designed a model to connect supply (local communities) with demand (travelers)
- Created a foundation that could support campaigns, expansion, and scale across regions

What This *Enabled*

- Brought structure to a previously unorganized and fragmented ecosystem
- Enabled smoother coordination across riders, locations, and communities
- Made it possible to operate across regions, not just isolated pockets
- Created a base that could support campaigns, partnerships, and expansion
- Turned a scattered space into something that could actually scale

“When markets are fragmented, growth comes from structuring them, not just entering them.”

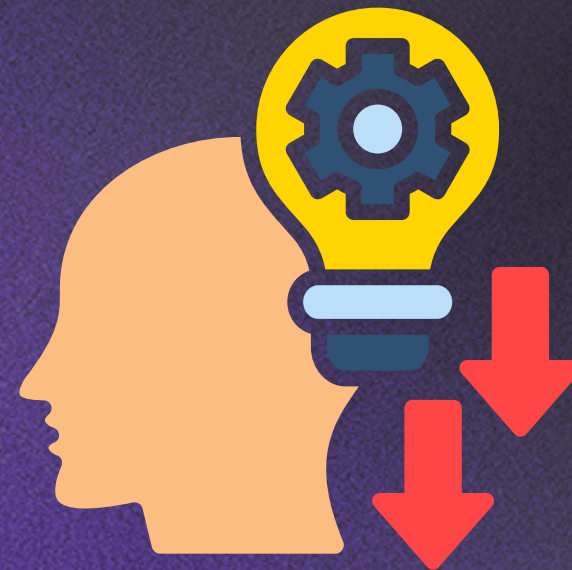
CONTENT CHALLENGES FACED BY THEM



CONTENT
NOT REACHING
THE RIGHT AUDIENCE



IMPROPER
CONTENT
CALENDAR



LACKING GOOD
CONTENT STYLE



NO FUNNEL
TOWARDS
THE APP



IMPROPER
CONTENT
SEO'S



**TARGETED
THE PERFECT
AUDIENCE**



**POLISHED THE
CALENDAR
MAINTENANCE**



**HIGH QUALITY
CONTENT
PRODUCTION**



**FOCUSED ON
COMMUNITY
BUILDING IN APP**

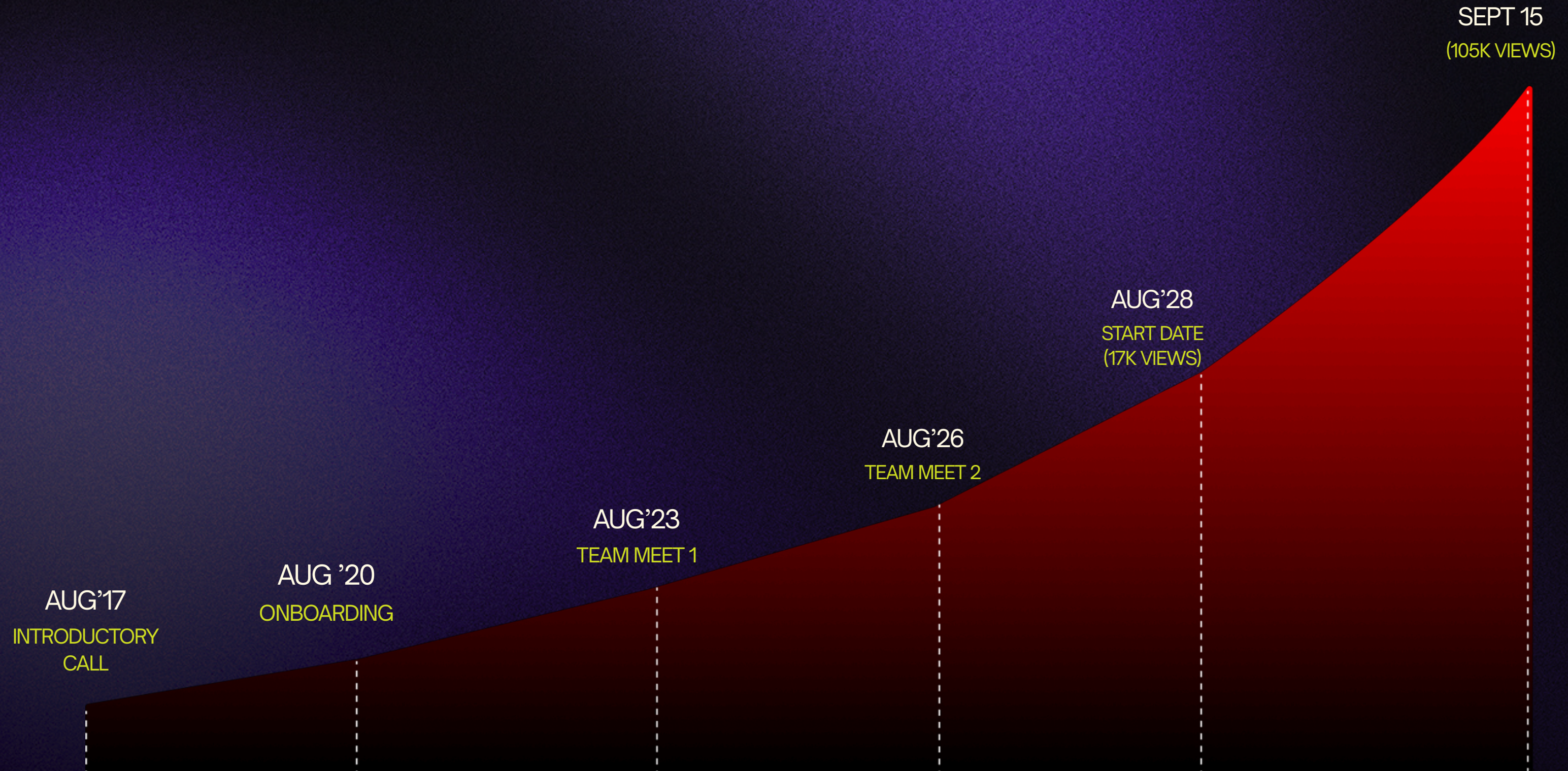


**OPTIMIZED SEO
AND
METADATA**

HOW WE FIXED

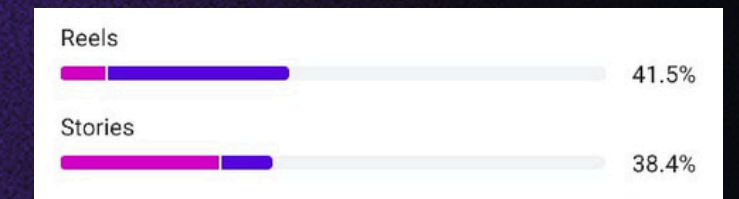
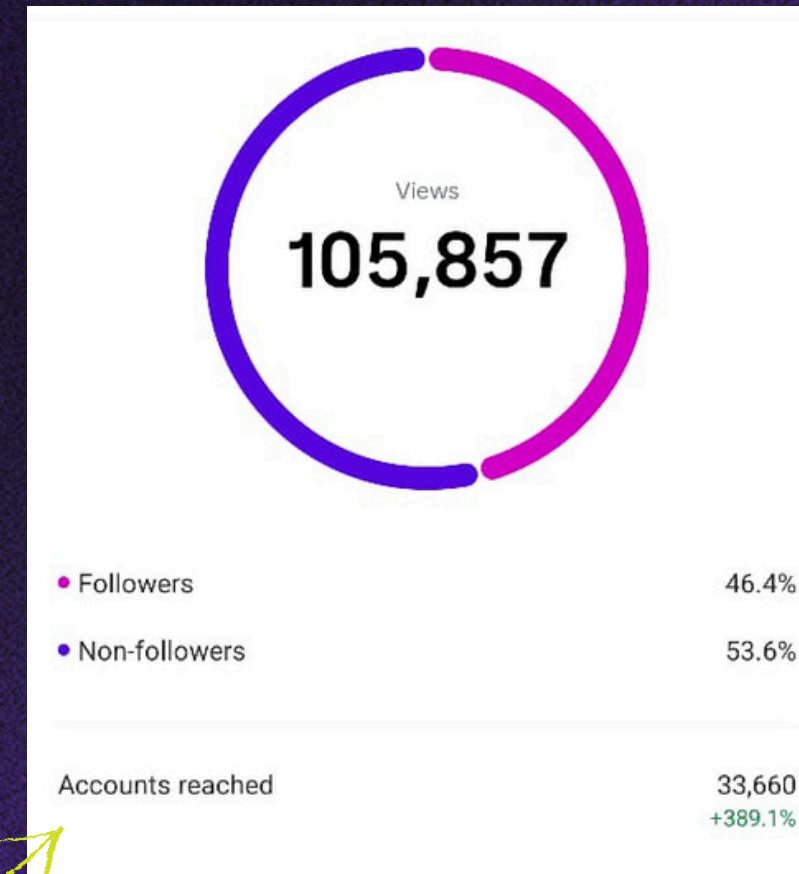
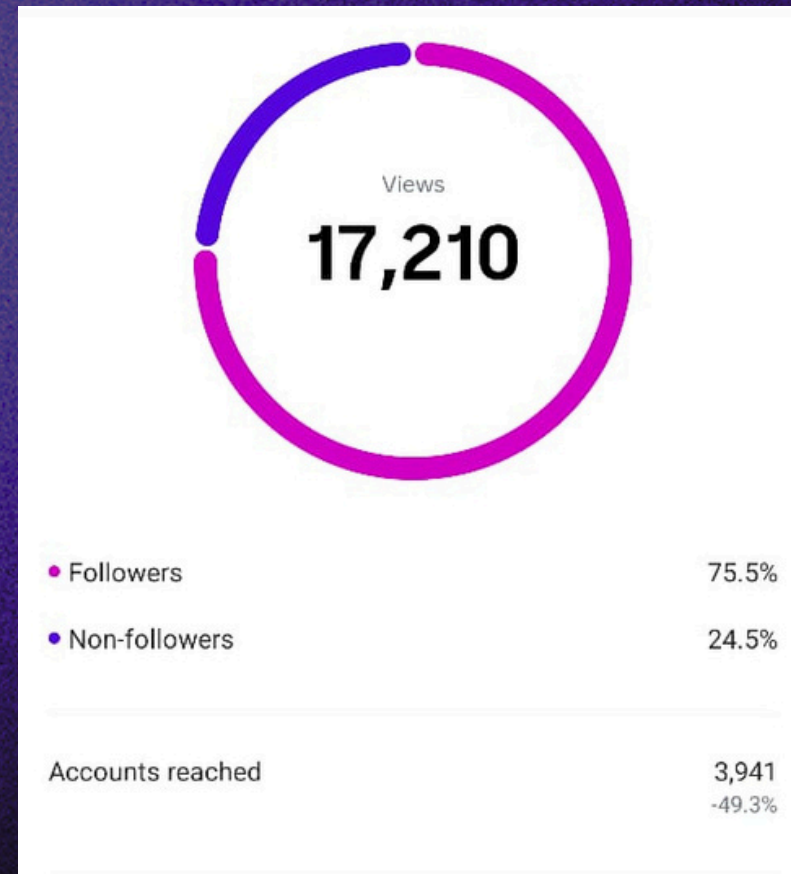
IG STATS

PROCESS + QUICK RESULTS





BEFORE WE JOINED



AFTER WE JOINED



Summary				
Metric	Before	After	Change	
Views	17,210	105,857	+515%	
Accounts Reached	3,941	33,660	+754%	
Reels Share	15.0%	41.5%	+176%	

HOW WE WORK

01 – Target Audience Identification

Defining specific buyer personas & their pain points to ensure the product solves their needs, not just on paper, but in reality. Grounded in how people actually behave.

02 – Value Proposition Definition

Clearly articulating why the product is unique and beneficial compared to competitors, if any, based on how people behave, not assumptions.

03 – Marketing & Distribution Channels

Determining where and how to reach customers. (Social media applications, direct sales, ads, partner channels etc)

04 – Pricing Strategy

Setting the right price based on market research, target audience, product value etc. Positioning the product correctly within the market, not just making it affordable.

We see you've come so far

If your goal is to build real reach in India, this is your
SHOT!



[GageUp Media](#)



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www.gageupmedia.com



Greater Noida