

PEPLIO

= BRAND =

MANIFESTO





peplio

RANK #1 ON GOOGLE
IN 7 DAYS

ADVANCED
SEO SECRETS
₹ 19,999

AI TOOLS ?
TOP 50 MUST USE!
???

GET 10K FOLLOWERS
OVERNIGHT
FAKE!

META ADS
FULL COURSE
₹ 49,999

SECRET
ALGORITHM
REVEALED

WHAT WORKS
IN 2026?

CHATGPT
PROMPTS BUNDLE
10,000+ PROMPTS

YOUTUBE
GROWTH FORMULA
2026

NO RESULTS?
WATCH THIS!

100X
TRAFFIC
GUARANTEED

COPY-PASTE
SUCCESS
FORMULA

THE
ULTIMATE
MARKETING
HANDBOOK
(NO ONE READS)

WHERE
DO I
EVEN
START?

So
Confusing
!!

I've watched
hundreds of videos,
bought expensive
courses, tried so many
tools... but nothing
is working!
I'm totally lost!

That's because
you're trying to learn
everything everywhere.
There's a better way...
A smarter way!

Learning should
be simple, visual
and actually
FUN!
Come, I'll show
you something
awesome!

THE OLD WAY
BORING. CONFUSING.
OVERWHELMING.

THE PEPLIO WAY
VISUAL. FUN.
EASY TO REMEMBER.



CONFUSION
STRESS
NO RESULTS

CLARITY
FUN
REAL GROWTH



CREATIVITY

LEARNING

STORYTELLING

SEO

AI

BUSINESS

GROWTH

MEET

SOUGAN

THE DIGITAL MARKETING EXPLORER

**EXPLORER. CREATOR.
PROBLEM SOLVER.**

**ON A MISSION TO HELP BUSINESSES
GROW ONLINE WITH STRATEGY,
CONTENT & CREATIVITY!**

PROFILE

	NAME:	Sougan
	ROLE:	Digital Marketing Explorer
	MISSION:	Help businesses grow online with smart marketing
	HOBBY:	Learning, Writing, Football
	LOCATION:	Durgapur, India
	MOTTO:	I turn ideas into impact!

SUPER POWERS

-  **STRATEGIC THINKING**
I see the big picture and plan for real growth.
-  **CREATIVE PROBLEM SOLVING**
I turn challenges into smart, creative solutions.
-  **CONSISTENT ACTION**
I show up every day and get things done.
-  **FAST LEARNER**
I adapt quickly to new tools, trends and technologies.

STATS

	CREATIVITY		95/100
	STRATEGY		92/100
	TECH SKILLS		93/100
	CONSISTENCY		94/100
	PROBLEM SOLVING		90/100
	PASSION		98/100

SIGNATURE MOVE



I combine strategy, creativity and technology to transform ideas into measurable growth!

SEO

I find the right keywords and rank websites on Google.

WEBSITES

I build fast, user-friendly websites that convert visitors into customers.

BLOG

I turn ideas into powerful blog posts that attract traffic and build trust.

AI

AI TOOLS

I use AI smartly to save time, create better content and solve problems.

CONTENT WRITING

I write content that connects, engages and drives action.

GOOGLE

I understand Google's rules and play by them to get real results.

ANALYTICS

I analyze data, track performance and make smarter decisions.

"I DON'T JUST FOLLOW TRENDS, I CREATE IMPACT!"

MEET SEEMA

THE PRACTICAL BUSINESS OWNER

Don't worry Seema,
we'll grow your bakery
the smart way!

SOUGAN

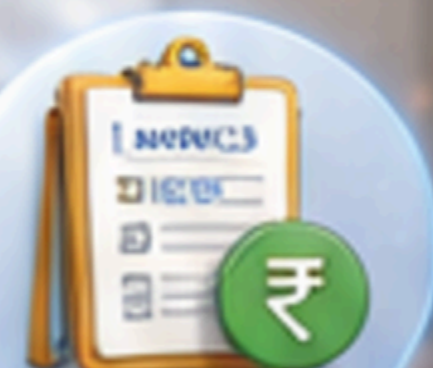
DIGITAL MARKETING HERO

PROFILE

	NAME:	Seema
	ROLE:	Co-owner, Seema's Bakery
	BUSINESS:	Local Bakery
	EXPERIENCE:	5+ Years in Baking 2 Years in Business
	LOCATION:	Durgapur, India
	SPECIALTY:	Cakes, Pastries, Custom Orders
	PERSONALITY:	Practical, Responsible, Hardworking



MY BAKERY



INVOICES
& SALES



WHATSAPP
ORDERS



HAPPY CUSTOMERS



GOOGLE
BUSINESS PROFILE



DELIVERY &
SHIPPING



ONLINE REVIEWS



BUSINESS CHALLENGES

- Local competition is increasing
- People don't find us online
- Less online orders & inquiries
- High dependency on walk-in customers
- Marketing budget is very limited
- Confused about SEO, Ads & Social Media



GOALS

- Get more visibility on Google
- Increase online orders & deliveries
- Build a professional website
- Get more 5-star reviews
- Grow locally and expand
- Make Seema's Bakery a trusted brand



STRENGTHS

- Very organized & responsible
- Good at planning & managing
- Maintains quality & customer trust
- Strong relationship with regular customers
- Quick learner & open to new ideas



CURRENT MARKETING PROBLEMS

- No proper website
- Low ranking on Google
- Not visible on Google Maps
- Irregular social media
- No online advertising
- Don't understand SEO, keywords & content



DREAM FOR HER BAKERY

Seema dreams of turning her small bakery into a well-known brand in her city. She wants more happy customers, more online orders, a beautiful website, and a strong digital presence that brings respect and financial freedom to her family.



A happy bakery,
happy customers,
a better future!



"I BAKE HAPPINESS,
YOU HELP ME SHARE IT WITH THE WORLD!"



LOCAL BUSINESS



DECISION MAKER



BUDGET CONSCIOUS



WANTS GROWTH



DOESN'T UNDERSTAND SEO

MEET MITU

THE CREATIVE BAKERY OWNER

Don't worry Mitu,
I'll help you turn your
creativity into
growth!

SOUGAN

DIGITAL MARKETING HERO

PROFILE

- NAME:** Mitu
- ROLE:** Co-owner, Mitu's Bakery
- BUSINESS:** Local Bakery
- EXPERIENCE:** 3+ Years in Baking
1 Year in Business
- LOCATION:** Durgapur, India
- SPECIALTY:** Creative Cakes, Cupcakes, Cookies
- PERSONALITY:** Creative, Optimistic, Passionate, Fun-loving

**★ CREATIVE STRENGTHS**

- Amazing at baking & decorating
- Great eye for colors, designs & details
- Creates unique & trending recipes
- Loves clicking photos & making videos
- Very passionate & hardworking
- Quick learner & loves to try new things

**🎯 DAILY CHALLENGES**

- ✓ Managing bakery & customers
- ✓ Creating content everyday
- ✓ Learning new digital tools
- ✓ Finding time for marketing
- ✓ Handling online orders
- ✓ Keeping up with social media trends

**⚠️ MARKETING PROBLEMS**

- ✗ Don't know how to grow on Instagram
- ✗ Low engagement on posts & reels
- ✗ No proper strategy for content
- ✗ Confused about Ads & Boosting
- ✗ Not getting enough online orders
- ✗ Don't understand SEO or Google
- ✗ Not using AI tools properly

**🚀 BUSINESS GOALS**

- ✓ Grow on Instagram & Social Media
- ✓ Get more online orders
- ✓ Create a strong bakery brand
- ✓ Learn digital marketing the right way
- ✓ Work with influencers & collaborate
- ✓ Turn Mitu's Bakery into a known brand
- ✓ Open more outlets in future

**★ DREAM BAKERY VISION**

Mitu dreams of making her bakery famous everywhere! She wants people to know her cakes, love her brand, and order online from anywhere.

Her dream is to inspire more home bakers and turn her passion into a successful bakery empire!



One day, Mitu's
Bakery will be
loved by all!



“I DON'T JUST BAKE CAKES,
I BAKE MEMORIES!”



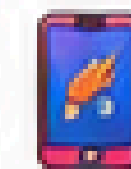
PASSIONATE ENTREPRENEUR



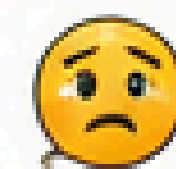
LOCAL SHOP OWNER



CREATIVE SOUL



CONTENT BEGINNER



SOCIAL MEDIA CONFUSION

MEET THE OBSTACLES

EVERY ENTREPRENEUR FACES TWO CHALLENGES

2. PAANWALA THE COMPETITOR

You're dreaming too big!

Online business won't work!

Nobody will buy online!

You're wasting money!

Just do what everyone else does!

Your relatives were right!

Just stay small!

Nobody needs a website!

Maybe she's right...

While they're doubting themselves... I'm getting more customers!



PAANWALA
ZAYKA PAAN SHOP

GOOGLE REVIEWS
4.9 ★★★★★ (512)

WEBSITE TRAFFIC
8.7K +325%

ONLINE ORDERS
156 +210%

INSTAGRAM ENGAGEMENT
12.5K +280%

AD CAMPAIGN PERFORMANCE
ROI 9.6X +340%

BEST PAAN
IN TOWN!

ZAYKA
PAAN SHOP
DELIVERY

Every entrepreneur faces two challenges.

IGNORE
the noise.

OUTSMART
the competition.

Bhaiya,
2 Chocolate Paan
& 1 Ice Paan!
Online order!

NOISE AUNTY REPRESENTS

PEOPLE WHO...

- ✗ Judge your dreams
- ✗ Don't believe in you
- ✗ Spread negativity
- ✗ Make you doubt yourself
- ✗ Want you to stay small



SOUGAN'S ROLE

THE DIGITAL MARKETING HERO

- ✓ Brings clarity and direction
- ✓ Uses smart tools & strategies
- ✓ Turns confusion into confidence
- ✓ Builds strong online presence
- ✓ Helps businesses grow online



PAANWALA REPRESENTS

COMPETITORS WHO...

- ✓ Work hard & stay consistent
- ✓ Use digital marketing smartly
- ✓ Improve every day
- ✓ Give better experience
- ✓ Fight for the same customers



THE REALITY

You can't control what people say.
But you can control what you build.
Stay focused, keep learning,
and let your results speak!

**NEXT
MISSION!**

Sougan will now
analyze the bakery
and find the real
problems!





Wait...
where are
we going?

Is this
really
possible?

Welcome to
a place built
for dreamers.

P

PEPLIO

P

Welcome to
PEPLIO
UNIVERSE

PEPLIO



COMIC
ACADEMY



PROMPT
FACTORY



TOOL
GARAGE



CREATOR
STUDIO



MISSION
CONTROL



COMMUNITY
PLAZA

P

COMIC ACADEMY

LEARN. LAUGH. GROW.

We turn complex Marketing lessons into simple, fun and powerful comics!

LEARN VISUALLY.
REMEMBER EASILY.

REAL STORIES.
REAL RESULTS.

COMIC LIBRARY

Here, even beginners become confident marketers!

I never thought learning could be this exciting!

- SEO
- CONTENT MARKETING
- SOCIAL MEDIA
- GOOGLE ADS
- BRANDING

GROW ONLINE
THE SMART WAY





PROMPT FACTORY

IDEAS IN. CONTENT OUT.

So many
ideas... in just
seconds!

The right prompt
creates the right
content.

This will save
me days of
work!

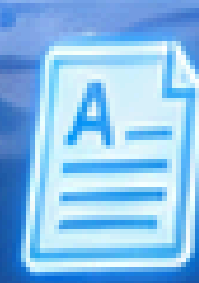




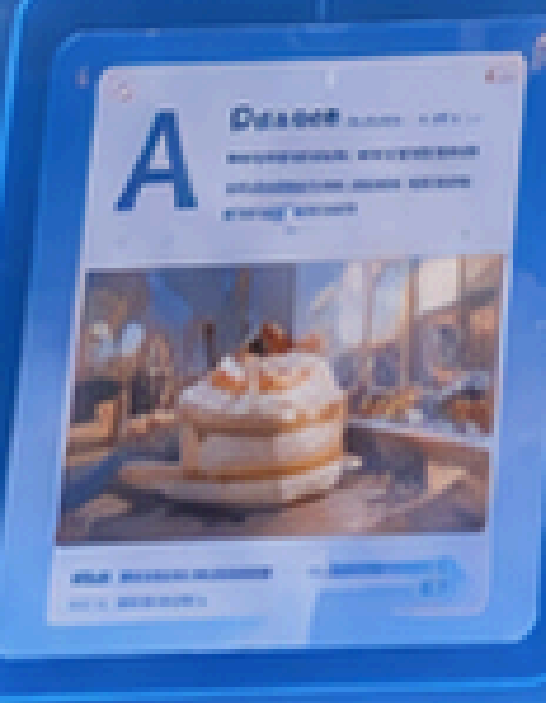
YOUR PROMPT

Create a social media post
about a new bakery offer...

GENERATE →



BLOG POST



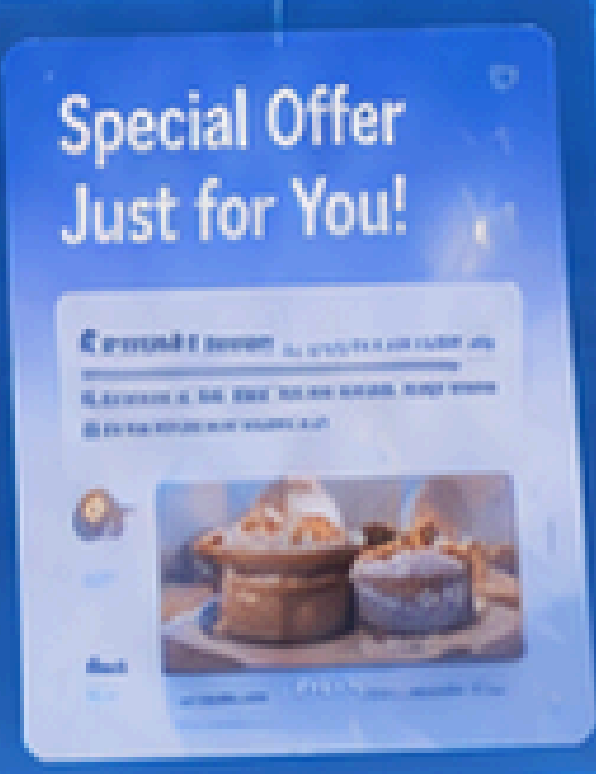


SOCIAL MEDIA POST





EMAIL CAMPAIGN





AD COPY





IMAGE IDEA





BETTER PROMPTS. BETTER CONTENT. BETTER RESULTS.



TOOL GARAGE

We fix. We optimize.
We make your business stronger.

Every tool here
helps your business
run better!

1 WEBSITE REPAIR

We build fast, responsive
and user-friendly websites.

2 SEO TUNE-UP

We optimize your site
to rank higher on Google.

SEO SCORE

95

Excellent!

3 GOOGLE BUSINESS

We help you manage and
grow your local presence.

4 IMAGE LAB

We resize, compress and
enhance your images.

5

SPEED BOOSTER

We make your website
lightning fast.

Loading Speed

0.8s

Excellent!

6

CONTENT HELPER

We create content that
attracts and converts.

Better Tools.

Better Performance.

Better Results.

P



MISSION CONTROL

One Platform. Infinite Possibilities.

*This is the heart
of Peplio Universe!
Everything works
together.*



WEBSITE DESIGN



SEO OPTIMIZATION



GOOGLE BUSINESS PROFILE



CONTENT MARKETING



DIGITAL ADVERTISING



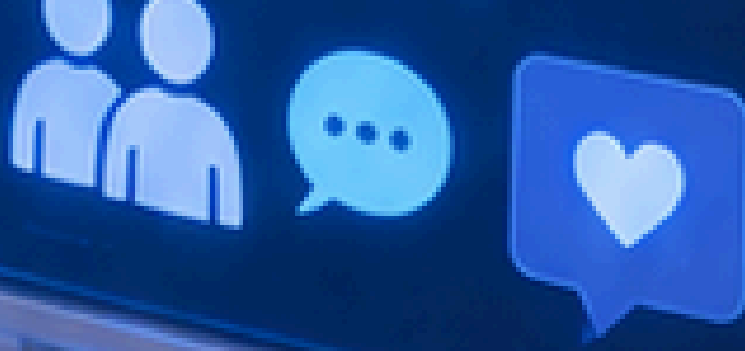
WHITE LABEL SERVICES



LEARNING HUB



COMMUNITY & SUPPORT



ANALYTICS & REPORTS



12.5K	8.7K	24.6%
Visitors	Clicks	Growth

P

LEARN. CREATE. OPTIMIZE. GROW.
WE BUILD – YOU GROW – TOGETHER!

AUTOMATION & INTEGRATION





**Your Story Starts Here –
Welcome to the *Peplio* Universe.**

