



**YAP**  
**YOUR ASSOCIATE PARTNERS**  
**YAP**  
**DIGITALS**

[www.yapdigitals.com](http://www.yapdigitals.com)

# The YAP Approach

**YAP Digital**s helps brands communicate, connect, and grow through creative design, engaging content, and strategic digital solutions.

## Turning Ideas Into Impact - The YAP Way

We combine thoughtful storytelling, strong visual design, and digital strategy to create meaningful brand experiences across platforms.

By understanding each brand's vision and audience, we craft impactful creatives, content, and campaigns that strengthen digital presence and drive lasting engagement



**Ideas. Strategy. Digital Growth.**

**At YAP DIGITALS, we turn vision into impactful digital experiences.**



# The YAP Way

## Discover & Understand:

We begin by understanding the brand, its goals, target audience, and market positioning to ensure the strategy aligns with the client's vision.



## Strategy & Planning:

Based on the insights, we develop a tailored digital strategy including content direction, design approach, and marketing roadmap.



## Creative Development:

Our team creates engaging creatives, videos, and digital assets that reflect the brand identity and communicate the message effectively.



## Execution & Implementation:

We bring the strategy to life through social media content, campaigns, website development, and digital marketing initiatives.



## Optimize & Grow:

Through performance tracking and continuous improvement, we refine strategies to maximize engagement, reach, and long-term brand growth.



# Core Competencies

## **Creative Design & Branding:**

Designing impactful visual identities, including logos, creative posts, carousel content, promotional creatives, real estate templates, and infographics that elevate brand presence.

## **Corporate Presentations & Visual Communication:**

Crafting professional corporate presentations, handbooks, and workbooks that communicate ideas clearly with a polished and engaging visual approach.

## **Video & Reels Production:**

Editing engaging reels, short-form content, YouTube videos, showreels, and event videos with a focus on clean storytelling, strong visuals, and audience engagement.

## **Website Design & Development:**

Building responsive, user-friendly websites designed to deliver seamless functionality and a strong digital experience.

## **SEO & Social Media Marketing:**

Enhancing brand visibility through strategic SEO practices and creating engaging social media content tailored for diverse platforms and audiences.



# Creative Showcase

## Creatives & Flyers:

**SMART**  
South MetroCity Association of Realtors

**75 Azadi Ka Amrit Mahotsav**

**NATIONAL ASSOCIATION OF REALTORS - INDIA**

**NAR INDIA Mega Blood Donation Drive (Week) Across the Nation.**

**Donate Blood**

Sponsored By: **PALLADIAN PARTNERS**

Organised by: **South MetroCity Association of Realtors (SMART)**

In Association With: **Nair (Hospital) Blood Bank, Central Railway Mazdoor Sangh & National Service Scheme (NSS).**

On Tuesday 2nd May 2023  
10:00 AM - 5:00 PM

At CSMT (VT) Rly. Station  
Between Platform No. 7 & 8 (Local)

REAL ESTATE AGENTS ASSOCIATION OF KARNATAKA (REAAK MUMBAI) | nmar | TEAA | KORA

**WORLD HEALTH DAY**

PROPERLINK REALTORS  
Link between you and your dream properties.

**Last 5 days**  
left to avail the benefit of 3% Stamp Duty

9930680916  
7738923766  
8928415518

JUST BUSINESS CENTER

**Office For Sale**

3450 Carpet  
Glass Façade Building  
Prime Location  
Link Road  
Andheri West  
10 Scr Final

9930680916/7738923766/  
8928415518

JUST BUSINESS CENTER

**My Best Friend DAD**

**HAPPY FATHER'S DAY**

JUST BUSINESS CENTER

**1<sup>st</sup> May Mega Blood Donation Drive**

**1 Day to go**

Supported By: **VORA SKYLINE** | **SETHIA**

Date: 01/05/2023 (Mon) | 9:00 A.M - 3:00 P.M.  
Sethia Banquet, Raghuleela Mall, Kandivli west

President: **Mehul Vitthalani** | Secretary: **Hitesh Kaku** | CDR Chairman: **Anish Shah**

CONSTANCE INFO

Name: \_\_\_\_\_

**Shree Halai Lohana Mahajan - Mumbai**

Organises **omani Raghuvanshi Premier League - 2022**

**Best Bowler**  
Match No.6

**Harshil Sonpal**

Over : 3.0  
Maiden : 0  
Runs : 15  
Wicket : 2  
EC : 5.00

**INDIA'S Prestigious Pageant & Excellence Awards Nite**

**SEASON - 2**

Presents **MISS / MRS. / MR. / KIDS**

**Grand Finale**

1<sup>st</sup> October 2022  
Mumbai

Dr. Dipti Joshi  
Spl Guest of Honour

Registration Started - 9821566999

Logos for various sponsors like D. RUDHRAJI, A.E., SPOON & WHISKY, etc.

*Hopes & Happiness ... Unfaded*

**Congratulations**  
**Beenita & Dhruval**

For the radiant bride, a Rose Quartz bracelet - a delicate adornment symbolizing love and tranquility, perfect for your journey into marital bliss.

For the couple, a Rose Quartz crystal tree - a beautiful representation of shared growth and harmony. May these heartfelt gifts enhance the love that binds you both as you step into this new chapter together.

from: **Shalaka Kalpesh Raichura**  
© 9819097490

## Mockups:

**THE POWER OF AIM**  
SAGAR AMLANI

ACHIEVING FULFILLMENT THROUGH AWARENESS, INVESTMENT AND MOTIVATION

SAGAR AMLANI

**MAGICAL COUPLES**

Author: **Dr. Aika Chadha**

Stories from the Lives of Happy Couples



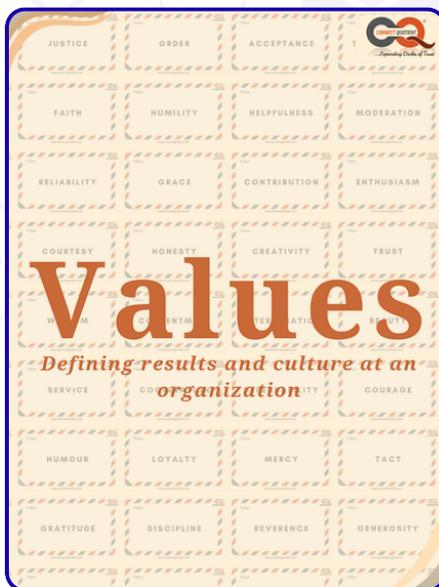
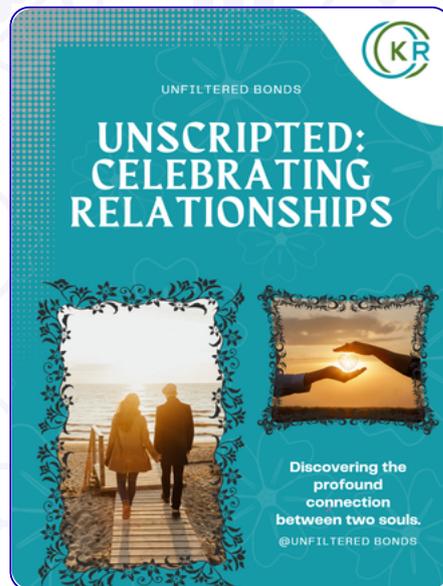
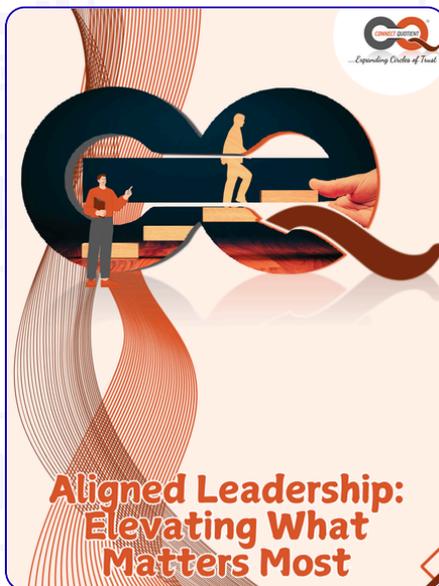
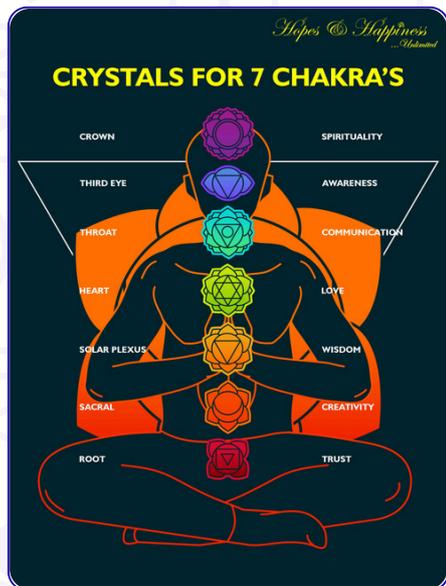
# Creative Showcase

Logos by us:



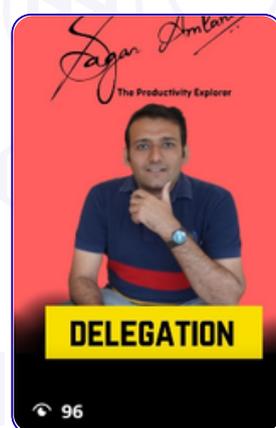
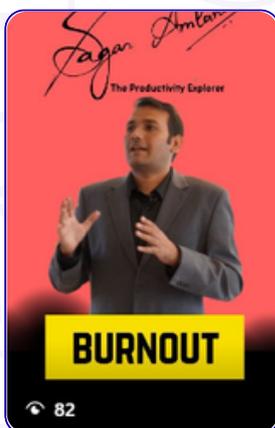
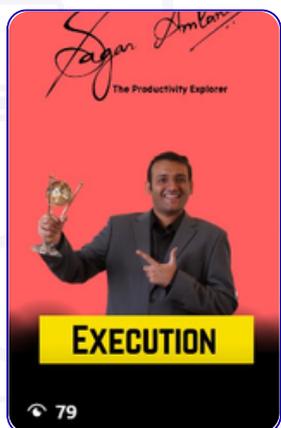
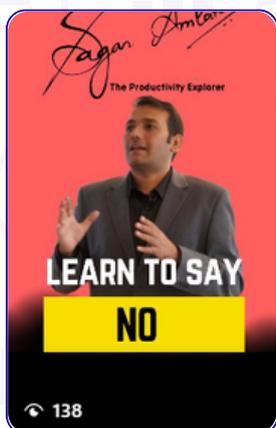
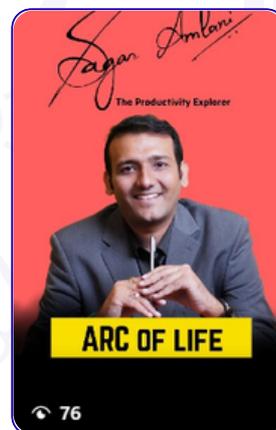
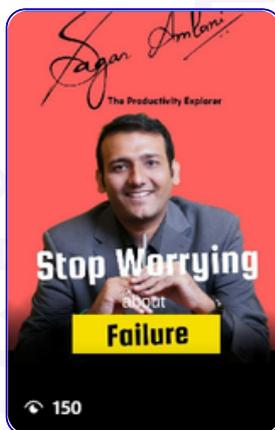
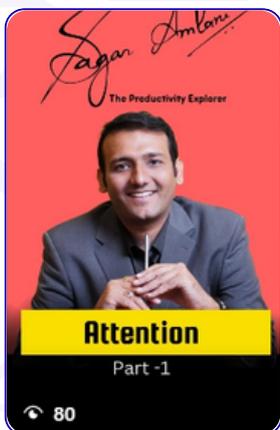
# Creative Showcase

## Handouts & Magazine:



# Creative Showcase

## Video Thumbnails & Reels:



# Creative Showcase

## PPT Slides:

**Report - Interpersonal Skills & Emotional Intelligence**  
04 Dec 2024

**Impact - Pre & Post Assessment Campus to Corporate**

Category	Pre-Assessment Avg. Score	Post-Assessment Avg. Score	Improvement (%)
Time Management Tools	7.24	8.07	9.38%
Tackling Challenges	7.45	8.17	8.79%
Team Management	6.31	6.84	2.53%
Understanding Culture	7.26	8.09	11.57%
Communication Skills	7.11	8.07	13.16%

**Improvements reported:**

- 9.38% - Time Management Tools
- 8.79% - Tackling Challenges
- 2.53% - Team Management
- 11.57% - Understanding Culture
- 13.16% - Communication Skills

Significant improvements reported by the participants for the training program.

## Websites:

**CREATING WINNING CULTURES**  
OUR SERVICES

- Introduction to mentoring
- Coaching Individual & Groups
- Designing Leadership Workshops
- Expanding Circles Of Trust
- Value Based Workshops

**SAI ADVERTISEMENT**

Advertising, Visiting Cards, Signage Board, Standee, Posters, Banners, Society Activation, Tri-Cycle, Newspaper, Backlight

## Corporate Training Creatives:

**Critical Thinking**

**Key Learnings**

- Know the Bias
- The Critical Thinking Frameworks
- Problem Solving Models
- 360-degree Feedbacks

**4 Types of Bias**

- Confirmation Bias
- Anchoring Bias
- Availability Heuristic
- Hindsight Bias

**Critical Thinking Impact**

**In Business**

- Better decision-making, avoiding costly mistakes, and solving complex problems.

**In Personal**

- Making informed choices, understanding issues like financial decisions or health care options.

www.connectquotient.com

**Human Productivity, Stress & Time Management**

**Key Learnings**

- Understand & Enhance - Productivity
- Improve Time Management
- Implement Stress Management Strategies
- 360-degree Feedback

**Productivity Blockers**

- The Procrastinator
- The Perfectionist
- The Overwhelmed
- The Micro-Manager
- The Skeptic

**Productivity Champions**

- The Procrastinator
- The Perfectionist
- The Overwhelmed
- The Micro-Manager
- The Skeptic

www.connectquotient.com

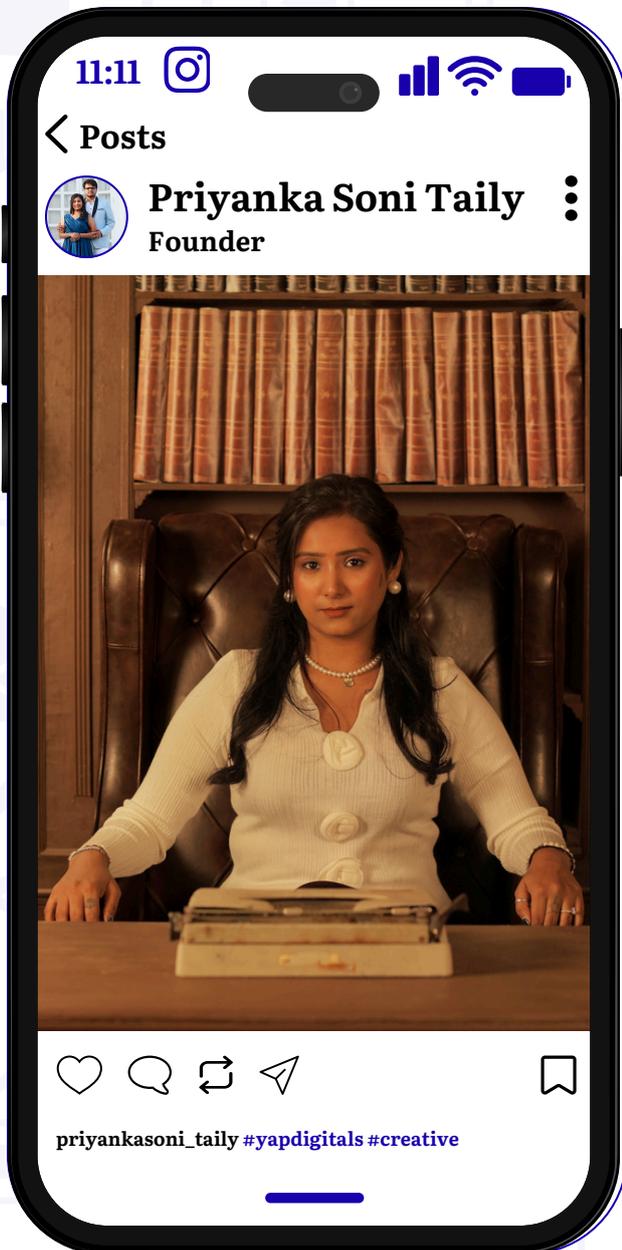
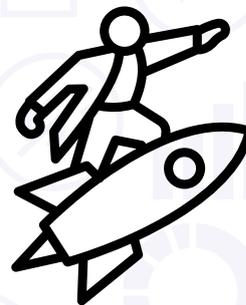
## Certificates:



# Brands That Trust Us



# The Architects Of YAP



# The Architects Of YAP

Hello, I'm **Priyanka Soni Taily**, a creative and people-focused professional passionate about digital communication, brand engagement, and meaningful storytelling.

My journey across education, counseling, and operations has helped me develop strong skills in social media management, content strategy, and creating visually engaging digital content.

I enjoy working closely with ideas, audiences, and brands, transforming them into impactful digital experiences through thoughtful storytelling, strategic planning, and effective communication.

With experience in handling client relations, PR initiatives, and international projects, along with a background in Film, Television & New Media Production, I bring a balanced blend of creativity, organization, and relationship-building to help brands strengthen their digital presence and connect authentically with their audience, creating experiences that leave a lasting impact.



# The Architects Of YAP

Hello, I'm **Yash Taily**, a creative professional and digital strategist passionate about design, branding, and impactful visual communication.

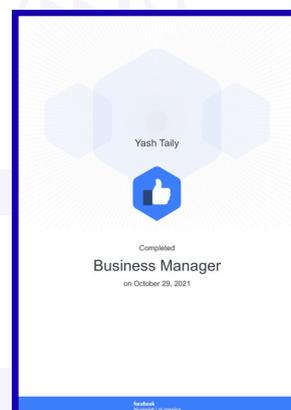
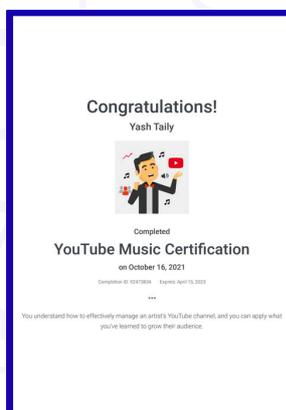
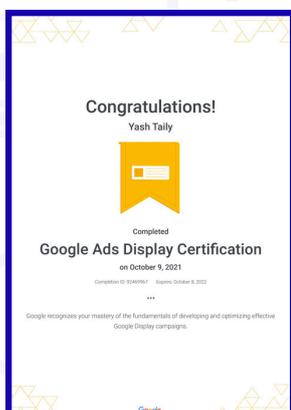
Over the years, I have had the opportunity to collaborate with **45+ clients** across multiple industries, including corporates, real estate, advertising agencies, and fashion events. Working closely with diverse brands has helped me understand how strategy, creativity, and storytelling come together to build strong digital identities.

As the former CEO of Universal Digital, I led the startup for two years, successfully delivering over **3000+ creatives**, **500+ videos**, **150+ corporate presentations**, and **multiple websites** for diverse brands.

I believe in transforming ideas into powerful visual identities and meaningful digital experiences that help brands communicate with clarity, connect with their audience, and grow in an ever-evolving digital landscape.



# Professional Certifications



# Our Impact

## LinkedIn Growth:

Successfully increased a company's LinkedIn presence by generating 10,000+ organic followers within a year, significantly enhancing brand visibility and engagement.

## Social Media Growth:

Created and managed social media platforms that achieved 1000+ organic connections within six months and generated 3.5+ lakh impressions, while also improving SEO performance and keyword rankings.

## Client Impact:

Delivered high-quality creatives, videos, posts, and corporate presentations that collectively supported clients in generating ₹40+ lakh in business value.

## Google & Digital Presence:

Developed and optimized websites and digital content to strengthen clients' visibility on Google search, improving their online presence and credibility.

## Client Partnerships & Growth:

Successfully onboarded 50+ clients, building long-term relationships through strategic communication, creative solutions, and reliable service delivery.



# Let's Work Together

Ready to transform your ideas into impactful digital experiences?  
Let's collaborate and build something meaningful for your brand.

## Get in Touch



➔ **Yap Digitals**



➔ **Yap Digitals**



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➔ **[www.yapdigitals.com](http://www.yapdigitals.com)**

**Turning Ideas Into Impact**

**The YAP Way**