



CRAFTING POWERFUL COMMUNICATION STRATEGIES

WORD
IT WELL

AN INTRODUCTION

WHO WE ARE

WORD IT WELL IS A CREATIVE AGENCY FOCUSED ON
IMPACTFUL COMMUNICATION ACROSS MULTIPLE PLATFORMS

WE SPECIALIZE IN

- BRAND STRATEGY
- SOCIAL MEDIA
- WEBSITE CONTENT
- NEWSLETTERS
- BLOGS
- MEDIA PRESENCE
- ENHANCING ON-GROUND MARKETING EFFORTS

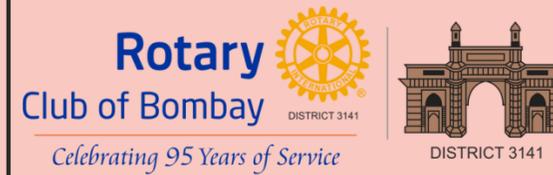
CLIENT SHOWCASE

Over the years, we have had the honour to challenge our skills and serve clients across multiple sectors, of many sizes and stages of growth



child development center

UMMEED CHILD DEVELOPMENT
ACTIVATIONS, DESIGN



ROTARY CLUB OF BOMBAY
*BRAND STRATEGY, SOCIAL MEDIA,
LINKEDIN, MARKETING DESIGN*



ROTARY DISTRICT 3141
DESIGN



HOLIDAYS @ LEISURE
BRAND STRATEGY, SOCIAL MEDIA



TMVT Industries Pvt. Ltd.
(T. MANEKLAL GROUP)

TMVT INDUSTRIES
CONTENT DESIGN, SOCIAL MEDIA



PHILLIP CAPITAL INDIA
WEBSITE, BRAND ACTIVATION



A.B.C. FARMS PVT. LTD.
BRAND STRATEGY, WEBSITE



KAMAL'S
SOCIAL MEDIA



INTEGRATED LOGISTICS NETWORK

INTEGRATED LOGISTICS NETWORK
*BRAND STRATEGY,
EMAIL MARKETING*



SHAKTI AWARDS
BRAND ACTIVATION, LOGO



STAY HOTELS & RESORTS
LOGO



ALAMDAR INFRASTRUCTURE
*WEBSITE,
INFLUENCER MARKETING*



ABHYAASA WELLNESS CENTRE
ACTIVATIONS SOCIAL MEDIA



SCORPIO SHIPPING
EVENT

CLIENT SHOWCASE



MASINA HOSPITAL TRUST
Your Health, Our Mission.

MASINA HOSPITAL
BRAND STRATEGY, SOCIAL MEDIA,
LINKEDIN, DESIGN, NEWSLETTER



MODERN INDIA
ENTERPRISE

MODERN INDIA
WEBSITE



PARC estique

PARC HOTELS
BRAND STRATEGY, SOCIAL MEDIA



THE GAZELLE
SOCIAL MEDIA



I.U.U.
BRAND STRATEGY, SOCIAL MEDIA,
PUBLIC RELATIONS



TRUE DELIGHTS
WEBSITE



X-BILLION SKILL LABS
CONTENT DESIGN



S-PIVOT SMARTFLOW
CONTENT DESIGN



NAUDY'S MACARONAS
LOGO DESIGN



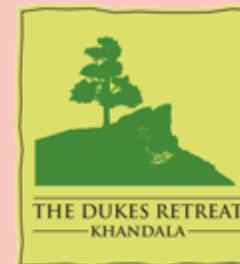
ASIATIC SOCIETY
SOCIAL MEDIA & ACTIVATIONS

KEYNOTE
FINANCIAL SERVICES

KEYNOTE
BRAND STRATEGY, SOCIAL MEDIA,
LINKEDIN, MARKETING DESIGN

verifacts[®]
know for sure

VERIFACTS
BRAND STRATEGY, SOCIAL MEDIA,
LINKEDIN, MARKETING DESIGN



DUKES RETREAT
INFLUENCER MARKETING,
SOCIAL MEDIA, DESIGN



SARAN SPORTS
BRAND ACTIVATIONS,
EVENT MANAGEMENT



K.G.I. INDIA
LOGO DESIGN, SOCIAL MEDIA,
BRAND STRATEGY, PR

WHAT SETS US APART

LONG TERM ENGAGEMENT WITH MOST OF OUR CLIENTELE SHOWCASES OUR COMMITMENT TO THEIR PURPOSE.

A NETWORK OF NEWSPAPERS, INFLUENCERS AND PR AGENCIES GIVES US SUPER POWERS.

OUR WORK AND EFFECTIVITY TRAVEL BY WORD OF MOUTH.

WE WORK WITH LEGACY BRAND NAMES AND ICONIC NGOS.

- **Small but Mighty Team:** A compact, dedicated group of professionals, delivering personalized and high-impact communication strategies.
- **Expertise with Integrity:** Our team balances extensive expertise with a deep respect for the craft, ensuring every project is executed with precision.
- **Founder's Proven Leadership:** Freyan Bhathena, with nearly 30 years of experience, has led Word It Well while holding Editor-in-Chief roles at two major Mumbai newspapers.
- **Big Brands & Movements:** Extensive experience with India's top brands and social movements, positioning us as trusted storytellers with a proven track record.
- **Holistic Approach:** From strategy to execution, we offer tailored solutions that add value to your brand's unique narrative.

WE BELIEVE IN THE MANTRA CREATION → CONTEXT → COMMUNICATION

OUR FOUNDER



FREYAN BHATHENA

With over 20 years of experience as a content and communication specialist, Freyan has led high-impact roles, including Editor-in-Chief at The Afternoon D&C and Parsi Times.

She has worked with top agencies like Wizcraft and Times of India, specializing in creating unique brand voices and effective communication strategies.

Recognized with prestigious awards such as the **Bharat Ratna Rajiv Gandhi Sadbhavna Award** and **Woman of Change by Change.org**, her work spans multiple industries, driving clarity, growth, and community engagement.

- 20+ YEARS OF CONTENT EXPERTISE.
- FORMER EDITOR-IN-CHIEF OF TWO MUMBAI NEWSPAPERS.
- AWARDED FOR SOCIETAL CONTRIBUTIONS AND CONTENT EXCELLENCE.
- EXPERIENCE WITH INDIA'S PREMIER BRANDS AND AGENCIES.

WE BELIEVE IN THE MANTRA CREATION → CONTEXT → COMMUNICATION

NEWSLETTERS & BROCHURES

Rotary Club of Bombay
Celebrating 95 Years of Service

Rotary HDFC TMC DHARAMSHALA
A home away from home for cancer patients.

Rotary Club of Bombay
Willingdon Sports Club, Mumbai

HDFC
ASSET MANAGEMENT COMPANY LIMITED

PHILLIP CAPITAL
ROTARY GOLF CLASSIC 2025

GOLF FOR GOOD!
HOSTED BY ROTARY CLUB OF BOMBAY

12 JANUARY
Willingdon Sports Club, Mumbai

DONATE REPRESENT PLAY
A partnership proposal

www.rotaryclubofbombay.org

MASINA life
Newsletter of Masina Hospital Trust

DR. VISPI JOKHI
CEO, Masina Hospital

FROM THE CEO CABIN
We have entered 2023 with gratitude for the opportunities we have been given and excited for the road ahead. And why not? Over the past 2 years, there has been revolutionary change happening on the beautiful Masina Hospital campus. Steadily and quietly, we have been upgrading facilities across the board. A lot has happened within the Hospital walls, and we share it all with you in this issue of Masina Life, our newsletter.

INSIDE THIS ISSUE

- LEARNING**
Read about the CME and other learning series for Masina Staff, patients and followers.
- GIVING**
Celebrate the spirit of giving with news about our free health check-ups and speaking series.
- GROWING**
See the Hospital improve and add to our facilities and technologies with our partners.
- CELEBRATING**
Celebrate Masina people, pride and legacy with us through these events.

Rotary Harbour Views
THE OFFICIAL NEWSLETTER OF RCB HARBOUR VIEW, MUMBAI

A NEW BEGINNING!
We hit the ground running on December, 2021, when Rotary International President Shekhar Mehta acknowledged the formation of our Club and President Arti received her President's Collar from him.

FROM THE DESK OF THE PRESIDENT
Rtn Arti Narsana

Dear friends,
My journey as a Rotarian started with a chance encounter with Rtn. Tehmina, a member at RCB Bayview, who informed me that RCB Bayview was planning to start a new Rotary Club in the Harbour View area.

IN THIS ISSUE

- President Arti's first editorial - Pg 1
- Meeting RI President Shekhar Mehta - Pg 3
- Meeting our members - Pg 7
- Serve to Nurture Pg 14

<https://www.linkedin.com/company/verifacservice>

<https://www.facebook.com/VerifactsSvc>

[@rotaryharbourview](https://www.instagram.com/rotaryharbourview) rotaryharbourview@gmail.com

THE COMMUNIQUE
INTERNAL NEWSLETTER

EXPLORE THIS ISSUE

- Our Work from Home Heroes • Pg.2
- VeriSpot • Pg.6
- Join the conversation ONLINE

FROM THE DESK OF OUR CEO

SOMESH AUDDY

ABOUT SOMESH AUDDY
With over 30 years of rich and diverse experience, Somesh possesses strong subject matter knowledge, customer focus and the willingness to always put the customer's interests and strategic intent first.

MASINA HOSPITAL TRUST
Your Health, Our Mission.

WHERE COMPASSION EQUALS QUALITY HEALTHCARE

With your generosity, Masina Hospital has been continuously upgrading facilities and adding value to our offerings in the Medical Care Sector for Mumbalkars.

HERE'S A LOOK AT SOME OF OUR MILESTONES.

- INFRASTRUCTURE**
We have modernized our facilities to meet contemporary healthcare needs. The hospital has 200 operational beds and is soon to add more beds in the emergency and critical care categories. While we are a multi-specialty hospital we have some differentiators which makes us stand apart from other hospitals. These include a Mental Health facility and a Burns care and both of which are existing for over 25 years, providing excellent outcomes in these departments which are not present in private healthcare setups in Mumbai.
- PREVENTIVE HEALTH CHECKUP PACKAGES**
Our Hospital has offered basic and comprehensive health checkup facilities at a low cost as part of its mission to improve the community health.
- DIAGNOSTICS**
Laboratory services constituting different departments like Hematology, Biochemistry, Immunology, Clinical Pathology, Microbiology etc play a crucial role in the efficient and effective functioning of a multi-specialty hospital. These services are indispensable for accurate diagnosis, treatment planning and monitoring of patients, ensuring high standards of healthcare delivery. Facilities services, including basic, 3-Phy, Ultrasonography, and CT scans, are essential components of multi-specialty hospital's diagnostic and treatment capabilities.
- CONSERVATION & HERITAGE**
From our kitchen to our grounds, we have implemented future forward practices like recycling, zero waste and invested in respectful upkeep of our heritage legacy building.

A STEADY UPWARD TRAJECTORY

With a strong leadership team, a positive outlook on the medical field and a solid administrative effort, with our donor partners, we have created an infrastructure and environment for quality care with compassion.

masinahospital.com

WE BELIEVE IN THE MANTRA CREATION → CONTEXT → COMMUNICATION

INVITATIONS, FLYERS & ANNOUNCEMENTS



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STANDEES & BANNERS


Rotary Club of Bombay
 Celebrating 95 Years of Service
 DISTRICT 3141


 DISTRICT 3141

Making an impact through community service.

Founded in 1929, Rotary Club of Bombay is an iconic, globally awarded NGO, working across multiple communities to create positive change.





SCAN & STAY CONNECTED

Contact Us
 +91 97691 40141
 rotaryclubofbombay.org


Rotary Club of Bombay
 Celebrating 95 Years of Service
 DISTRICT 3141


HDFC
 ASSET MANAGEMENT COMPANY LIMITED

Rotary-HDFC Dharamshala Kitchen Launch

22nd May 2024

We are proud to launch the new kitchen at the Rotary-HDFC Dharamshala in Mumbai. The kitchen will cater to over 200 needy patients & caregivers, providing them with wholesome & healthy breakfast, lunch & dinner made in hygienic surroundings at highly subsidised rates.




 @rcb1929


Masina Hospital Trust
 Your Health. Our Mission.

HEALTH CAMPS
 THE HOSPITAL WITH A HEART

BOOK A HEALTH CAMP FOR YOUR OFFICE, SOCIETY, FAMILY TODAY!



MAKE HEALTH AN ACTIVE PRIORITY.

- WOMEN HEALTH CHECK-UPS
- BLOOD DONATION DRIVES
- CARDIAC & LIVER CAMPS
- PHYSIOTHERAPY CAMPS

CARING FOR MUMBAI LIKE NOONE ELSE. MASINA HOSPITAL WILL ORGANIZE A HEALTH CAMP FOR YOU. CONNECT TODAY.

1-800-266-0711

Masina Hospital is here to be your family's healthcare partner! Save our helpline number for DOCTORS APPOINTMENTS, DIAGNOSTIC, EMERGENCY, and hospital services in Mumbai.


 @masinahospitalmumbai @masinacares

Welcome to the

APEX - ROTARY DIALYSIS CENTRE LAUNCH

7 JULY 2024

DONATED BY GAURI & VIJAY JATIA

Under Global Grant #2352086 of The Rotary Foundation in partnership with Rotary Club of Ramlah, Israel, Dist 2490

A Project of


Rotary Club of Bombay
 Celebrating 95 Years of Service
 DISTRICT 3141


The Rotary Foundation



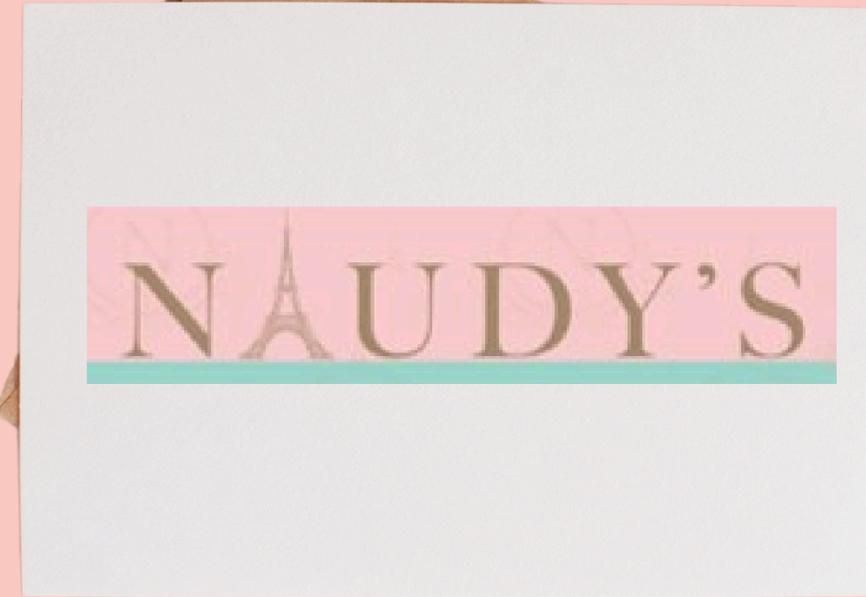

Alamdar Infrastructure Pvt. Ltd.
 Redefining the Mumbai skyline



MURZDAL PARK THE BUNGALOW AL TOWER AL FITTING HEIGHTS MINE PALACE AL HEIGHTS

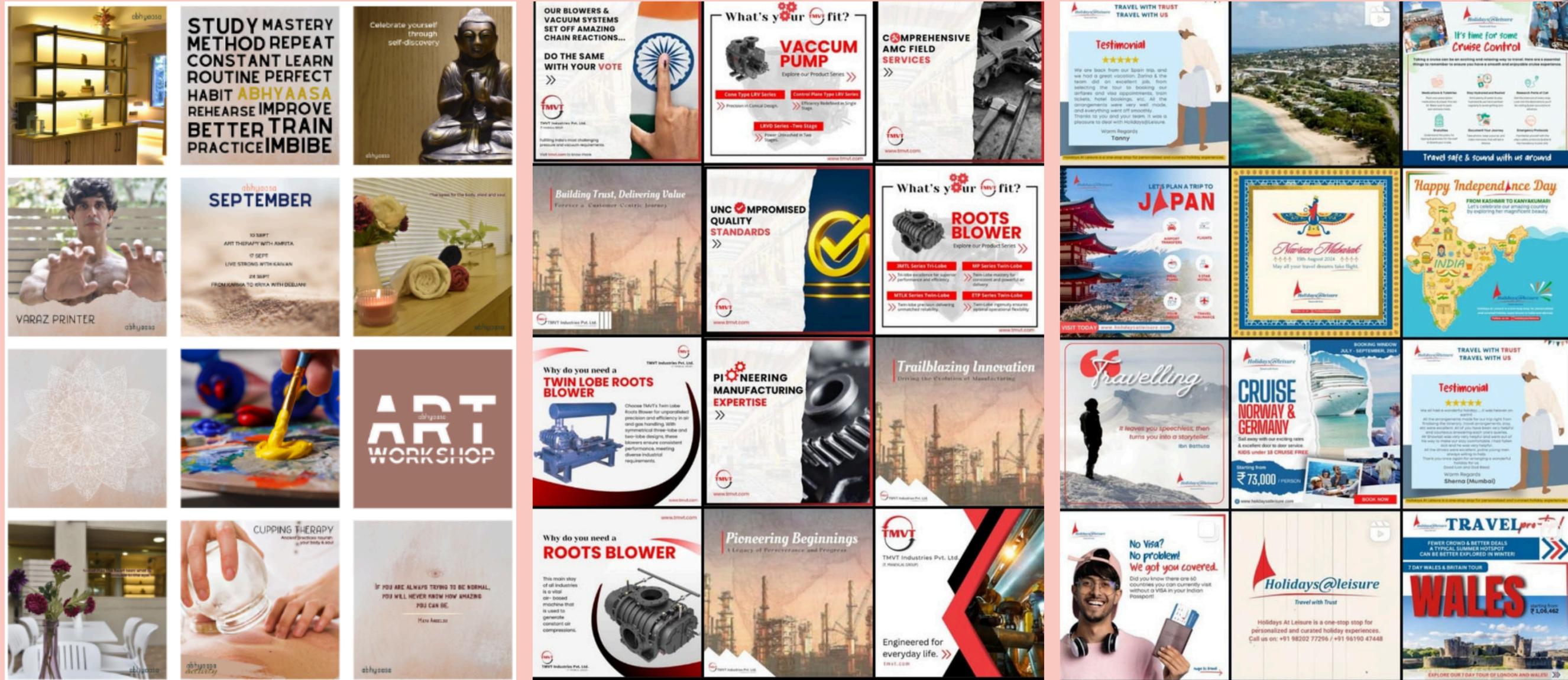
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LOGOS



WE BELIEVE IN THE MANTRA CREATION → CONTEXT → COMMUNICATION

SOCIAL MEDIA



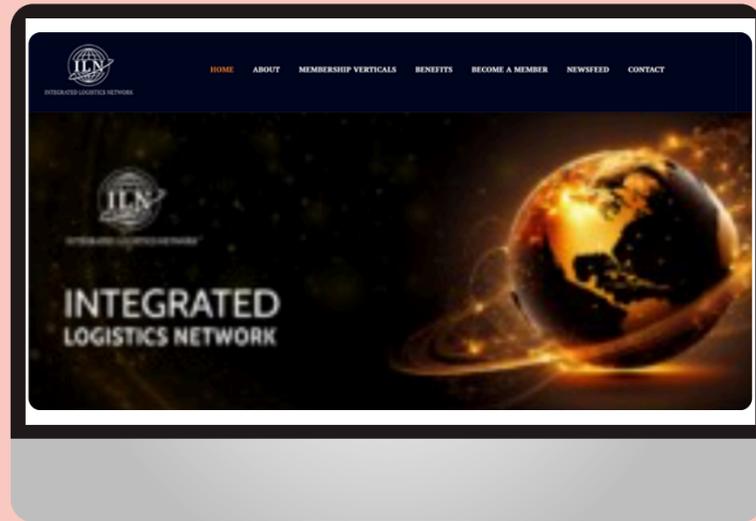
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SOCIAL MEDIA

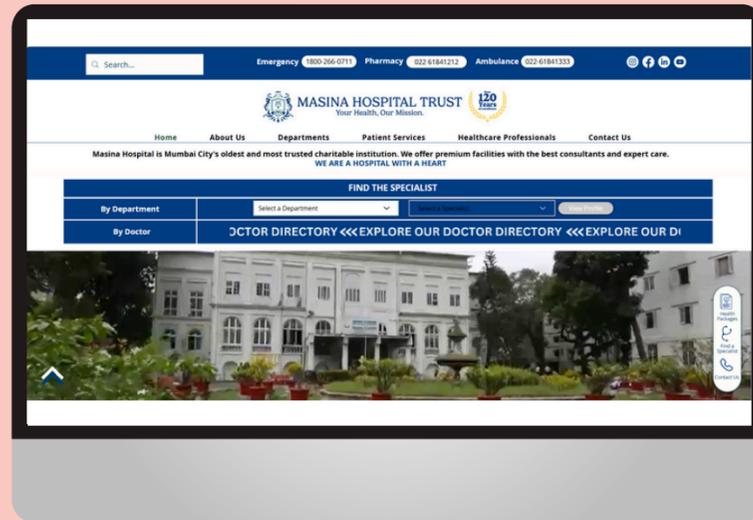


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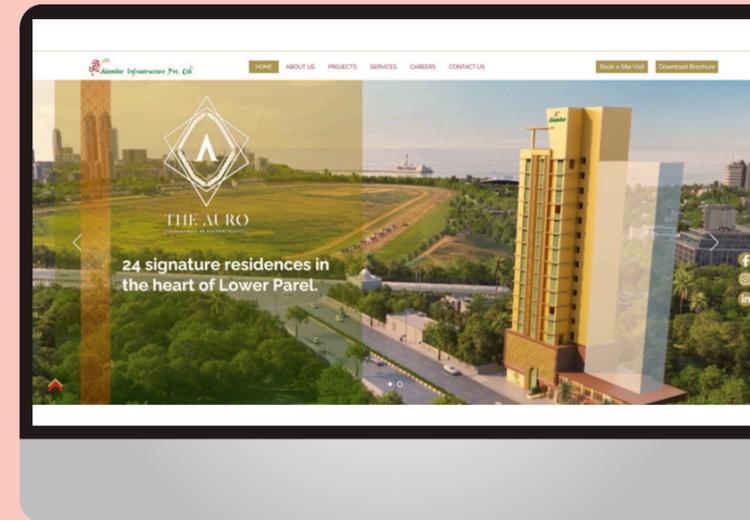
WEBSITES



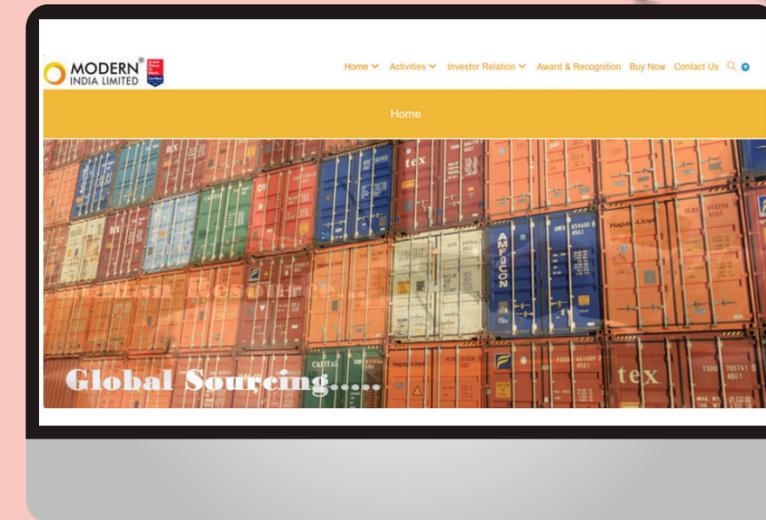
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WE BELIEVE IN THE MANTRA CREATION → CONTEXT → COMMUNICATION

FINDING SOLUTIONS DRIVEN BY PURPOSE AND EXPERTISE

MOST COMPANIES SEEK OUT WORD IT WELL TO SOLVE A NUMBER OF ISSUES AND TO ENHANCE THEIR IMPACT ON THE WORLD.

1. Expansion is Key

- **Observation:** Businesses often face limited visibility in new markets, restricting growth potential.
- **Need:** A structured expansion plan targeting untapped customer segments.
- **Solution:** Develop a comprehensive digital strategy, leveraging online presence and targeted campaigns to enter new markets effectively.

2. Website Optimisation & User Experience

- **Observation:** Outdated or cluttered websites can hinder conversions and user engagement.
- **Need:** A modern, responsive website that enhances customer interaction and drives sales.
- **Solution:** Redesign the website for optimal user experience, featuring clear navigation, fast loading times, and conversion-focused CTAs.

WE BELIEVE IN THE MANTRA CREATION → CONTEXT → COMMUNICATION

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3. Brand Consistency Across Platforms

- **Observation:** Inconsistent branding across platforms weakens business credibility and customer trust.
- **Need:** A consistent messaging strategy that aligns with the brand's identity across all channels.
- **Solution:** Implement cohesive brand messaging across social media, website, email marketing, and promotional materials, ensuring a unified voice.

4. LinkedIn: Thought Leadership

- **Observation:** Many companies underutilise LinkedIn, missing opportunities to engage with B2B audiences and industry professionals.
- **Need:** Establish the brand as a thought leader by sharing industry insights and innovative practices.
- **Solution:** Publish valuable content such as case studies, articles, and market trends, positioning the business as an authority in its field.

WE BELIEVE IN THE MANTRA CREATION → CONTEXT → COMMUNICATION

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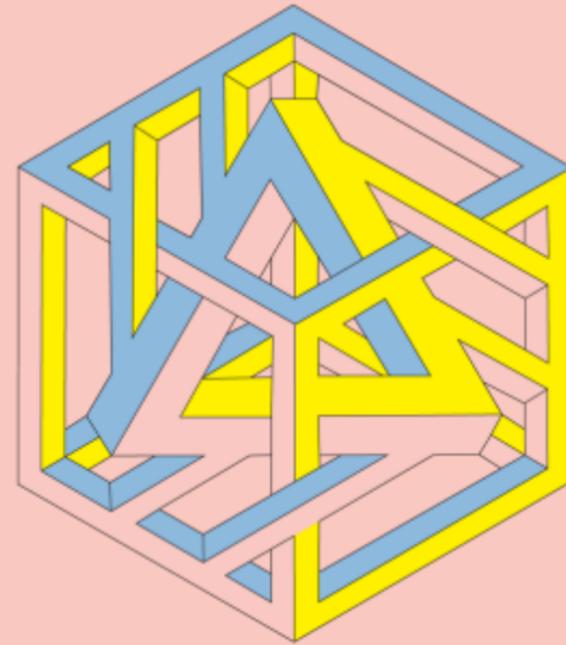
5. Leverage Design for Roadshows & Digital Marketing

- Observation: Lack of professional design in promotional materials leads to missed engagement opportunities.
- Need: High-quality, on-brand design for digital and physical marketing assets.
- Solution: Create visually appealing flyers, brochures, standees, and digital designs for campaigns, product launches, and events.

6. Data-Driven Growth

- Observation: Businesses often fail to utilise data effectively to refine marketing strategies and measure success.
- Need: A data-driven approach to optimise customer engagement and campaign performance.
- Solution: Implement analytics tools to track customer behaviour, campaign outcomes, and adjust strategies based on data insights for continuous improvement.

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LET'S TALK
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THANK YOU