

A creative communication agency.
Your solution to content marketing.

THE **WISE** IDIOT 

Who we are

A creative agency, focused on content and communication. With a passion for writing and eye for designing, we have only one role to play: help you grow.

Meet the founders



Deep Shah

Co-Founder

With an eye for perfection and disdain for mediocrity, Deep has made his mission to improve the world aesthetically. His desire to create beautiful things birthed The Wise Idiot. A former fraud analyst at Edelweiss and the SoBo HR alumnus, he is a foodie, handwriting analyst and plays the violin.



Divyank Jain

Co-Founder

Divyank was a traveler before it became 'cool.' Lived and studied in 7 different cities and worked in 3, he has seen various cultures closely. He can instantly create ideas and stories. A perfect blend of creativity and marketing, he can photograph you, write your story and, listen patiently.

All three verticals

Content Strategy

What's your buyer's ICP? What should our short and long-term plans be? What keywords to work on? A systematic plan for smoother execution.

Content Creation

From SEO-optimised blogs to infographics on emailers. From landing page copy to social media video scripts, we write and design what you want.

Content Distribution

Is your content reaching the right audience? What channel to prioritize? What metrics to track? What's working? Distribution and analytics to hit your goal.

Writing

Blogs, Articles & Press Releases

Investor Communication

Notifications & SMS

Speeches & Transcripts

Landing Pages & Website Content

Thought Leadership & Ghost Writing

E-mails & WhatsApp Communication

Case Studies & Training Manuals

Transcreation in Vernacular Languages

Designing

Moment Marketing & Topicals

Social Media Creatives

Comic Strips

Infographics

Reports

Brochures & Standees

Emailers

Videos (2D Animation)

Presentation

Internal Communication
Product Launch Dossier
Sponsorship Presentation
Investor Deck
Sales & Training Material

Landing Pages

Page Flow & Structure
Copywriting
SEO & Meta Content
Development Support

Friends we made

Securities & Insurance



Fintech



SaaS & EdTech



VC & NBFC



Consulting & Lifestyle



What they have to say

"The team at The Wise Idiot is a bunch of extremely able and talented writers who pull off tasks of any lengths. They have the ability to look at content from a holistic view and give it a rounded approach. We have partnered with them for content for various awards, products and internal events. It's always fun working with this team."

- Yogini Joglekar, Edelweiss Tokio

"We were really satisfied with the entire write up and how the theme was covered. The content was fresh, to the point, relevant and catchy. They understood what we wanted and came up with output. Thanks for helping us with some really good work in such a short span of time."

- Disha Desai, Dhanvarsha Finance

tl;dr

We are your extended content writing and designing arm. While you focus on the product, we make sure effective communication happens smoothly.

 @twiseidiot

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 /company/the-wise-idiot

let's grow your brand

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