

IYRA MEDIA:

Shaking-Up Influencer Marketing Domain With Exemplary Campaigns



Ishita Sharma
Founder

In recent years, the field of marketing has evolved very quickly, presenting a dynamic landscape featuring social media influencers. Expanding from traditional marketing sources that relied on mainstream celebrities, the domain, today, relies significantly on influencers resulting from the immense popularity they enjoy and the vast impact they can create for brands. However, this is a highly volatile and ever-changing domain that requires expertise of digital marketing strategies to augment impact and brand success. This is where Iyra Media comes into play. A prominent influencer marketing firm, Iyra leverages best marketing practices for designing and managing crowd-pulling influencer marketing campaigns.

Despite being young, Ishita Sharma, Founder has been actively involved in the field of marketing, resulting from a sheer interest in the craft and a passion for building an expertise in product marketing through social media. Acting on this passion, she found work as an intern in a social media firm, building rapport with content creators, who, impressed by her diligence and intuitive capability for the field, motivated her to

do talent management tasks for them, providing the opportunity to interact with brands and build an expertise in the stream.

Armed with knowledge and a strong network, she established Iyra to provide a comprehensive suite of services, primarily focused on influencer marketing, which largely focuses on pairing the right influencers with the right products and brands to ensure that each marketing initiative is a positive accomplishment. In one short year, the firm has gained experience of working with some of the biggest fashion, makeup, skincare, and lifestyle brands including Nykaa, Agaro, Hotstar Disney+, Vega, Kuku FM, Oziva, Power Gummies, Urban Company, and many more.

“We empower businesses with tools to identify influencers, create compelling campaigns, and measure success. Our platform nurtures meaningful connections, celebrates authenticity, and drives innovation in influencer marketing. We inspire, engage, and influence audiences, helping businesses thrive in the digital era. With ethical practices and genuine connections, we elevate influencer marketing standards, enabling brands to reach their target audience authentically and achieve their goals. Together, we make impactful collaborations the key to business success”, shares Ishita Sharma, Founder, Iyra Media.


Apart from influencer marketing, the firm offers extensive digital marketing services including SEO, web designing, social media marketing, and content marketing. Iyra’s expertise lies in driving product sales through campaigns designed through data-driven insights collected from assessments of demographic

analysis, engagement rates, and former campaign performance. Deriving key insights, the firm designs innovative, creative, and appealing campaign strategies to drive success, and in the process, foster long-term influencer-brand relationships.

Harnessing the Power of Technology

Iyra’s success in tailored influencer marketing results from technological tools like AI algorithms that make data analysis seamless and error-free. It extensively employs advanced technologies for predicting campaign performance, optimizing content strategies, and customizing influencer recommendations in addition to accurately predicting ROI. The firm also integrates influencer marketing with e-commerce platforms to simplify consumer purchase experiences while IRM platforms are leveraged for centralized dashboards that make management of the campaign seamless.

“From ideation to execution and tracking, our team handles every aspect, freeing you to focus on your core business. We believe in transparent and data-driven results. Through in-depth analytics and performance tracking, we provide regular reports and insights, giving you a clear understanding of your campaign’s effectiveness and ROI”, further shares Ishita.

With a zeal for driving brand excellence, enhancing visibility, and creating intriguing marketing campaigns that leave the audience spellbound, Iyra demonstrates the potential to achieve new heights of success in the industry in the coming years. 

IYRA MEDIA

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Heena Kousar
Assistant Editor

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