



Digital Marketing

PORTFOLIO

ROI Focused

Creative Strategies

100+ Campaigns

Client Overview

Website: kidforteschools.com

Industry: Preschool / Education

Goal:

Increase admissions, leads & brand visibility



Challenge

- Low online visibility
- No structured lead generation funnel
- Poor ad performance
- Weak social engagement

Strategy

SEO

Google Ads

Meta Ads

Social Media

SEO

- Local keyword optimization (“play school near me”)
- On-page SEO + technical fixes
- Content targeting parents

Google Ads

- Search campaigns for high-intent keywords
- Location-based targeting

Meta Ads

- Parent-focused creatives
- Lead form campaigns

Social Media

- Consistent branding & content
- Engagement-focused posts

Results (90 Days)

Leads/month: 25 - 110+

Cost per lead: ₹450 - ₹160

Website traffic: +180%

Conversion rate: 3.2% - 9.5%

Social engagement: +220%

Outcome

Built a consistent admission lead pipeline Strong local brand visibility achieved

Client Overview

Website: designhutinterior.com

Industry: Interior Design

Goal: Generate qualified lead

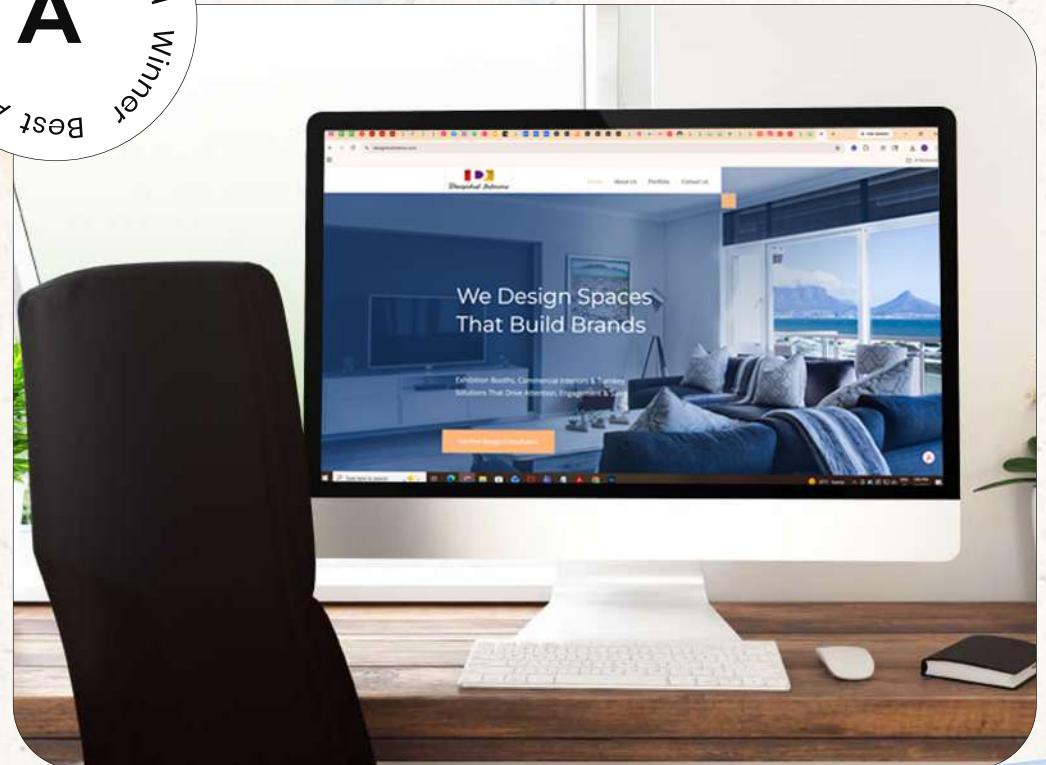
Challenge

- Expensive leads
- Poor ad targeting
- Low conversion rate

Strategy

Google Ads

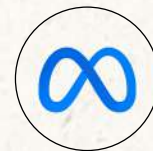
Meta Ads





Google Ads

- High-intent keyword targeting
- Landing page optimization



Meta Ads

- Visual creatives (before/after designs)
- Retargeting campaigns

Results (60 Days)



- 01 Leads/month: 18 - 75+
- 02 Cost per lead: ₹900 - ₹320
- 03 Conversion rate: 4% - 11%
- 04 Lead quality improved significantly

Outcome

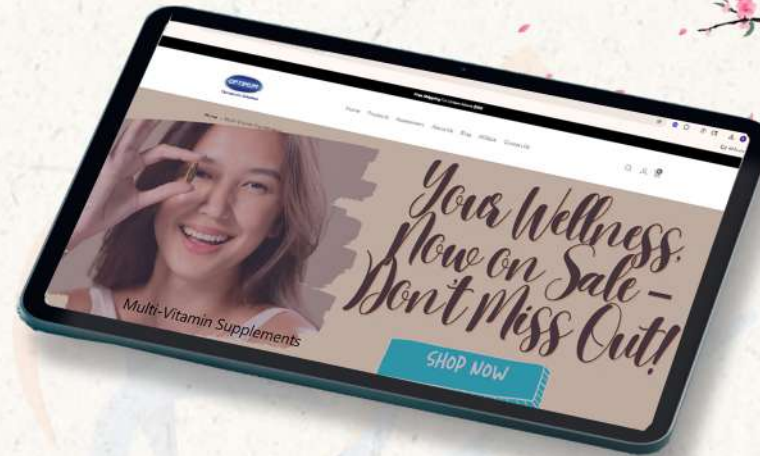
Built a *high-converting*
lead generation
System

Client Overview

Website: optimumtherapeuticsolutions.com

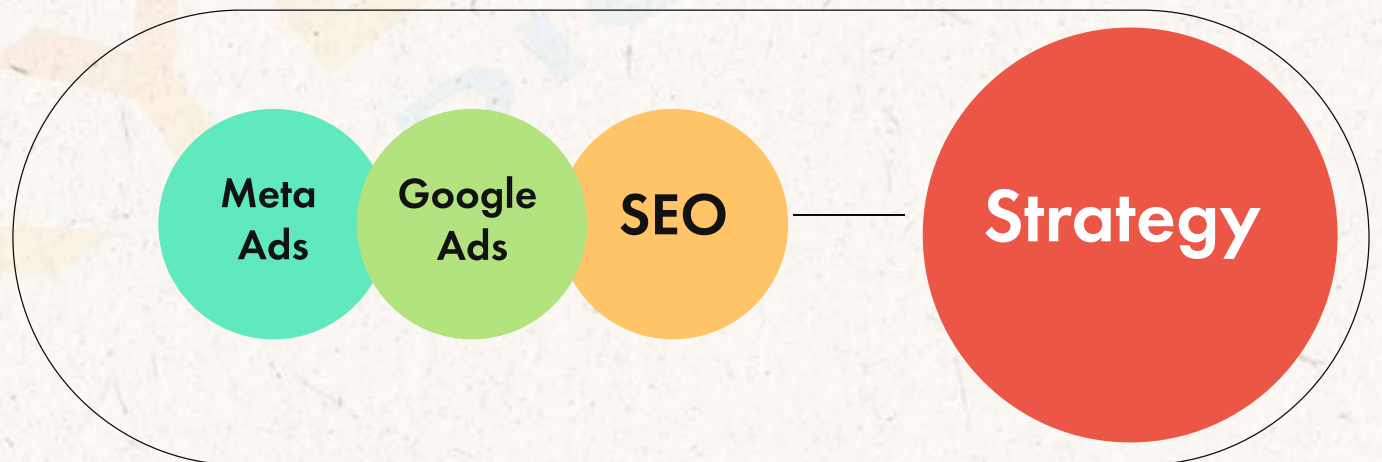
Industry: Healthcare / Therapy

Goal: Increase online sales + leads



Challenge

- Low online visibility
- No structured funnel
- Weak e-commerce sales



SEO

- Healthcare-focused keyword targeting
- On-page + blog optimization

Google Ads

- High-intent campaigns
- Conversion tracking setup

Social Media

- Awareness + engagement content

Amazon Marketing

- Product listing optimization
- Sponsored ads

Results (60 Days)

Revenue: 2.8X growth

Website traffic: +220%

Leads/month: 30 - 95+

Amazon sales: +180%

Conversion rate: 2.1% - 4.6%

Outcome

Built a **multi-channel**
revenue engine



Client Overview

Website: dororestaurant.com.au

Industry: Restaurant / Food

Goal: Increase online orders

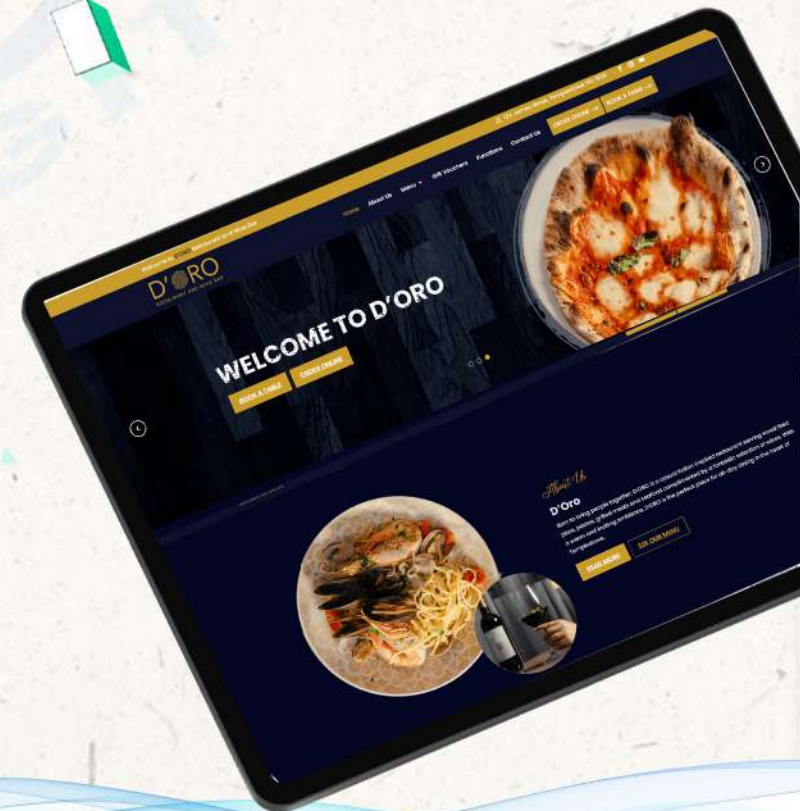
Challenge

- Low online orders
- Weak local visibility
- Poor ad performance

Strategy

Google Local Ads

Meta Ads



Google Local Ads


- Location-based targeting
- “Near me” keyword optimization

Meta Ads

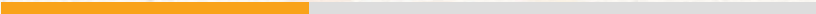
- Food creatives + offers
- Retargeting campaigns

Results (60 Days)


Online orders: 40 -140+/month



Cost per order: ↓ 38%



CTR: +65%



Repeat customers: +30%



Outcome

Increased a **local customer acquisition** + **repeat orders**



Client Overview

Website: solanarestaurant.com.au

Industry: Restaurant

Goal: Increase traffic + online orders

Challenge

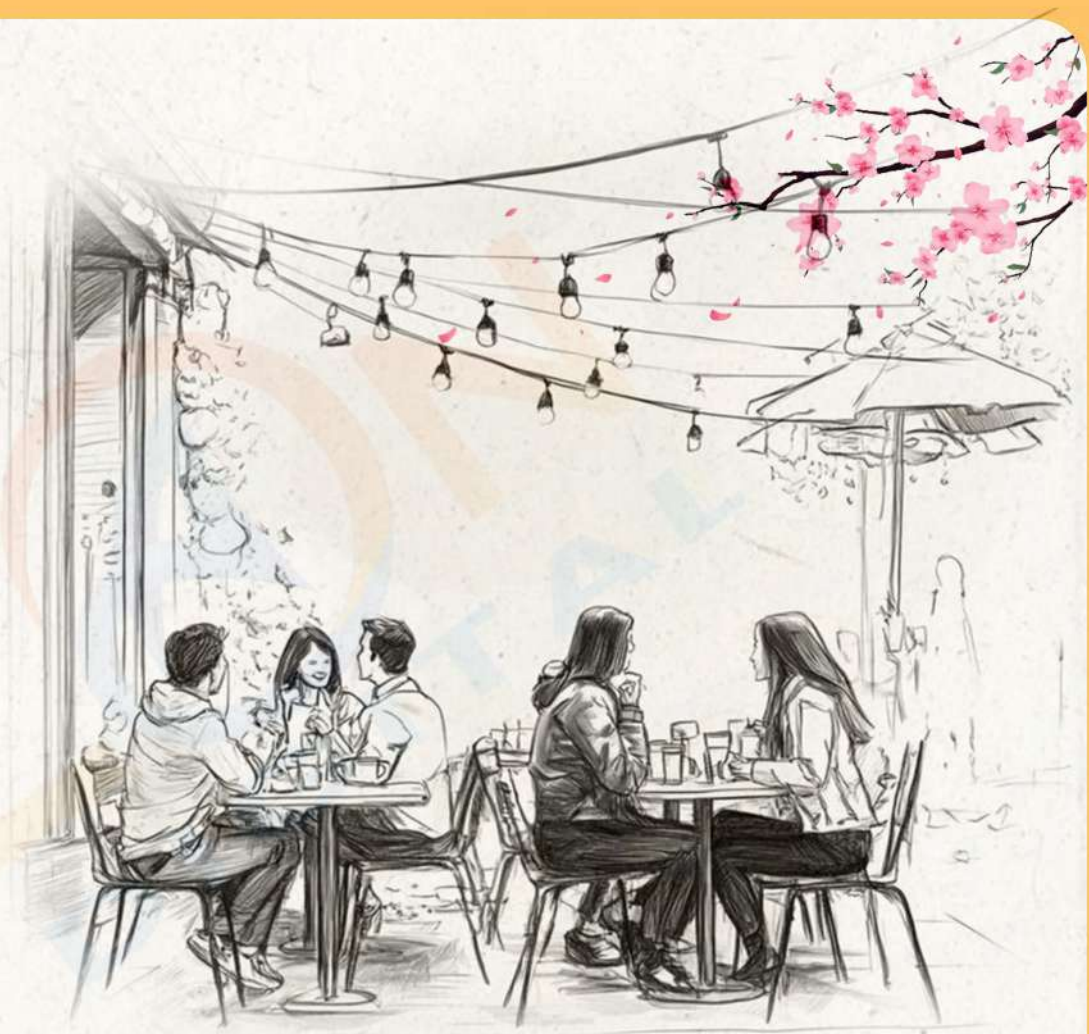
- Low organic traffic
- Weak local rankings
- Inconsistent orders

Strategy

SEO

Google Ads

Meta Ads



01

SEO

- Local SEO optimization
- Google Business profile improvement

02

Google Ads

- Search + local campaigns

03

Meta Ads

- Offer-based campaigns
- Retargeting

Results (90 Days)

- Organic traffic: **+170%**
- Local ranking: Page 3 → **Top 3**
- Online orders: **2.5X increase**
- Conversion rate: **3% → 8%**

Outcome

Built a **consistent online**
order system



Case Study

Money cages

Industry: Finance / Affiliate Marketing

Goal: Increase traffic and monetize through affiliate

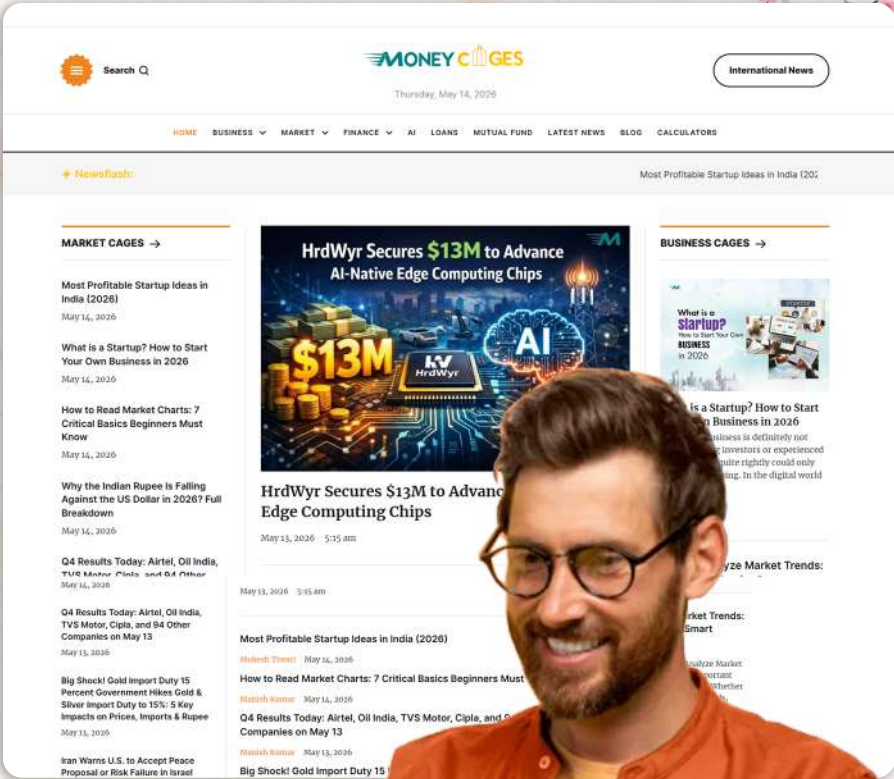
Challenge

- Low traffic
- No keyword strategy
- Weak monetization

Strategy

SEO

Content





Strategy

SEO



Keyword clustering



On-page optimization

Content



High-intent blog posts



Affiliate-focused content

RESULTS (90 DAYS)

RESULT

Leads/month:

500 → **2,800/m**

CTR:

2% → **5.2%**

Affiliate revenue:

\$40 → **\$420/m**

Keywords ranked

0 → **55+**



Outcome

Turned blog into

**REVENUE-GENERATING
ASSET**

Case Study Tech2.in

Industry: Tech Content

Goal: Increase organic visibility


TECH2





Challenges

- Poor rankings
- No structured SEO
- Low engagement


Strategy


 Technical SEO fixes


 Content optimization

 Internal linking

Results (90 Days)

 Traffic **800 → 3,200/m**

 Keywords ranked
20 → 120+

 Bounce rate reduced:
22%

Case Study

Delhi Bar Council



Industry : Legal / Organization

Goal : Improve visibility & inquiries



Challenges

- Not ranking locally
- Low inquiries

Strategy

- ✓ Local SEO optimization
- ✓ Google Business improvements
- ✓ On-page SEO

Results (60–90 Days)

-  Local ranking: **Page 3 → Top 5**
-  Traffic: **+150%**
-  Inquiries: **3x increase**

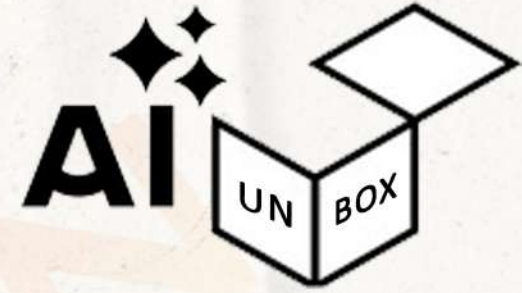


Outcome

Improved
local authority & visibility

Case Study

AI Unbox Hub



CLIENT OVERVIEW

Industry:


AI Tools / Tech


Goal :

Build traffic & authority



CHALLENGES

 New website

 No rankings

 No traffic





STRATEGY


- SEO content plan
- Keyword targeting
- Technical SEO



RESULTS (90 DAYS)

 Traffic: 0 → 1,500/m

 Keywords ranked
0 → 70+

 Engagement increased significantly



OUTCOME

Established as EMERGING AUTHORITY SITE



Case Study

Naukri Network



Industry
Jobs / Recruitment



Goal
Increase user registrations



Challenges

- Low sign-ups
- Poor funnel



Strategy

- ✓ Google Ads campaigns
- ✓ Landing page optimization
- ✓ Retargeting



Results (60 Days)



50 → 20/m
Registrations



Reduced 38%
Cost per lead

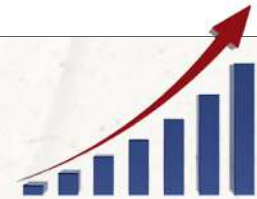


2.5% → 6.8%
Conversion rate



Outcome

Built scalable **user acquisition system**



Case Study

Envirum Nature



Client Overview

Industry: Environmental / Solar / GIS

Goal: Generate B2B leads



Challenges

- No structured lead funnel
- Low inquiries



Strategy

- Google Ads (B2B targeting)
- SEO optimization
- Landing page improvement

Results (90 Days)



Leads/month:
8 → 35+



Cost per lead
↓ 45%



Conversion rate:
2% → 7%



Outcome

Consistent B2B lead flow established

Case Study

Weight Loss Watcher



Client Overview

Industry: Health / Fitness **Goal:** Increase organic traffic



Challenges

- Low traffic
- No ranking keywords



Strategy

- Content SEO
- Keyword targeting
- On-page improvements



Outcome

Built strong SEO foundation

Results (90 Days)



Traffic:
300 → 1,900/m



Keywords ranked:
0 → 60+



Engagement improved significantly



24 CART

E-commerce Growth Case Study



CLIENT OVERVIEW

Client: 24Cart

Industry: E-commerce (General Products / Online Store)

Goal: Increase sales, improve ROI, and build scalable acquisition channels

⚠️ CHALLENGES

Before working with us, the client faced:

- ❌ Low website traffic
- ❌ No consistent paid acquisition strategy
- ❌ High cost per purchase
- ❌ Poor conversion rate
- ❌ No structured SEO foundation

RESULT:

Unpredictable sales & no scalability



STRATEGY IMPLEMENTED

We built a **multi-channel growth system** combining:



GOOGLE ADS (High Intent Sales)

- ✓ Search campaigns targeting buying keywords
- ✓ Shopping ads optimization
- ✓ Conversion tracking setup



META ADS (Scaling & Retargeting)

- ✓ Interest-based targeting
- ✓ Retargeting campaigns
- ✓ Creative testing (offers + visuals)



SEO (Long-Term Growth)

- ✓ On-page SEO optimization
- ✓ Keyword targeting strategy
- ✓ Blog/content creation
- ✓ Technical SEO fixes




CONVERSION OPTIMIZATION

- ✓ Improved landing pages
- ✓ Better product page structure
- ✓ Funnel optimization

RESULTS (WITHIN 90 DAYS)

OVERALL REVENUE GROWTH





 **3.2X**
increase in total sales

 Monthly revenue scaled
from **\$1,200** → **\$3,800+**

GOOGLE ADS PERFORMANCE

-  CTR: **+68%** improvement
-  Cost Per Purchase: Reduced by **42%**
-  Conversion Rate: Increased from **1.5%** → **3.4%**
-  ROAS: **2.1X** → **4.3X**



META ADS PERFORMANCE

-  Cost Per Purchase: Reduced by **35%**
-  CTR: **+55%** increase
-  Retargeting ROAS: **5X+**
-  Customer acquisition scaled consistently

SEO GROWTH

-  Organic Traffic: **+210%** increase
-  Keywords Ranked (Top 10): **0** → **35+** keywords
-  Monthly organic visits: **300** → **950+**

CONVERSION OPTIMIZATION IMPACT

-  Website Conversion Rate: **1.2%** → **3.1%**
-  Bounce Rate: Reduced by **28%**





KEY WINS

- ✓ Built **multi-channel** acquisition system
- ✓ Reduced dependency on single traffic source
- ✓ Achieved consistent and **scalable revenue growth**
- ✓ Improved overall marketing efficiency



KEY TAKEAWAY

Growth didn't come from ads alone.
It came from combining:

- ✓ Paid Ads (**Google + Meta**)
- ✓ SEO
- ✓ Conversion Optimization



FINAL RESULT



From unstable performance



predictable, scalable sales engine



Thankyou



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More Info

