



# DIGITAL MARKETING PROPOSAL

[www.witrex.co](http://www.witrex.co)

Company Profile



Awarded Emerging Digital Marketing Agency of the Year





**WITREX**  
DIGITAL MARKETING  
AGENCY

Push your business to  
a new horizon with our  
tried and tested digital  
marketing strategy.

# 100+ Clients Trusted Us



and many more since  
**2018**

# Client Testimonials



**Dibyanshu Tripathi**  
CEO & Co-Founder at Hexalog

As a young brand, building a strong digital identity was a key priority for us. Witrex stepped in as more than just an agency, they guided us through the process while truly understanding our vision. Over time, they've become an extension of our team, playing a meaningful role in shaping Hexalog's brand presence and growth.



**Rupesh Pandey**  
Marketing at ArtIndia

For a growing brand like ours, building a strong digital identity was something we couldn't afford to get wrong. Witrex brought the right clarity and consistency to the process, helping us shape it the right way. What stood out was their involvement beyond execution, they stayed invested, understood our vision, and contributed as true partners in our growth journey.



# Client Testimonials



**Shivbrata Bose**

**VP Sales & Marketing,  
Hans Infomatic**

What really sets Witrex apart is how dependable they are when it matters most. Whether it's a campaign, an event, or a big launch, the team shows up sharp, responsive, and fully in sync. Raghav and the team take the time to understand not just our business, but where we're headed, and that clarity shows in the quality and direction of everything they deliver.



**Bhanu Sinha**

**AVP at DataGalaxy**

There's a certain confidence that comes with working with Witrex. Even during high pressure moments, they stay responsive and in control. The team takes the time to truly get our goals, and that reflects in how smoothly everything comes together.





# Digital Marketing Proposal Agenda

Our tremendous experience in the web and mobile sphere will help you and your venture succeed fast and beat the competition to the dust.

## Table of Contents

---

1. Social Media Marketing
2. Website Designing
3. SEO
4. Branding
5. UI-UX
6. Lead Generation
7. 2D Animation
8. Video Shooting
9. Influencer Marketing

# Company Bio

Witrex is a digital marketing company in Pune that truly understands your needs. Our team consists of highly customer-focused, forward-thinking creative designers, brand strategists, storytellers, visualizers, and developers. We specialize in providing innovative solutions, leveraging cutting-edge technology tools, and conducting in-depth analysis to help you overcome challenges and stand out from the competition in your industry. Every day, we are committed to enhancing your brand's online presence, expanding reach and engagement with your target audience, and ultimately boosting your sales.



Empowering your business with

# REVENUE-FOCUSED DIGITAL ART





## Our Mission

Witrex is a top-of-the-line creative digital marketing agency in Pune, at Witrex, our mission is to empower businesses of all sizes through innovative digital marketing solutions that enhance brand presence and drive measurable ROI. We are committed to delivering value, fostering lasting partnerships, and guiding our clients toward long-term digital success with creative strategies and proven expertise.

# WHY YOUR BUSINESS NEEDS WITREX?

1

## Brand Growth & Awareness

Accelerate brand ascent in the digital realm, cultivating growth and widespread awareness through strategic digital marketing

2

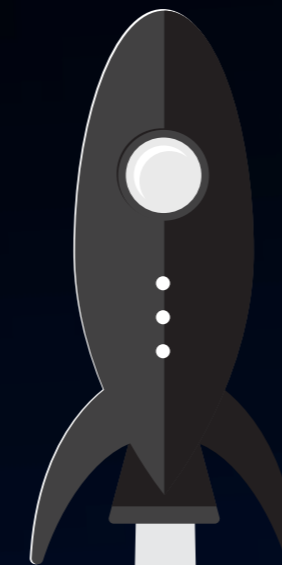
## Targeted Audience Reach

Tailor your message to specific demographics, ensuring your business connects with the right audience through precise targeting in digital marketing Remarkable ROI

3

## Remarkable ROI

Different digital marketing pillars give varying ROI levels. These remarkable ROI figures can be achieved with strategic execution.



4

## Measurable

Gain real-time insights into campaign performance, allowing businesses to measure success, adapt strategies, and optimize for tangible results in digital marketing

5

## Customer Engagement

Maximize user engagement through dynamic digital marketing, creating immersive experiences that captivate and resonate with your audience

6

## Cost-Effectiveness

Compared to traditional methods, digital marketing offers a more budget-friendly option, enabling businesses of all sizes to compete and thrive in the online space



# SOCIAL MEDIA MARKETING

Boost social media growth with the proven social media strategies that help you establish as an authority.

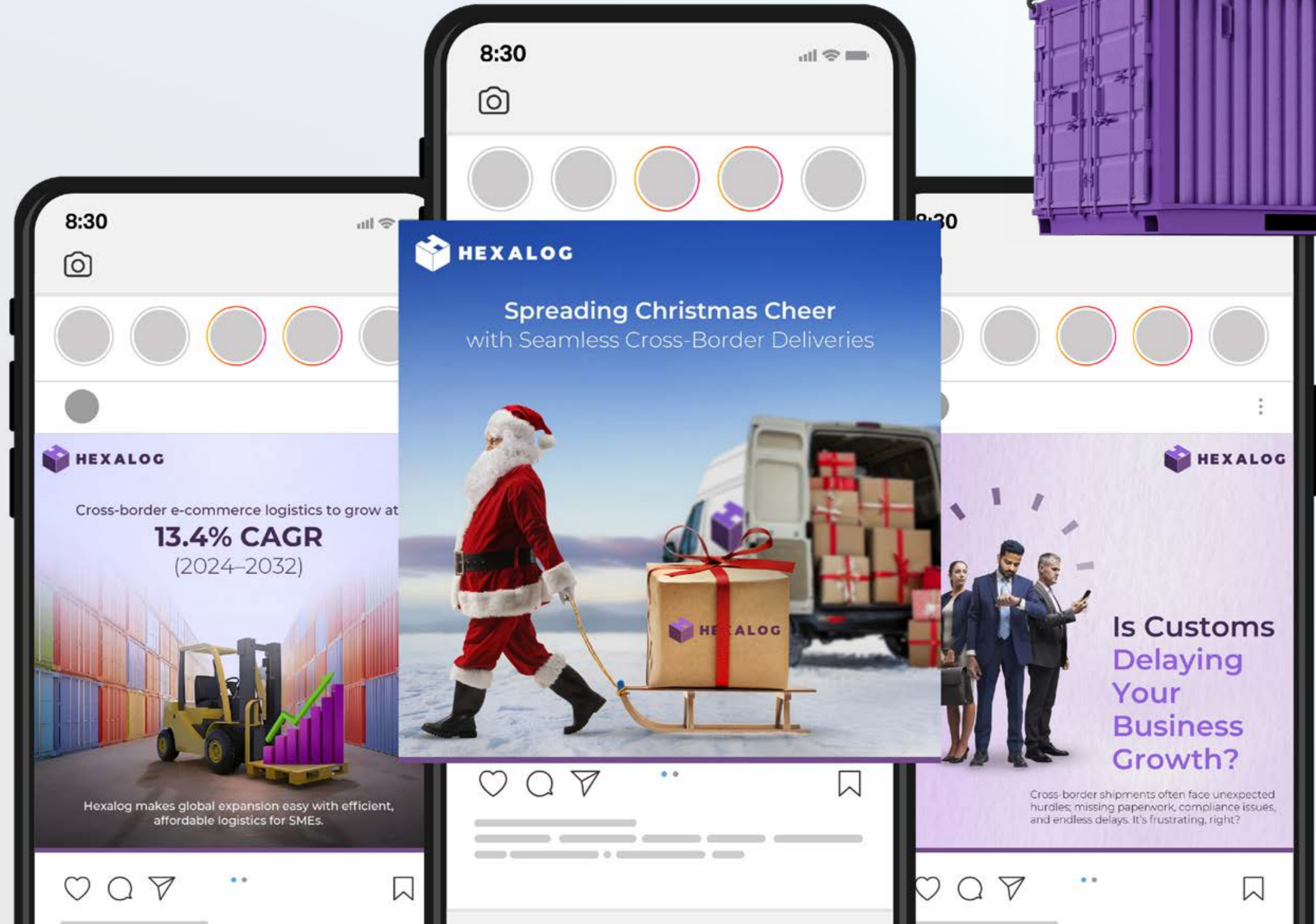
---

Planning | Strategizing | Creation | Execution | Evaluation

# SOCIAL MEDIA



Hexalog



# SOCIAL MEDIA



Hans Infomatic



# SOCIAL MEDIA



Data Galaxy

DATA GALAXY  
HOSTING TRUST

Don't Wait for a **Cyberattack** to **Test Your Backup**

Evaluate recovery readiness with DataGalaxy's enterprise backup trial

Start your free trial  
Talk to our experts at DataGalaxy

tushar@datagalaxy.in  
9820434361

we are proud partner with veeam

8:30

DATA GALAXY  
HOSTING TRUST

War Is Changing **Infrastructure**

Data systems are becoming targets

Cyber attacks surge during geopolitical conflicts

tushar@datagalaxy.in  
9820434361

we are proud partner with veeam

DATA GALAXY  
HOSTING TRUST

Is Your Backup Ready for **A Real Cyberattack?**

Test enterprise-grade backup protection with DataGalaxy's risk-free trial

Try DataGalaxy Backup

tushar@datagalaxy.in  
9820434361

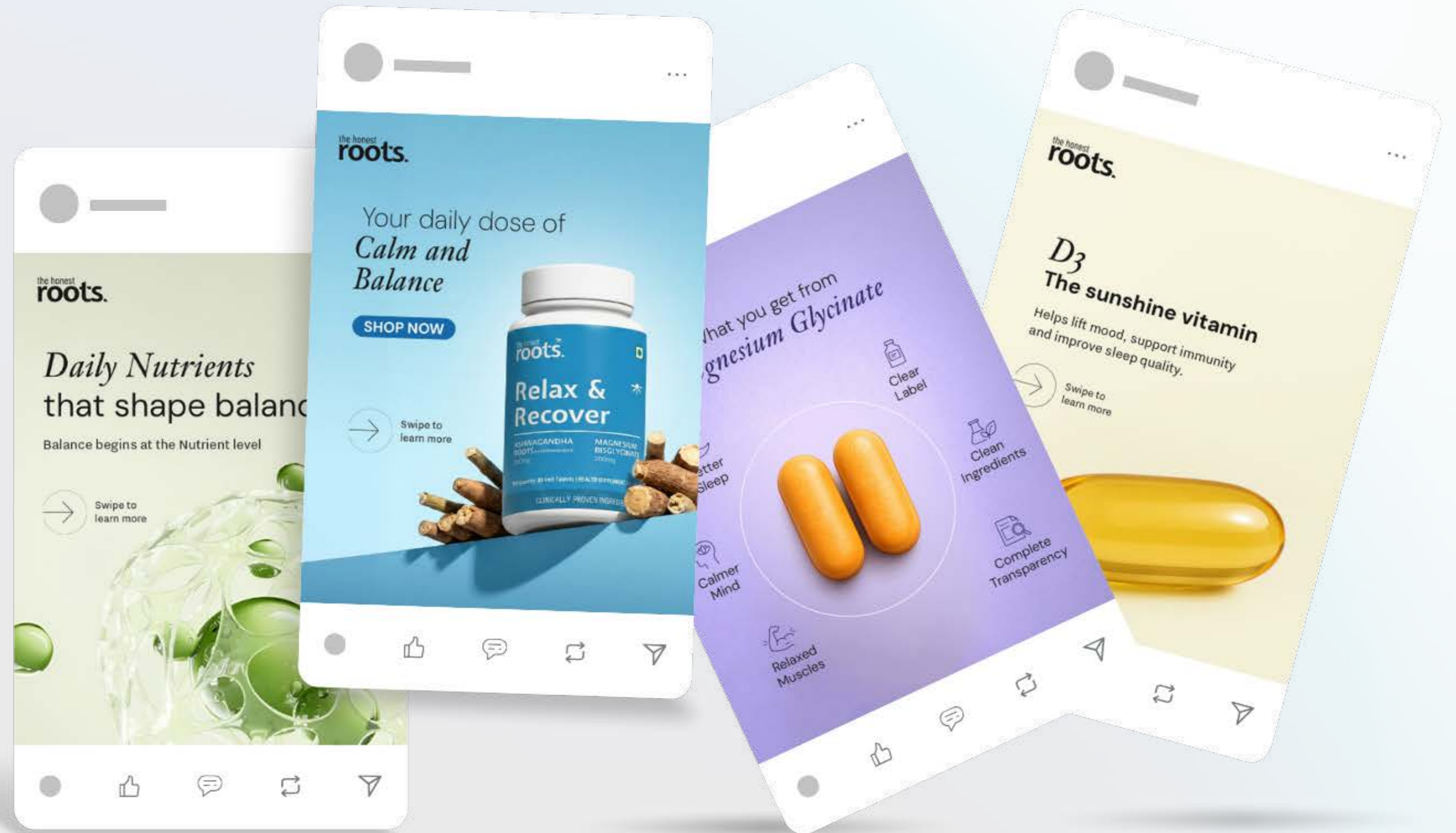
we are proud partner with veeam

HAPPY **MAHAVIR JAYANTI**

DATA GALAXY  
HOSTING TRUST

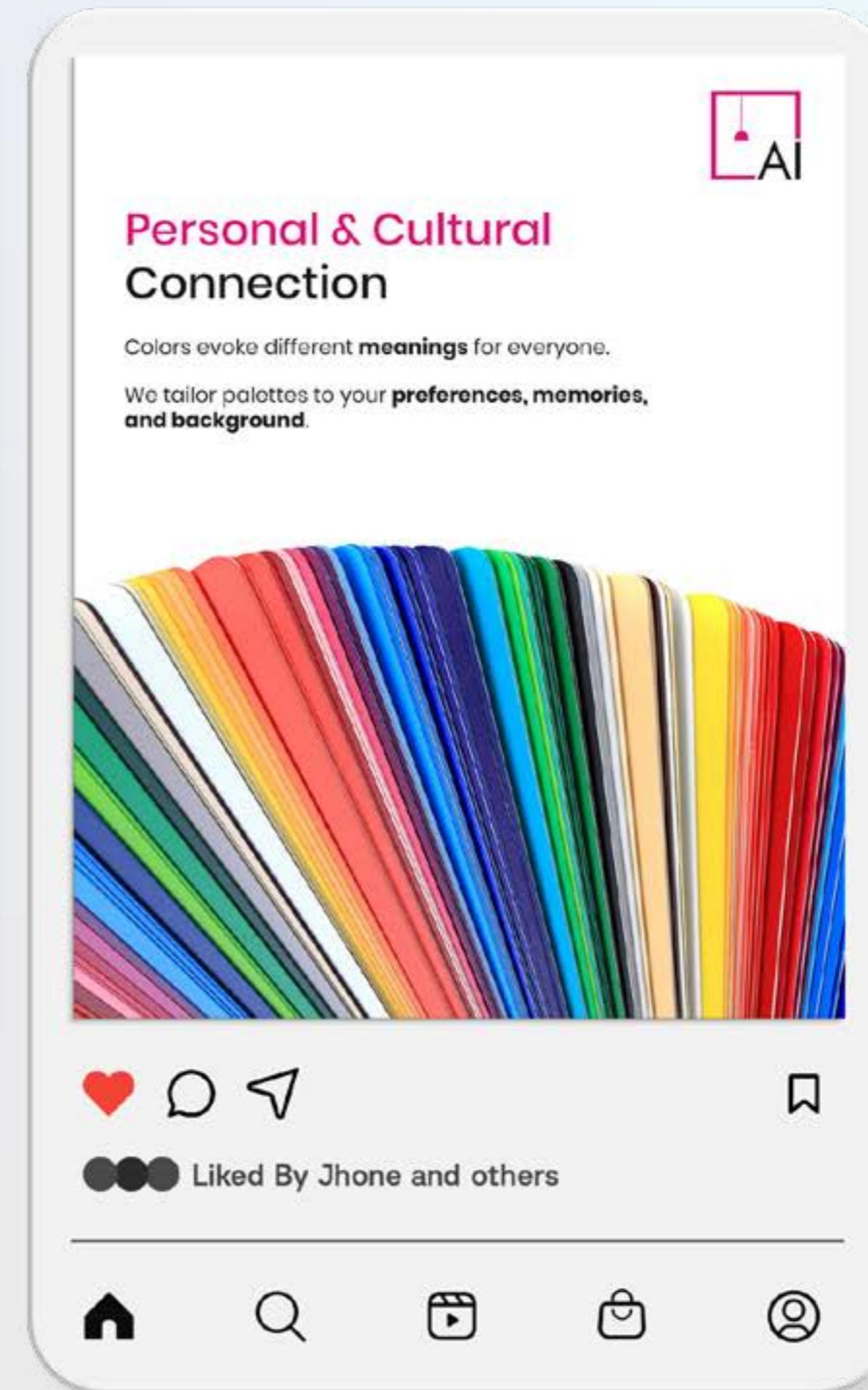
# SOCIAL MEDIA

the honest  
**roots.**



The Honest Roots

# SOCIAL MEDIA



Arcspirit Interiors

# SOCIAL MEDIA

Application UNI



with to  
**Universities Here!**

on UNI, your chances  
mission to prestigious  
got 100%!

ese acceptance rates  
ert assistance: [Swipe](#)

28 info@applicationuni.com  
76 www.applicationuni.com

oor, DLF Towers, Shivaji Marg, Moti Nagar, New Delhi 110015.  
d Road, Al Quoz 1, Dubai, United Arab Emirates

**Study Abroad**

Only a few miles to smiles.  
Take off to your dream destination  
for Bachelors & Masters Program in  
**Jan 2025** intake.

Our "Ivy League counsellors" will  
guide at every step of your journey

+91 98912 42028 info@applicationuni.com  
www.applicationuni.com

DSM 439, 4th Floor, DLF Towers, Shivaji Marg, Moti Nagar, New Delhi 110015.

8:30

APPLICATION UNI

**TOP 3 PROS OF STUDYING IN IRELAND?**

- Affordable Universities
- High Paying Jobs
- Post Study Work Visa

Get ready for Bachelors and Masters  
Program in **Jan 2025** intake

[Book a Free Consultation Today](#)

+91 98912 42028 info@applicationuni.com  
www.applicationuni.com

DSM 439, 4th Floor, DLF Towers, Shivaji Marg, Moti Nagar, New Delhi 110015.

**STUDY**  
USA | UK | Aus

AVAIL IMMEDIATE OFFER  
FOR JAN 2025 INTAKE

[Avail Full Scholarship](#)

[Book a Free Consultation](#)  
for Expert Guidance

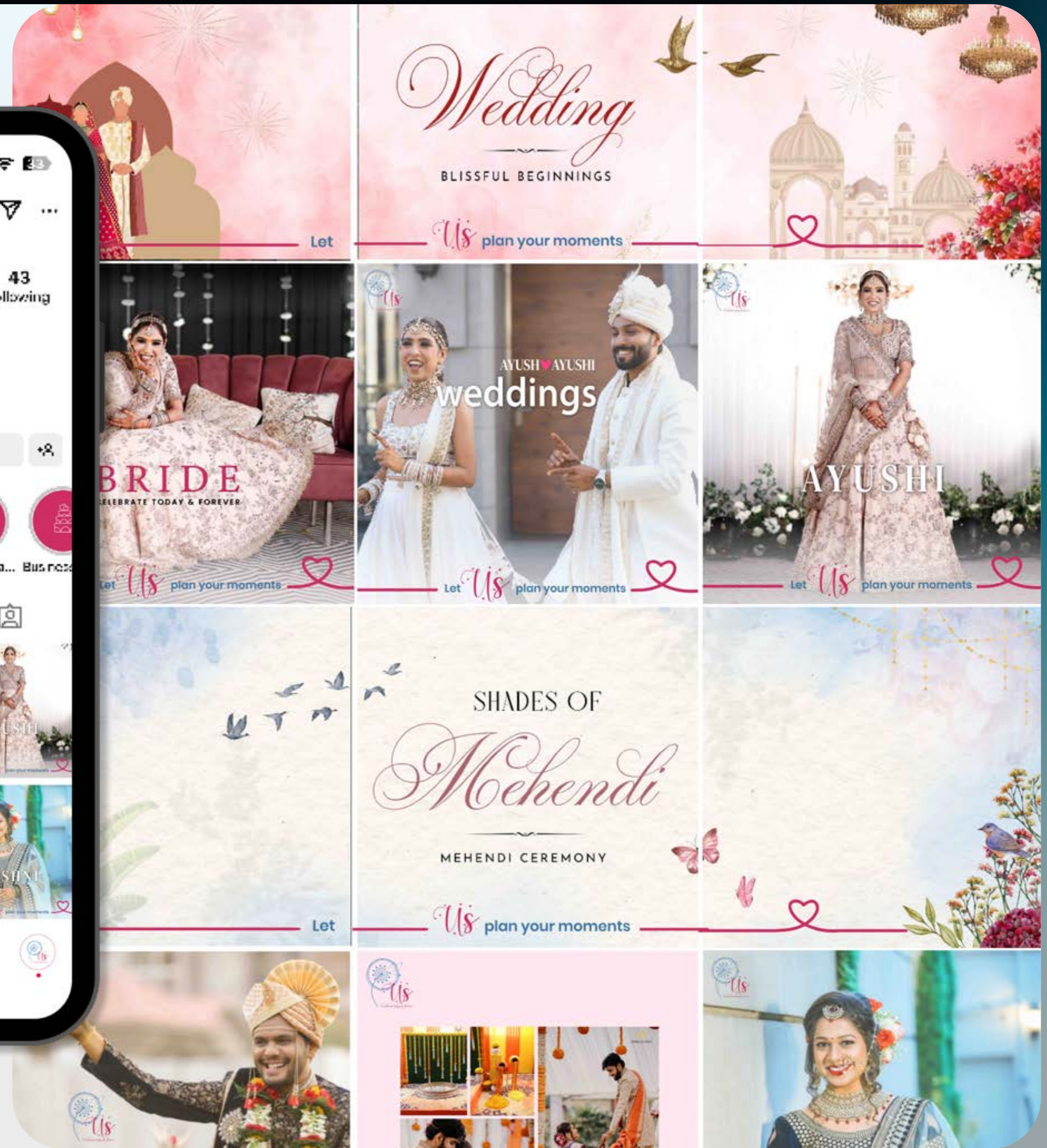
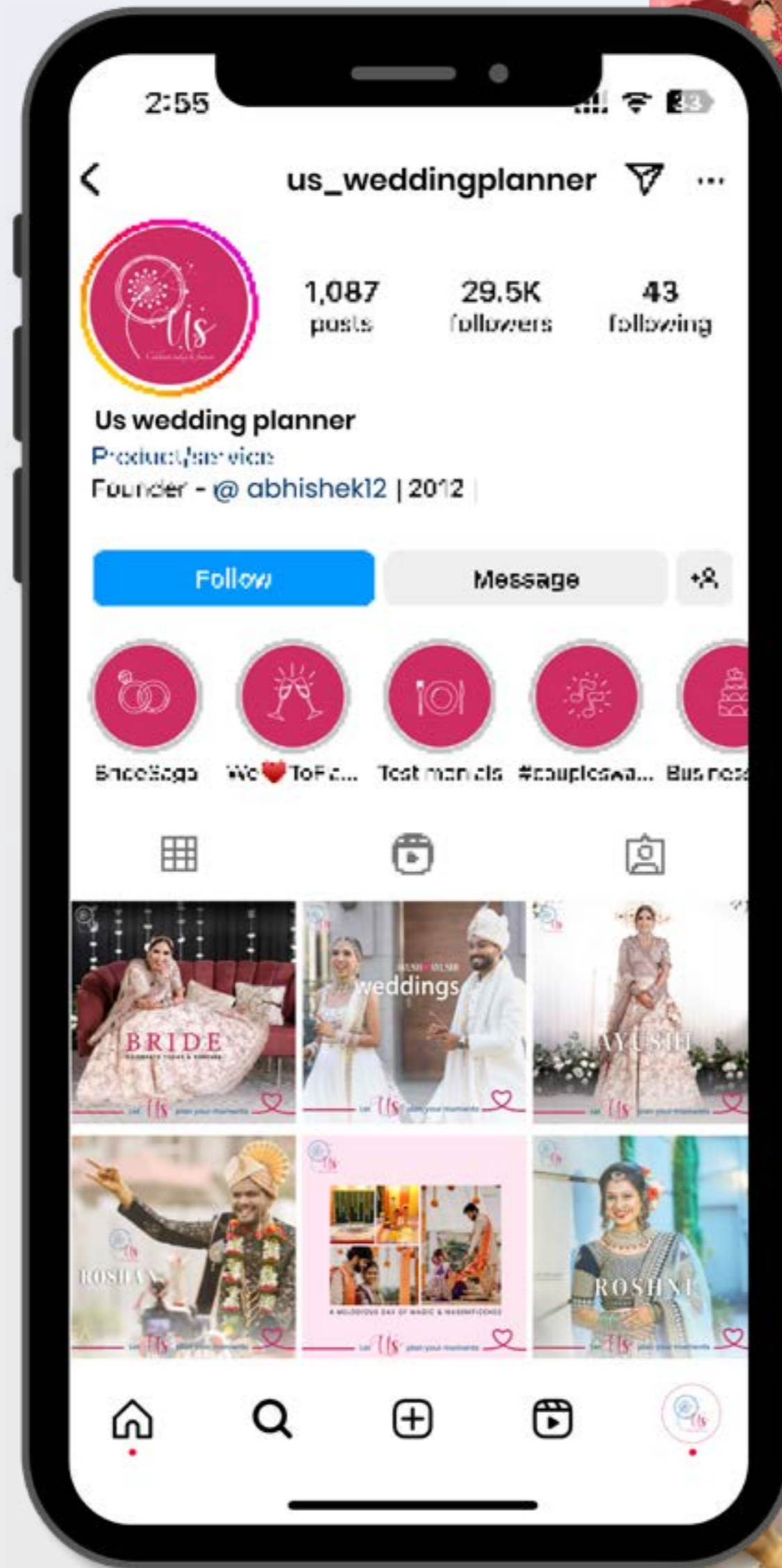
+91 9891 24 2028 info@applicationuni.com  
+91 9496 55 2576 www.applicationuni.com

DSM 439, 4th Floor, DLF Towers, Shivaji Marg, Moti Nagar, New Delhi 110015.  
461 Sheikh Zayed Road, Al Quoz 1, Dubai, United Arab Emirates

# SOCIAL MEDIA



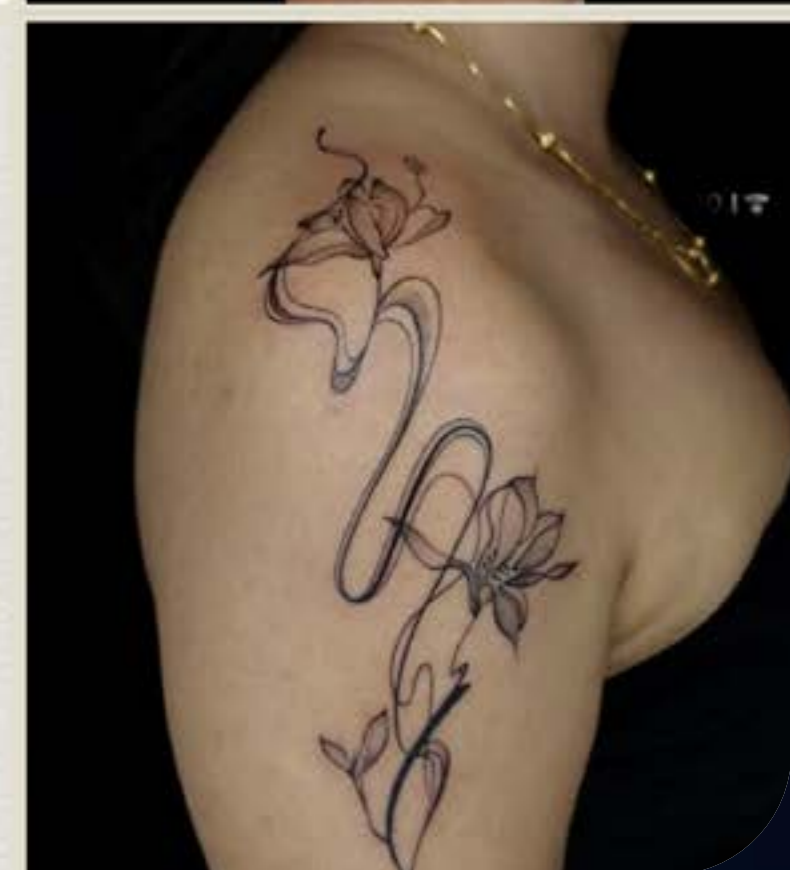
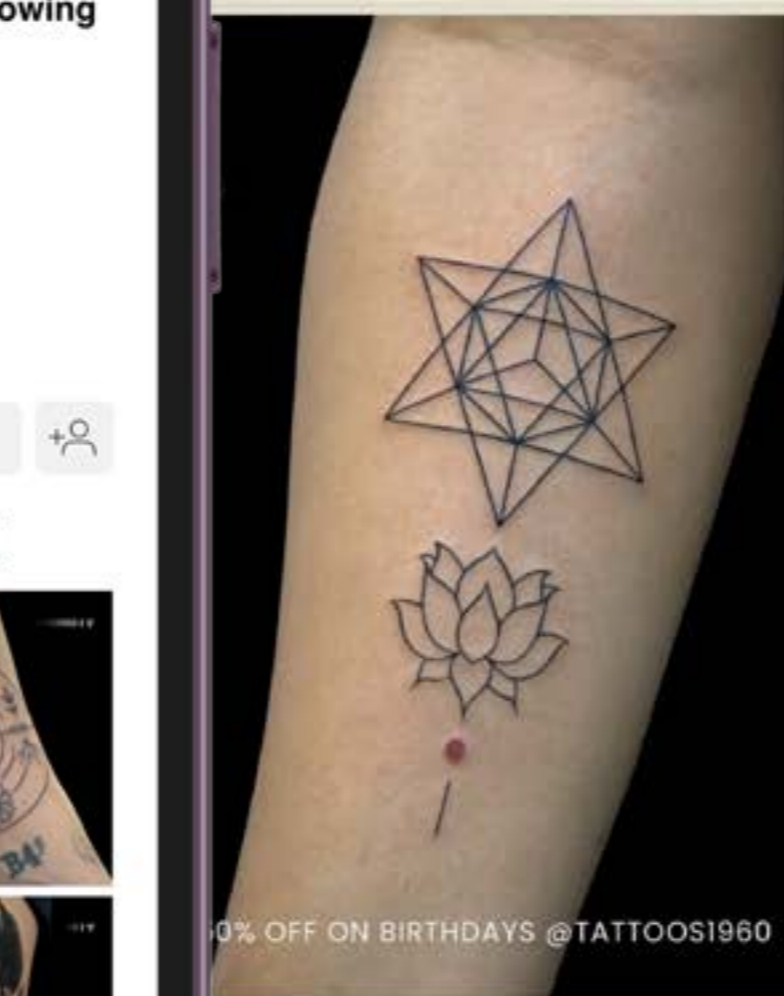
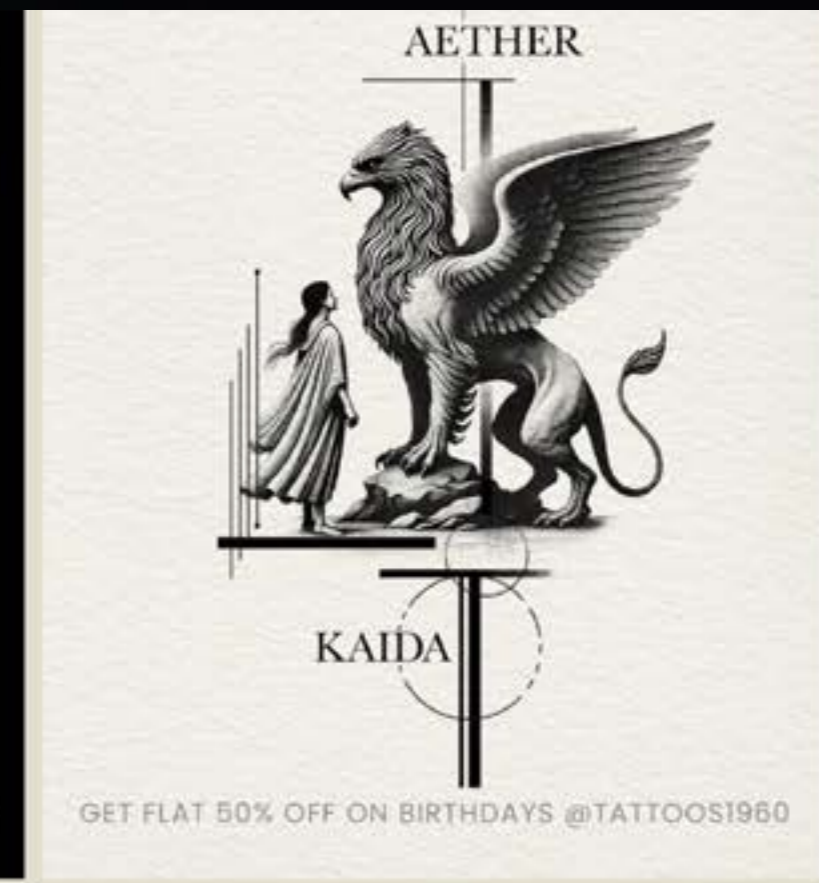
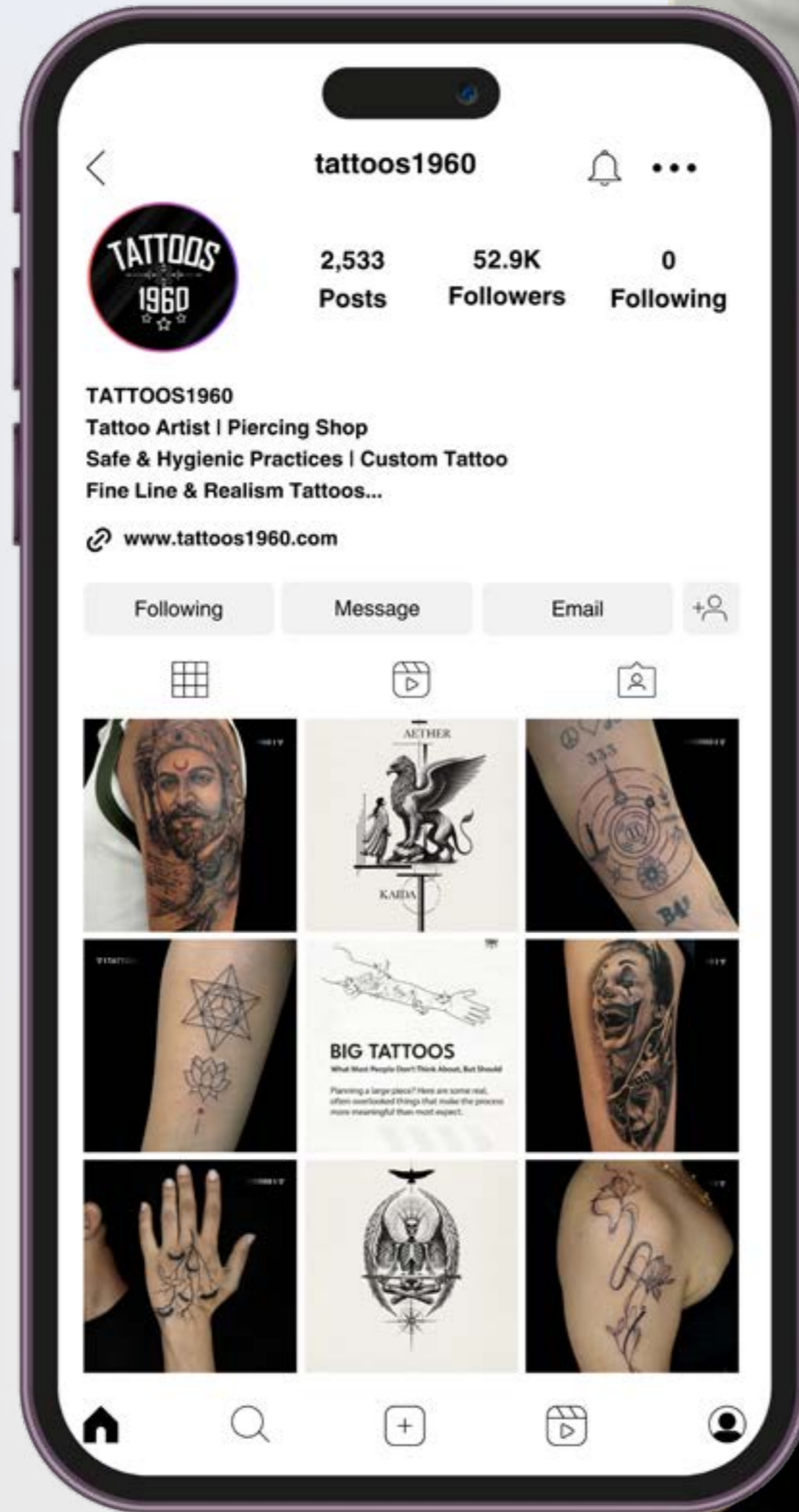
US Wedding Planner



# SOCIAL MEDIA



Tattoos1960



# SOCIAL MEDIA



VFV



# SOCIAL MEDIA



Fly Bay Holidays



“

# PERSONAL BRANDING

Position yourself as an authority by building a strong personal brand that boosts visibility, trust, and business opportunities.

---

Discovery | Positioning | Content Creation | Amplification | Impact Measurement

# Why Personal Branding Matters in B2B

## Human Connection Over Logos

People don't connect with logos. They connect with humans. Trust drives buying decisions, especially in B2B.

## Personal Influence Over Corporate Voice

In 2025, people don't follow brands. They follow builders. Lead with your voice, not just your logo.

## Vision and Conviction

**You're not just selling a solution. You're selling vision, conviction, and belief – and that comes best from the founder's voice.**

**Buyers Want to Know:**

— Who's building this?

— Do they understand my problem?

— Are they worth betting on?

## Authority and Credibility

Your company page can educate, but your personal profile builds credibility, authority, and relatability – that's what converts.



**When a founder shows up:**

— The brand feels more real

— The message is more authentic

— The trust is more immediate

## Founder's LinkedIn Growth



**Divyanshu Tripathi**

Establishing Thought Leadership

### **About Divyanshu Tripathi**

Divyanshu Tripathi is the Co-Founder and CEO of Hexalog, spearheading the company's strategic growth and operations. He is passionate about transforming global supply chain solutions.

**32.65%**

Follower Growth

**480.85%**

Increase in Impressions

## Problem Statement

- Despite a LinkedIn presence, engagement and visibility were low.
- Inconsistent content sharing led to missed opportunities to build thought leadership.

## Key Strategies

- **Thought Leadership Content:** Published insights on logistics and industry trends to position as a subject matter expert.
- **Engagement:** Actively participated in conversations to foster relationships.
- **Content Consistency:** Maintained regular posting to keep his audience informed.

## Key Results

**32.65%**

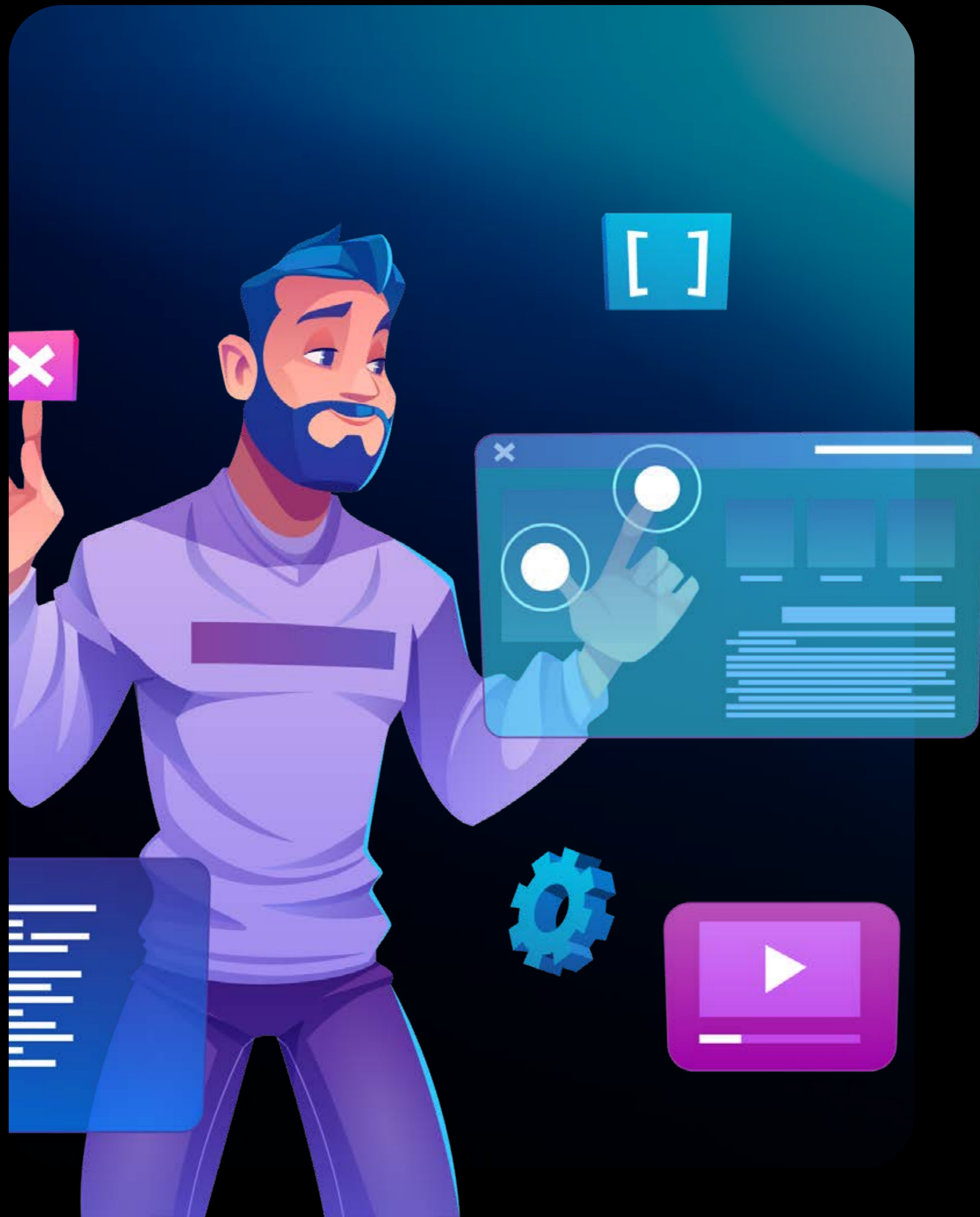
### Followers Growth

Followers grew by showcasing consistent growth in his professional network.

**480.85%**

### Impressions Surged

Reflecting a massive increase in content reach and engagement.



“

# WEBSITE DESIGNING

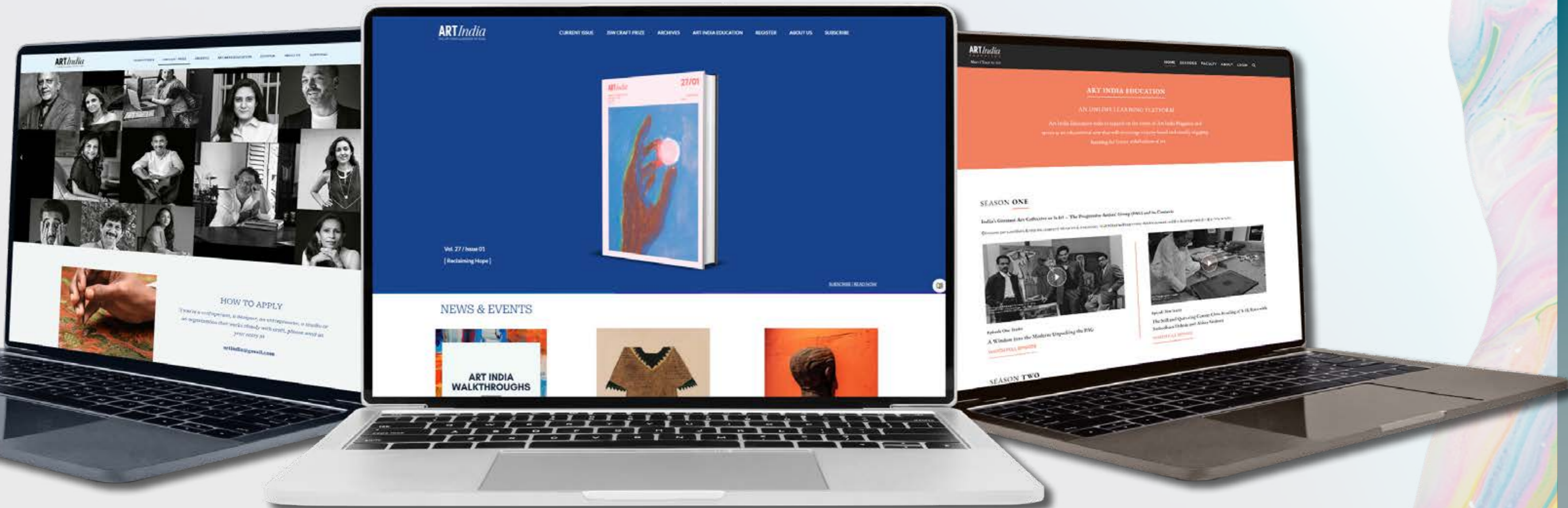
Leverage your business online by having a website for your business with proper web design and development.

● ● ● ● ●  
Planning | Design | Development | Testing | Launch

# WEBSITE DESIGNING

**ART** *India*  
THE ART NEWS MAGAZINE OF INDIA

by **JSW**



Art India

# WEBSITE DESIGNING



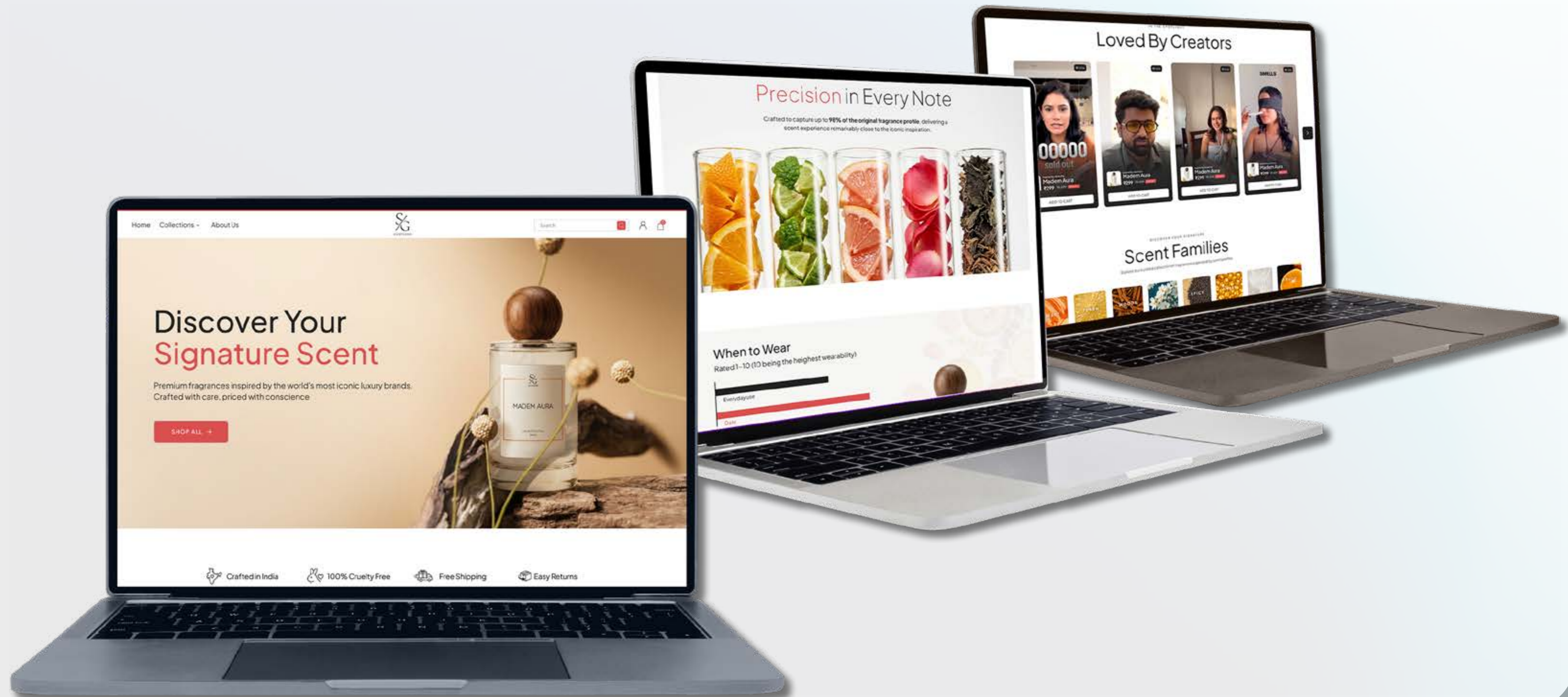
Malhar Packaging Industries

# WEBSITE DESIGNING



SCENTGENIE

Scent Genie





“

# SEARCH ENGINE OPTIMIZATION

Rank anything you want on search engines, driving organic traffic and enhancing online visibility.

---

Keyword Research | Optimization | Monitoring | Analysis

# SEO/ PROPOSAL – WITREX

Need a jump in your rankings and sales conversions – you need our magic right now

---

This SEO proposal presents the culmination of thorough keyword research, analysis of industry-specific SEO trends, and bespoke strategies crafted by WITREX to meet your unique business needs. Our comprehensive SEO solution is designed to elevate your website's visibility across major search engines, ensuring you rank higher for relevant keywords and attract quality organic traffic that drives conversions.

At WITREX, we understand that SEO is not just about getting traffic—it's about getting the right traffic that translates into measurable business growth. Our approach goes beyond the basics of search engine optimization; we focus on a deep understanding of your target audience and competitive landscape, allowing us to design strategies that place you ahead of your competitors.



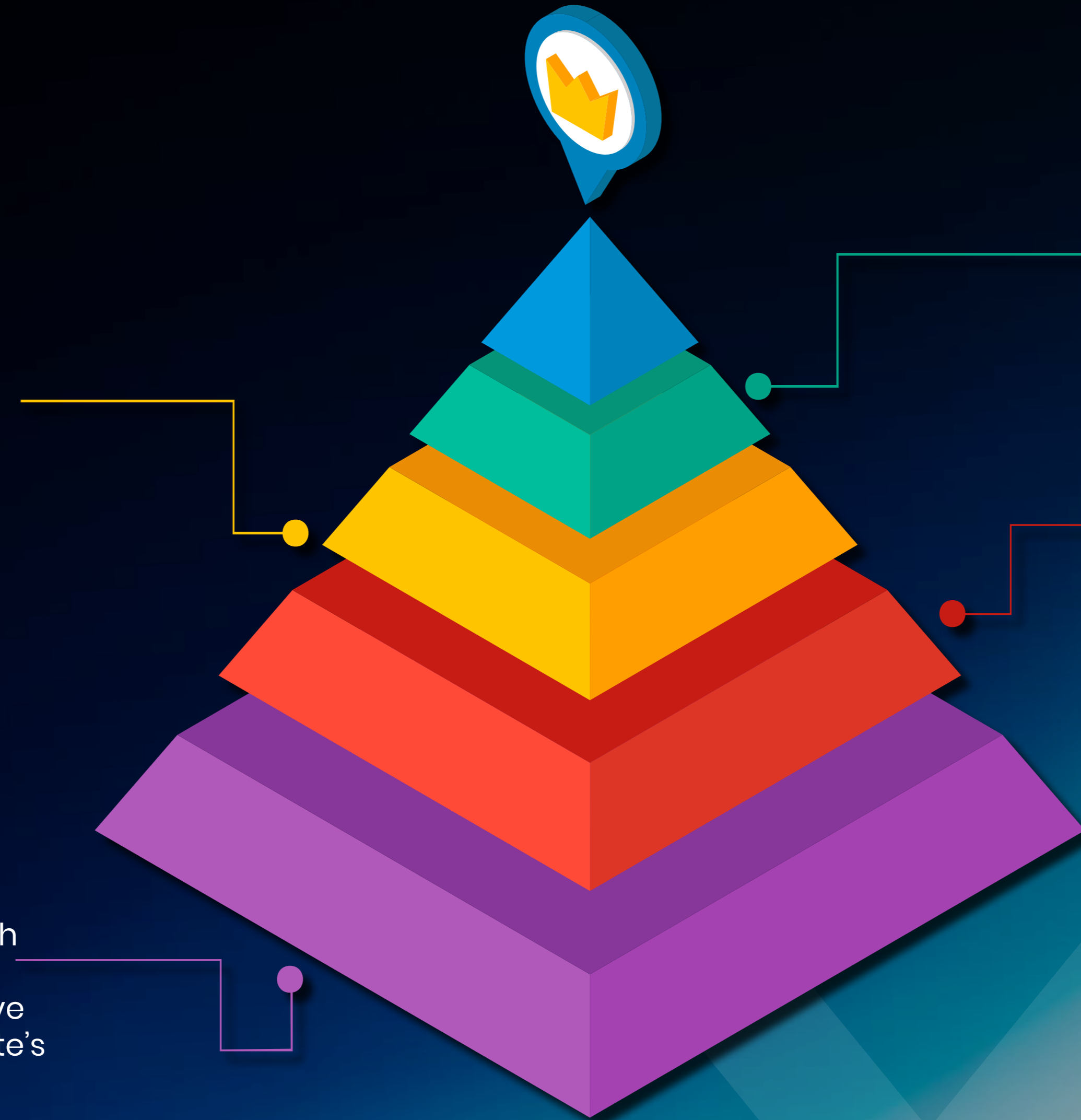
# SCOPE & DELIVERABLES

## 1 KEYWORD RESEARCH / ANALYSIS

We conduct comprehensive keyword research each month to identify high-impact keywords, driving targeted traffic and boosting your website's visibility.

## 2 LINK BUILDING

In SEO, link building is a critical ranking factor, and we approach it with precision and care to ensure high-quality, authoritative backlinks that boost your website's credibility and rankings.



## 3 TECHNICAL SEO

With cutting-edge technical expertise, we can optimize your website to improve its ranking potential for relevant keywords, ensuring better search engine performance.

## 4 SEO AUDIT REPORTS

# RANKING TIMELINE

## Implementation

We will begin by implementing all essential SEO strategies for your website. This includes on-page optimization and starting the off-page SEO process.

1st Month

2nd Month

## Link Building

We will initiate a crucial phase of link building and focus on building your brand's SEO presence. Some keywords may start ranking this month.

## Low Competition Keyword Ranking

From this month, we'll begin seeing results with targeted low-competition keywords starting to rank on the first page.

3rd Month

4th Month

## Results

By the fourth month, mid-competition keywords will begin to rank, providing a solid foundation for further growth.

## Focus on high competition keyword

We'll shift focus to high-competition keywords, ensuring more visibility and traffic for competitive terms.

5th Month

6th Month

## Final Results

Expect final results as high-competition keywords continue to rank higher, driving significant traffic and visibility.



“

# BRANDING

Reach out to many people out there online by strategic brand marketing that establishes you as a brand and authority with our digital marketing services.

Brand Building | Branding Strategy  
Logo Designing | Stationary | Company Profiles

---

Discovery | Strategy | Development | Management | Evaluation

# BRANDING



**ExtoPay**  
The Last Mile Solution For Digitizing Cash  
Los Angeles California | Jan 2025

**The ExtoPay Solution**  
Bridging the Gap

ExtoPay, a low-cost, open-loop payment platform designed to overcome the barriers faced by Central America.

**Key Features**

- 1. Multi-form Wallets:** Accessible to users with or without mobile devices or connectivity.
- 2. Merchant POS Terminals:** Equipped with biometric and identity verification for secure transactions.
- 3. Agency Model:** Merchants act as onboarding agents and money agents for cash-in/out services.
- 4. Open Loop Ecosystem:** Supports an alliance of banks, brands, and retailers to ensure ubiquity and prevent data monopolies.
- 5. No Transaction Fees for P2P and Person-to-Merchant Payments:** Lowers adoption barriers for small merchants.

Together, these solutions create a transformative opportunity to digitize economies, drive financial inclusion, and unlock revenue streams.

**The Problem**  
Key Barriers to Adoption

Merchant Resistance  
Fear of excessive taxation, reliance on informal networks, and limited awareness.

Despite so many opportunities, 43% of limited adoption of card payments (25% [Inter-American Development Bank]).

| Country     | Percentage of adults aged 15 and above with bank accounts in Central American countries |
|-------------|-----------------------------------------------------------------------------------------|
| Guatemala   | 37.0%                                                                                   |
| El Salvador | 35.9%                                                                                   |
| Costa Rica  | 68.5%                                                                                   |

ExtoLab (ExtoPay)

# BRANDING



Hexalog

# BRANDING



Hans Infomatic



# UI/UX DESIGNING

Crafting intuitive and visually appealing interfaces while ensuring seamless and engaging user experiences. It focuses on understanding user needs, optimizing usability, and creating designs that drive satisfaction and interaction effectively.

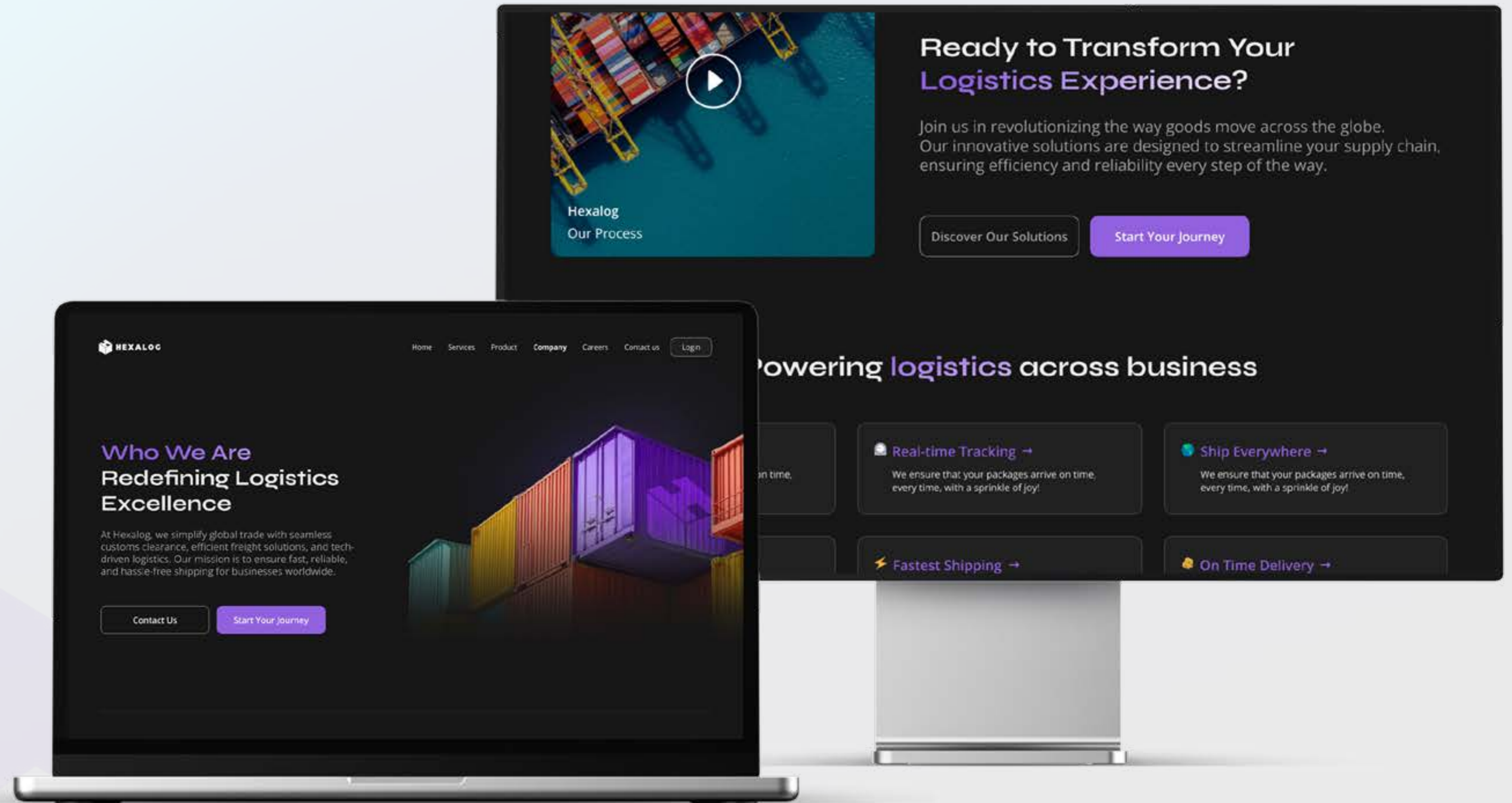
**UX Design | UI Design | Research**

---

**Planning | Information Architecture | Design | Testing | Launch and Maintenance**

# UI/UX

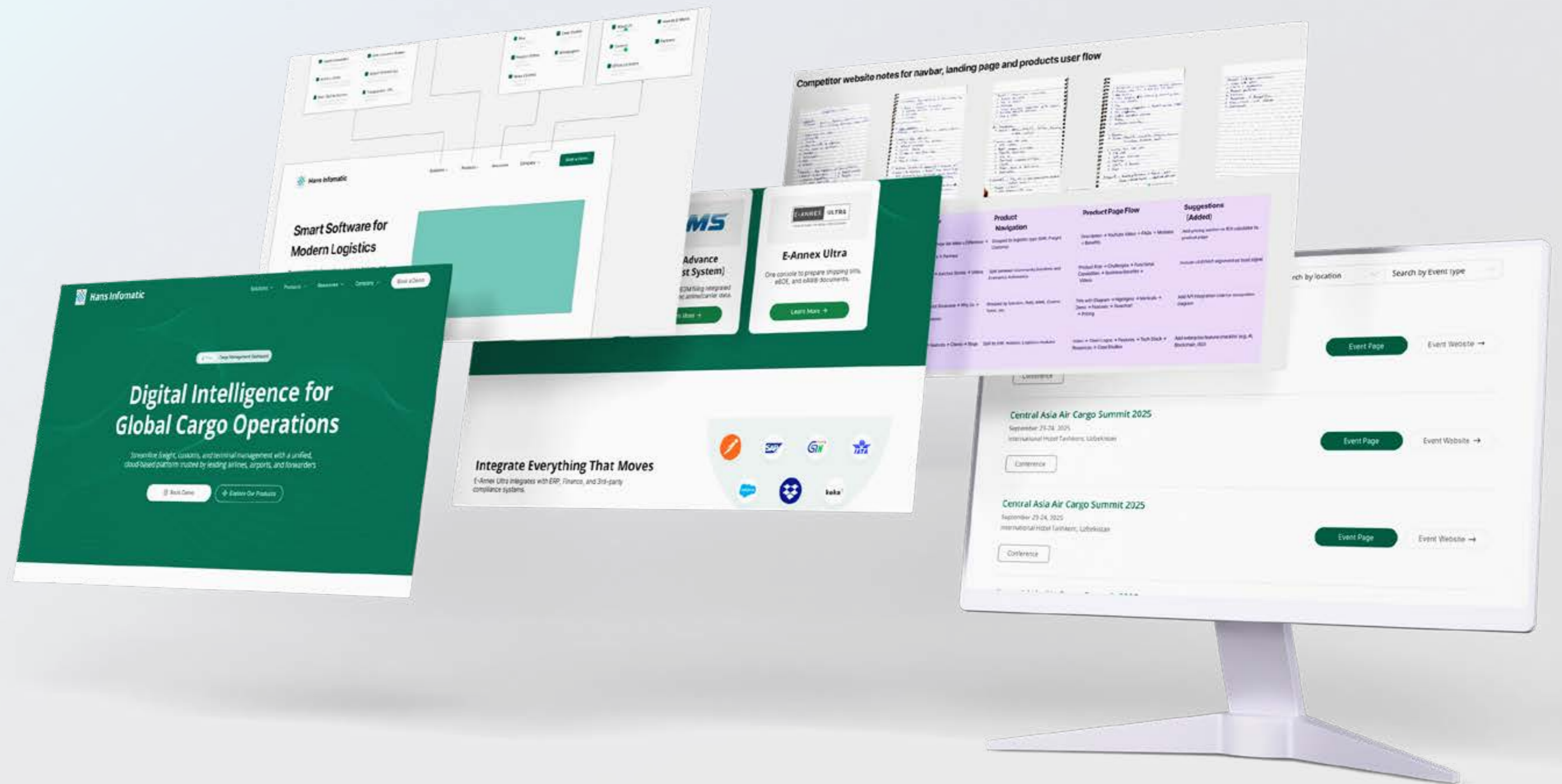
## Website Design



Hexalog

# UI/UX

## Website Design



Hans Infomatic

# UI/UX

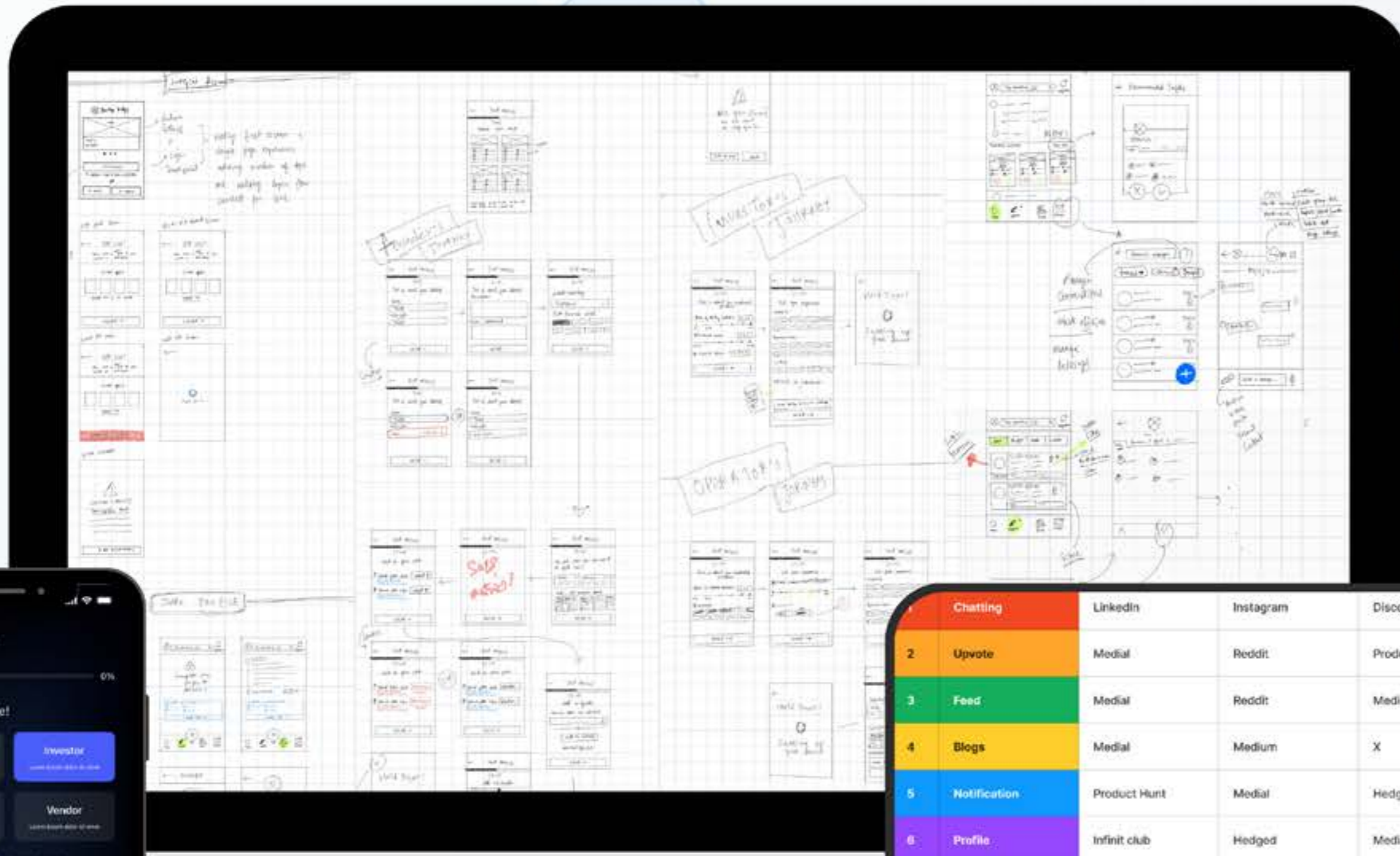
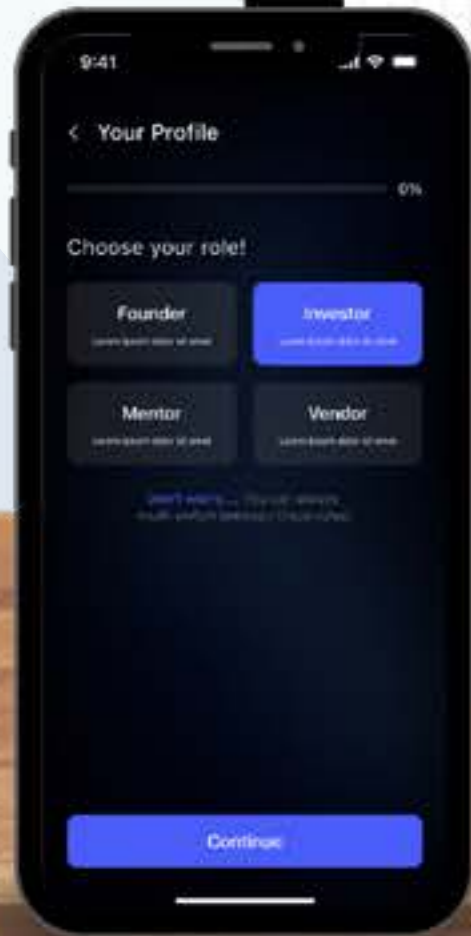
Application Design

# Herolinks

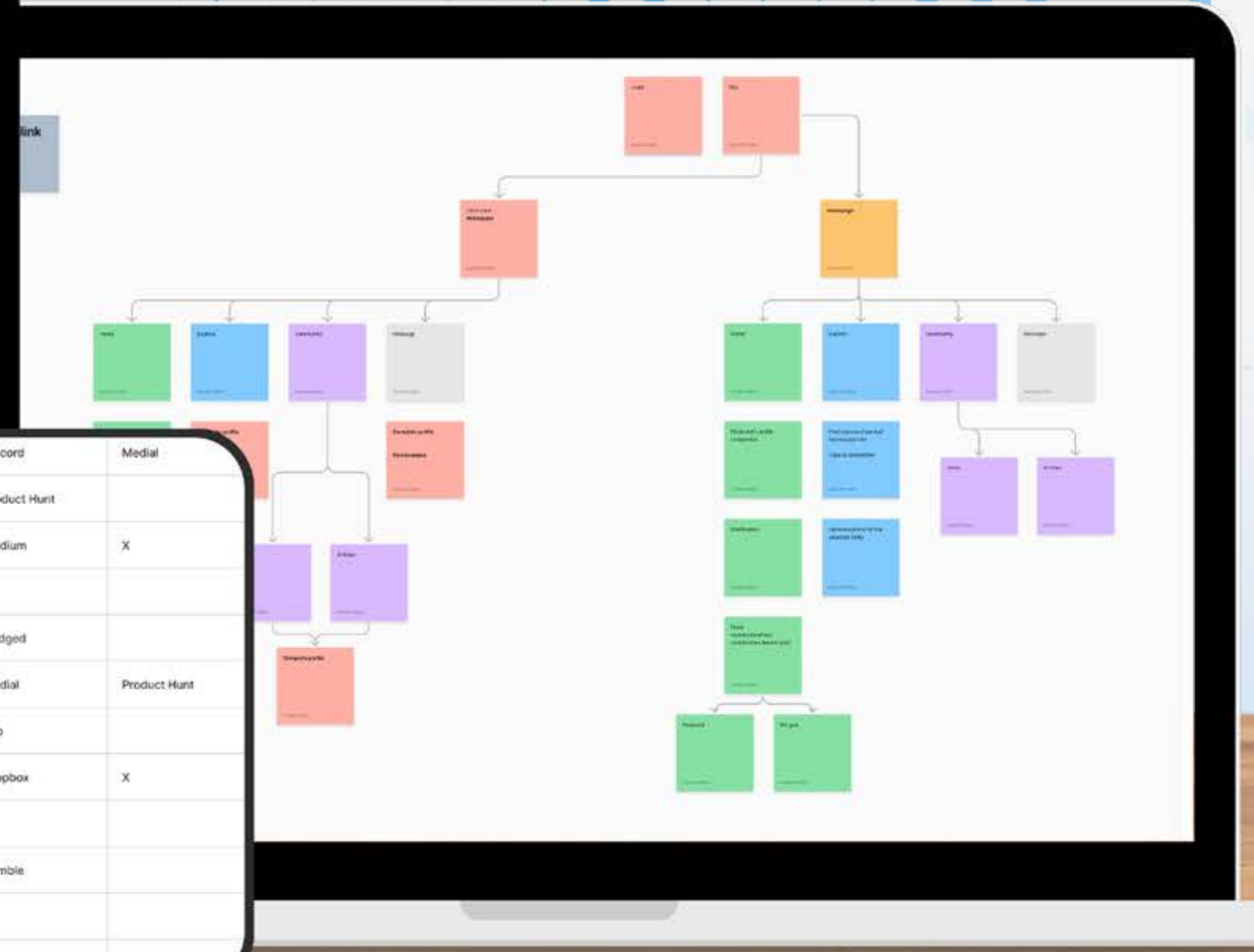
Herolinks



# Herolinks

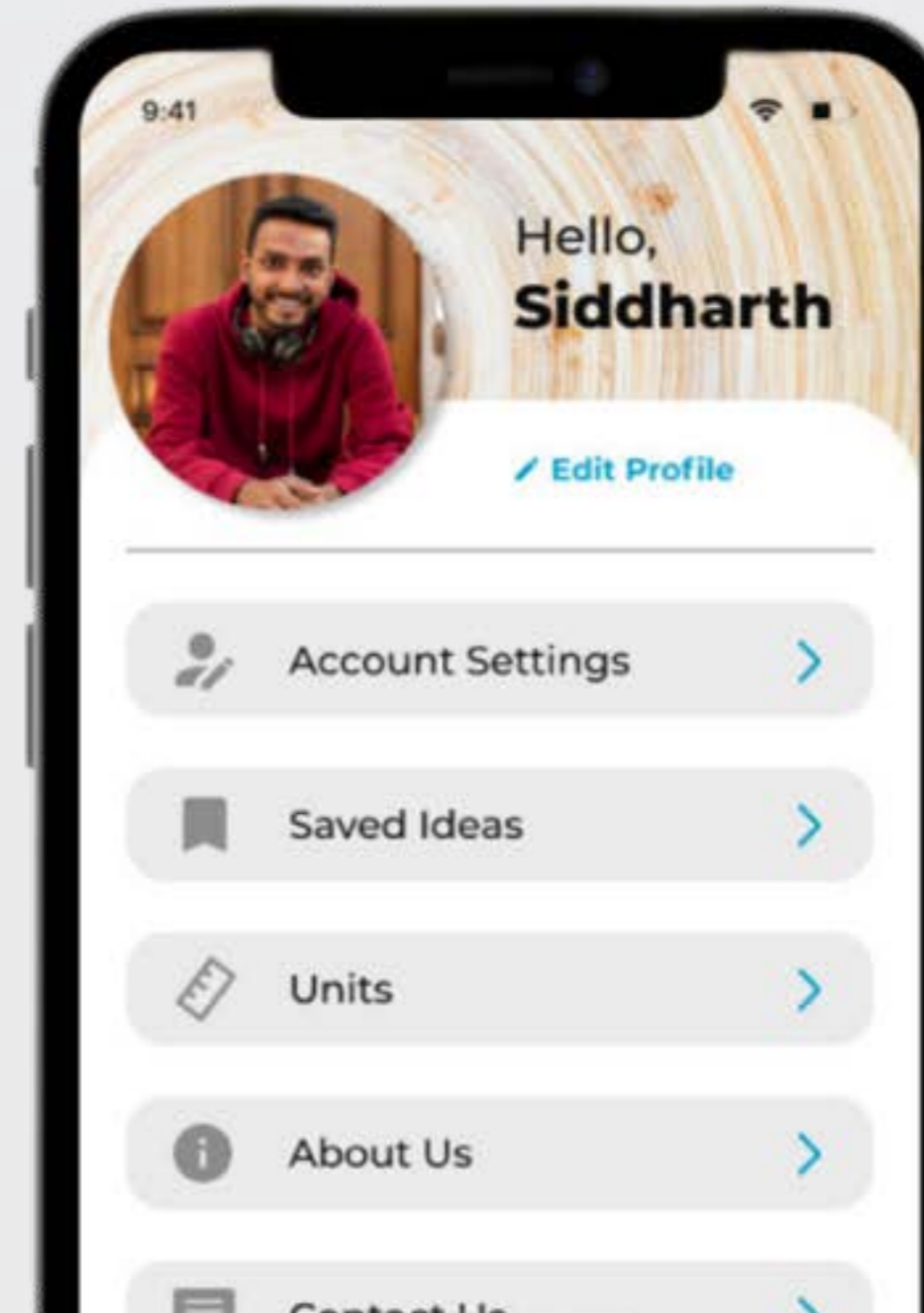
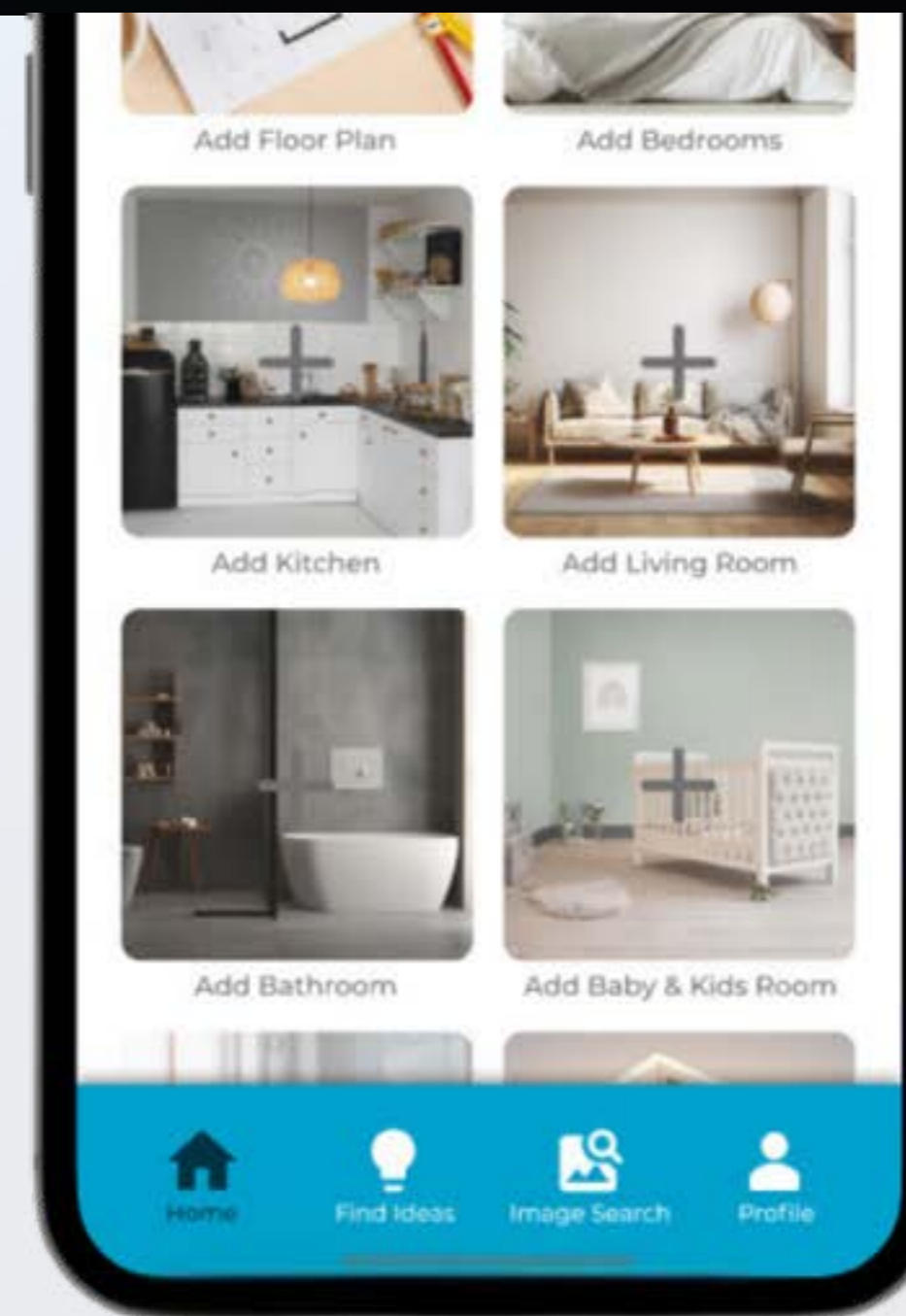


|    |                    |              |              |              |              |
|----|--------------------|--------------|--------------|--------------|--------------|
| 1  | Chatting           | LinkedIn     | Instagram    | Discord      | Medial       |
| 2  | Upvote             | Medial       | Reddit       | Product Hunt |              |
| 3  | Feed               | Medial       | Reddit       | Medium       | X            |
| 4  | Blogs              | Medial       | Medium       | X            |              |
| 5  | Notification       | Product Hunt | Medial       | Hedged       |              |
| 6  | Profile            | Infinif club | Hedged       | Medial       | Product Hunt |
| 7  | Type of connection | Mantra       | Bumble       | Ajio         |              |
| 8  | Login              | Medium       | Medial       | Dropbox      | X            |
| 9  | Community          | Reddit       | Steam        |              |              |
| 10 | Complete profile   | LinkedIn     | Medial       | Bumble       |              |
| 11 | Search (Trending)  | Reddit       | Product hunt | X            |              |
| 12 | Subscription       | Hedged       | LinkedIn     |              |              |

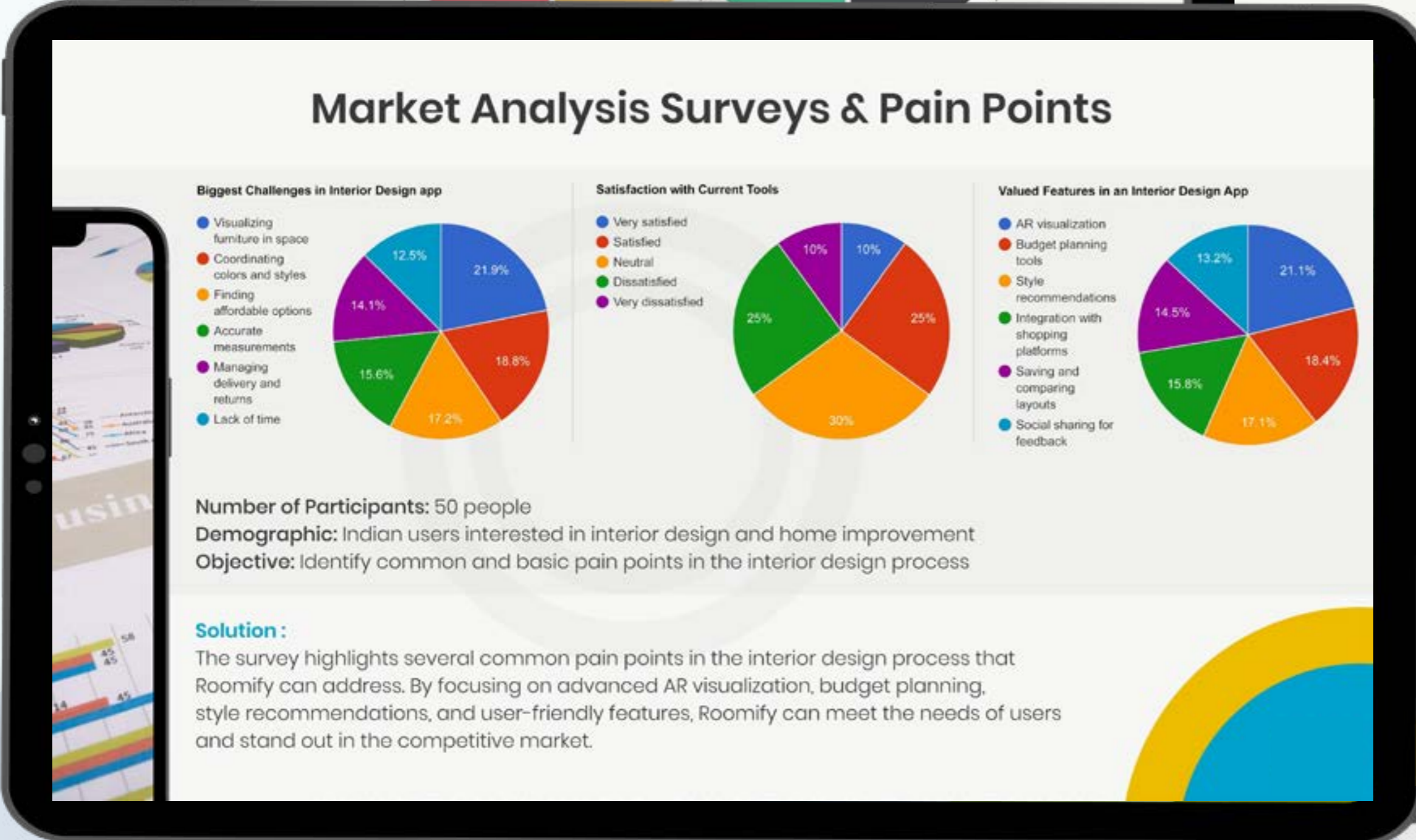
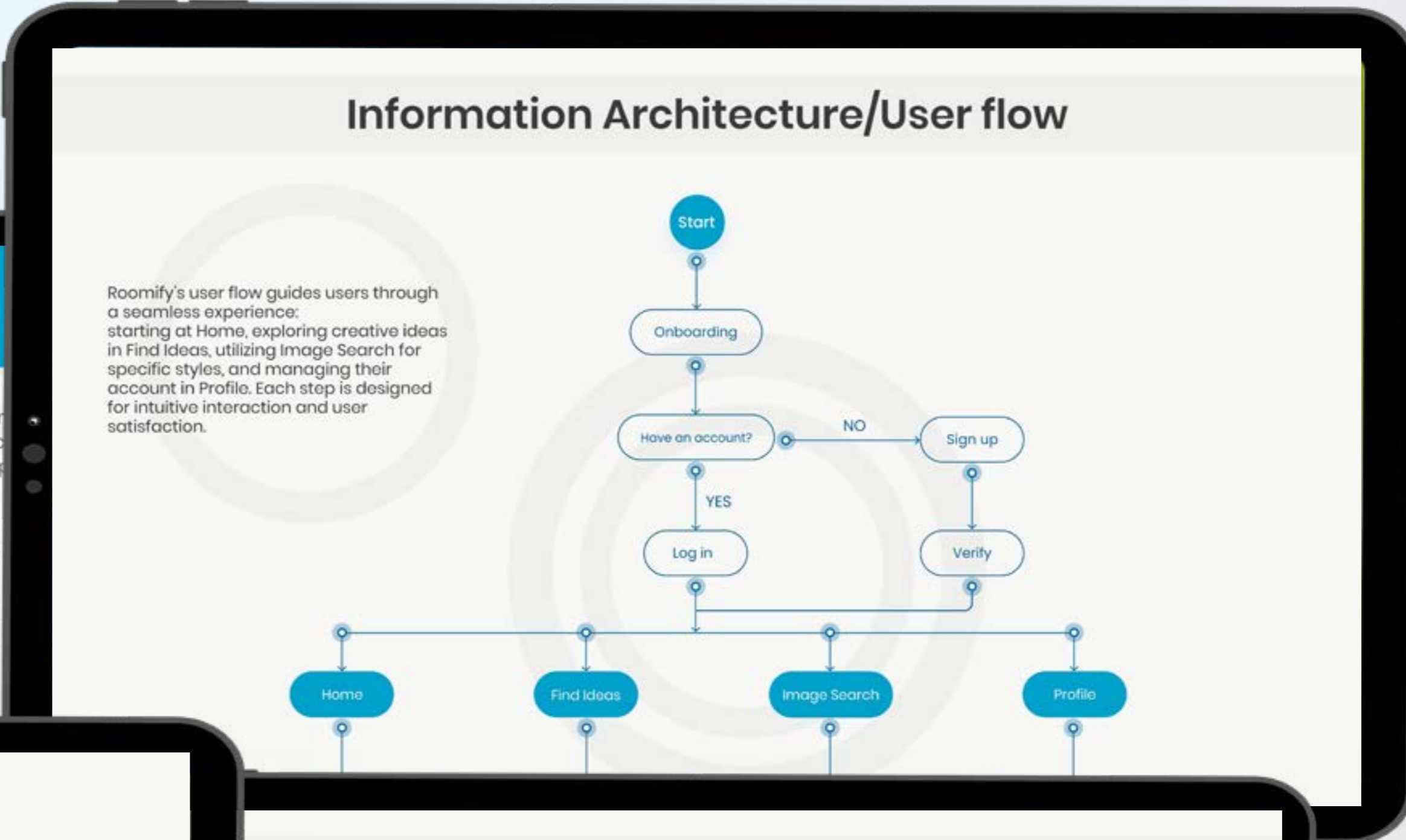


# UI/UX

## Application Design



Roomify



## User Research

**Market Research**


Due to advances in technology and growing consumer demand for immersive experiences, the AR and VR industry is expected to rise rapidly. A MarketsandMarkets analysis projects that the AR and VR market will grow to \$198 billion by 2025.

AR and VR technologies are being quickly adopted in India across a number of industries, including interior design. This is being driven by the growing availability of low-cost smartphones with augmented reality capabilities.

**Preferences:**  
 Customers are looking for interior design solutions that are more tailored to their individual interests and preferences. Customizable and personalized recommendation tools are in great demand. Eco-friendly and sustainable practices are becoming more and more popular.

**Market Research**

Global interior design services market size: \$150 billion (2022) and projected to grow at a CAGR of 8.5% from 2023 to 2030.  
 AR market size: Expected to reach \$198 billion by 2025 with a significant portion attributed to home and interior design applications.



# UI/UX

D2SEC.io

## Website Design





“

# LEAD GENERATION

Get more followers, clicks, and leads which convert into sales with content that connects and marketing strategies that persuade with our digital marketing services.

**Google Ads | Performance Marketing**

---

**Keyword Research | Optimization | Monitoring | Analysis**

## Performance Marketing



# Tattoos1960 PERFORMANCE MARKETING SUCCESS

### About Tattoos1960

Tattoos1960 is a premium tattoo studio with a vibrant presence on Instagram. While their work resonates with tattoo enthusiasts, they sought to expand their digital reach, engagement, and follower base to drive more in-studio appointments and brand recognition.

# 501%

Engagement Growth

# 4X

Achieving ROAS

## Problem Statement

- Limited reach on Instagram, restricting visibility to a wider audience.
- Low engagement with content, resulting in missed opportunities to connect with potential clients.
- A need to strengthen the follower base and build a loyal community online.

## Key Strategies

- **Targeted Audience Segmentation:** Identified and targeted tattoo enthusiasts and potential clients through precise audience demographics and interests.
- **Creative Content Development:** Designed visually striking and engaging creatives tailored to resonate with the brand's audience.
- **Performance-Driven Ad Campaigns:** Launched and optimized campaigns across Instagram to maximize reach, engagement, and lead generation.
- **A/B Testing:** Experimented with multiple ad creatives, captions, and calls-to-action to identify top-performing combinations.
- **Data-Driven Optimization:** Monitored campaign analytics in real-time to refine strategies, ensuring consistent performance improvements

## Key Results

**92.6%**

### Instagram Reach

Expanding to an impressive  
18 million over 3 months

**+501.6%**

### Increased Engagement

Reflecting exceptional audience  
engagement.

**38.7K**

### Follower Base

The Lifetime total reached,  
building a strong community.

**4x**

### ROAS

Ensuring outstanding Profitability  
from the campaigns.

## Performance Marketing



# Fitmorphs

## A PERFORMANCE MARKETING SUCCESS STORY

### About Fitmorphs

Fitmorphs is a health and wellness platform focused on reversing Type 2 Diabetes and promoting sustainable health transformations. Through personalized guidance, holistic methods, and science-backed strategies, Fitmorphs empowers clients to improve health with tailored lifestyle, fitness, and nutrition plans.

# 35%

Reducing CAC

# 3.5x

Achieving ROAS

## Problem Statement

- High customer acquisition costs (CAC) were limiting profitability and scalability.
- Insufficient reach and engagement on Instagram, reducing audience awareness of Fitmorphs' diabetes management solutions.
- Challenges in effectively communicating the benefits of their personalized health guidance to a wider audience.

## Key Strategies

- **Targeted Performance Marketing:** Launched ad campaigns targeting individuals seeking Type 2 Diabetes solutions and health improvement.
- **Engaging Visual Content:** Created attention-grabbing reels and posts highlighting the success stories and benefits of Fitmorphs' programs.
- **Precision Audience Targeting:** Used data-driven insights to target high-intent users, ensuring better ad spend efficiency.
- **Retargeting Campaigns:** Focused on re-engaging users who interacted with content but hadn't converted, leading to higher ROI.
- **Continuous Optimization:** Analyzed campaign metrics regularly to refine targeting and messaging for consistent results.

## Key Results

**35%**

**Reduced CAC**

Reduced significantly improving marketing efficiency.

**3.5x**

**ROAS**

Achieved Return On Ad Spend (ROAS), ensuring strong profitability.

**3.6 M**

**Reach**

Boosting brand awareness and visibility.

**+100%**

**User Engagement**

Doubled with growth, driving stronger engagement with the target audience.



# 2D/3D ANIMATION

Animation offers a medium of story telling and visual entertainment which can bring pleasure and information to people of all ages everywhere in the world.

---

Story Boarding | Elements | Animation

# HOW BENEFICIAL IS 2D/3D ANIMATION?



## **Simple**

2D animation has the advantage of simplicity. Looking at those cartoons on television will show you how simple those creations are.



## **Highly efficient**

2D animations have been there for quite some time and they have since been able to tell great stories with great accomplishment



## **Budgeted**

It is quite understandable that 2D animation is cost effective as well. You can get such an animation at half the price of what is created in 2D technology



## **Freedom to create**

2D animation focuses on an artistic style that is well suited to the imaginative power of the artist. We can create simple and unique designs in this service.



“

# VIDEO SHOOTING

Let us help you to create good story.

---

Pre-Production | Production | Post-Production

# High Quality Video Production

*Let us help you convey a good!!*

## STORY

- 1 Visualization**  
Every complex idea can be transformed into an engaging and effective videos. So, let us get to know you first and proceed.
- 2 Scripting**  
Give us a basic sous of what you're looking for and will handle the rest.
- 3 Curation & Development**  
Let us create a gem of a product that will leave your viewers in awe!
- 4 Immediate Results**  
Sky-rocket your business with a high quality video commercial. Make your presentations more entertaining and become a superstar





“

# INFLUENCER MARKETING

Now get the attention which you deserve

---

Research | Partnership | Campaign | Evaluation

## Influencer Marketing

the honest  
**roots.**

## The Honest Roots

### About THR

The Honest Roots (THR) is a modern wellness brand focused on solving everyday lifestyle problems like stress, poor sleep, low energy, and lack of focus through natural, science-backed supplements.

**1M+**

Views

**4.3%**

Engagement Rate

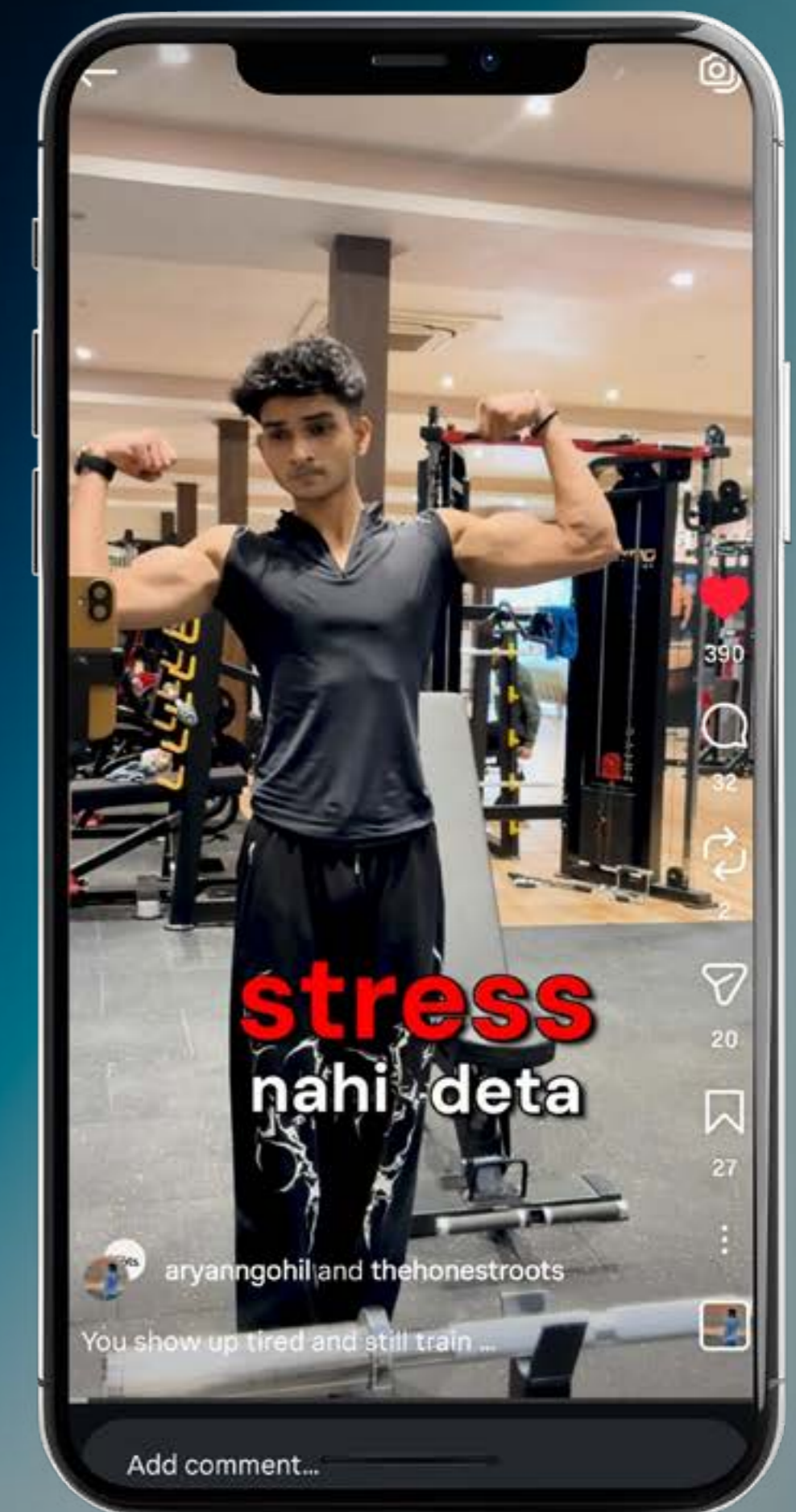
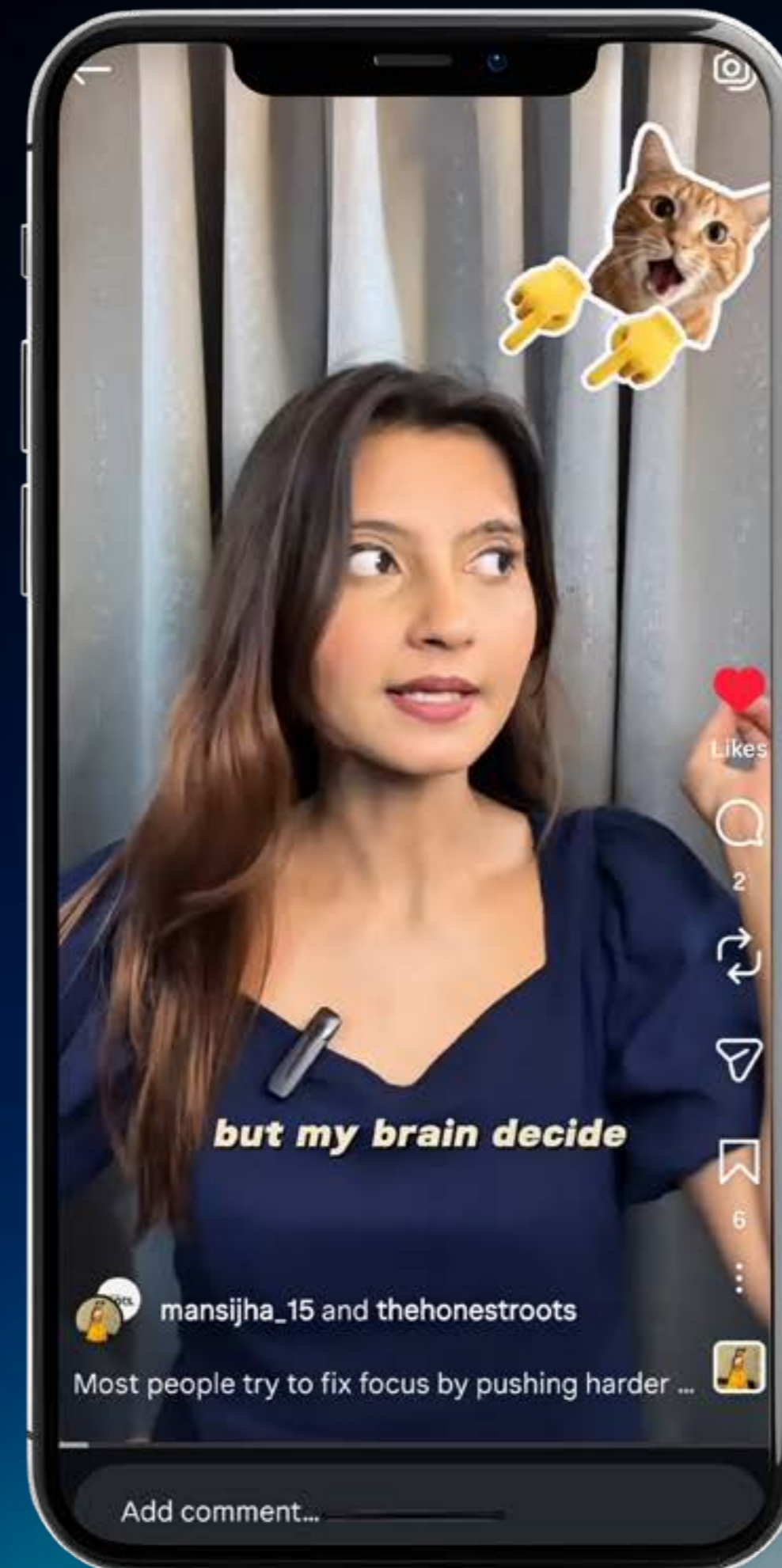
**14K+**

Likes & Comments

# Content Created

A glimpse into the authentic, engaging content created by our network of Instagram creators for The Honest Roots campaign collaboration.

- 1 Authentic Storytelling**  
Creators shared their genuine experiences, building trust and relatability with their audiences.
- 2 Diverse Content Formats**  
From tutorials to reviews, unboxings to lifestyle integration – maximizing engagement potential.
- 3 User Generated Content**  
High-quality UGC that can be repurposed across brand channels for continued value.





“

# AWARDS & RECOGNITION

Recognition that speaks for the work we do





iea  
2026

insightsuccess  
The way of business solutions

# Emerging Digital Marketing Agency of the Year



# Let's Work On Project Together!



 [www.witrex.co](http://www.witrex.co)



 +447778642287


 [amit.tyagi@witrex.co](mailto:amit.tyagi@witrex.co)

 71-75 Shelton Street  
Covent Garden,  
London WC2H9JQ



 +91 8087877709

 [support@witrex.co](mailto:support@witrex.co)

 Office no :- 213,  
Goodwill Square,  
Madhav Nagar,  
Dhanori, Pune,  
Maharashtra 411047



# APPENDIX CASE STUDY





## Instagram Organic Growth



# Hexalog ORGANIC GROWTH SUCCESS

### About Hexalog

Hexalog empowers businesses by streamlining cross-border logistics and supply chain processes. With real-time tracking, seamless order management, and innovative solutions, Hexalog ensures businesses can ship and monitor their orders effortlessly, amplifying efficiency beyond boundaries.

# 535%

Organic Growth in Followers

# 501.6%

User Engagement Increase

## Problem Statement

- Limited brand awareness and online presence, resulting in low engagement on Instagram.
- A lack of consistent and relatable content to showcase Hexalog's expertise and connect with their audience.
- Difficulty in simplifying and communicating complex technology concepts to a broader audience.
- Missed opportunities to attract and engage potential clients through organic social media growth strategies.



## Key Strategies

- **Engaging Visual Content:** Created visually appealing posts and stories to highlight Hexalog's innovative global logistics solutions and real-time tracking capabilities.
- **Simplified Messaging:** Translated complex logistics processes into relatable, easy-to-understand content for broader audience appeal.
- **Consistent Posting Schedule:** Maintained a regular posting cadence to ensure steady audience engagement and visibility.
- **Hashtag and SEO Optimization:** Leveraged targeted hashtags and optimized captions to improve discoverability among industry-specific audiences.
- **Audience-Centric Approach:** Focused on engaging non-followers by addressing pain points and showcasing Hexalog's unique value proposition.

## Key Results

# 535%

**Instagram followers**

Achieved growth significantly expanding the brand's social reach.

# +501.6%

**User engagement**

Increased engagement showcasing user centric content

# 92.6%

**Share of non-followers**

Reached successfully attracting new audiences and expanding visibility.



LinkedIn Growth



# Hexalog LINKEDIN GROWTH SUCCESS

## About Hexalog

Hexalog empowers businesses by streamlining cross-border logistics and supply chain processes. With real-time tracking, seamless order management, and innovative solutions, Hexalog ensures businesses can ship and monitor their orders effortlessly, amplifying efficiency beyond boundaries.

**157%**

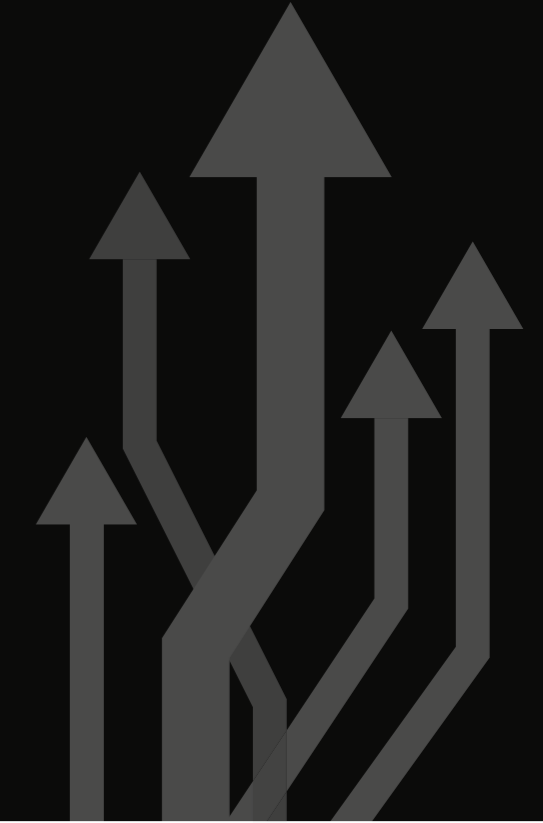
Follower Growth

**551%**

Impressions Organically

## Problem Statement

- Limited brand visibility and engagement on LinkedIn, restricting reach to potential B2B clients.
- Lack of consistent content to highlight Hexalog's value proposition and industry expertise.
- Missed opportunities to drive meaningful impressions and interactions through optimized LinkedIn strategies.



## Key Strategies

- **Value-Driven Content Creation:** Shared posts on logistics, supply chain innovations, and real-time tracking to engage B2B clients.
- **Educational Insights:** Shared informative content breaking down complex logistics concepts into simple, actionable insights, building trust and credibility.
- **Consistent Posting Schedule:** Maintained a regular posting cadence to keep Hexalog visible and relevant to its audience.
- **Employee Advocacy:** Boosted brand credibility with expert videos of Hexalog employees sharing insights and experiences.
- **Visual-First Approach:** Designed visually appealing infographics, case studies, and performance highlights to capture attention quickly.

## Key Results

# 157.46%

### Followers Growth

Followers grew by showcasing substantial growth in the LinkedIn audience.

# 551.11%

### Increased Impressions

Increased within a month, driving significant visibility.

# 102.26%

### Page Views

Reflecting improved interest and engagement with Hexalog's page.



## SEO - Case study



# Datagalaxy

## A DATAGALAXY SEO SUCCESS STORY

### About Datagalaxy

DataGalaxy is a trusted provider of data security solutions, offering services like backup, endpoint protection, data restoration post-ransomware, and comprehensive data protection. Their mission is to simplify complex data security challenges and provide businesses with robust, easy-to-understand solutions.

# 658%

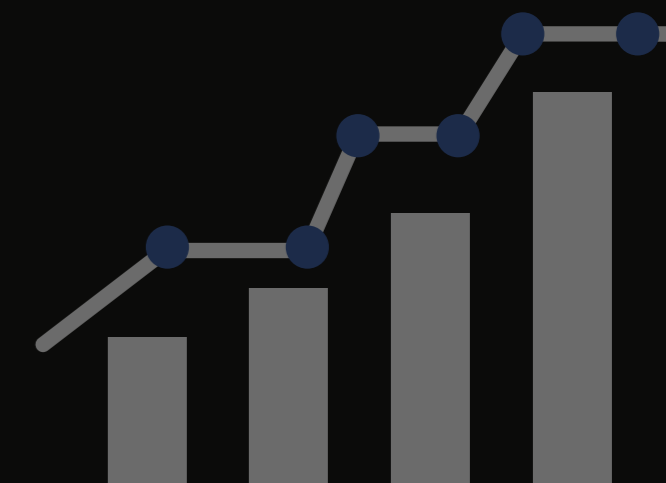
Organic Traffic Growth

# 688%

More Impressions

## Problem Statement

- Low visibility on search engines, resulting in minimal organic traffic and impressions.
- Weak presence for competitive keywords, limiting reach to businesses seeking data security solutions.
- The technical nature of the industry made it difficult to communicate expertise to potential clients effectively.



## Key Strategies

- **Simplifying Complex Concepts:** Created user-friendly blogs and website content simplifying technical data security for businesses.
- **Content Optimization:** Optimized content with high-intent keywords like backup, ransomware restoration, and data protection.
- **Technical SEO Improvements:** Improved website performance with mobile responsiveness, better architecture, and technical SEO optimizations.
- **Performance Tracking:** Continuously monitored search rankings, CTR, and engagement metrics to refine the strategy and sustain growth.

## Key Results

**240%**

**Increased Rankings**

In the **top 10 keywords rankings**, significantly improving visibility.

**120%**

**Growth**

Achieved a in top 5 keyword rankings, driving high-quality traffic.

**658%**

**Organic traffic**

Growth showcasing strong SEO impact.

**688%**

**Impressions increased**

Enhancing brand visibility across search results.

**5.5%**

**Achieved CTR**

Boosting search audience engagement.



SEO - Case study



# Dr. Poonam Dental clinic

## A TRANSFORMATIONAL DIGITAL SUCCESS STORY

### About Dr. Poonam Dental Clinic

Dr. Poonam Dental Clinic is a trusted name in dental care, offering a range of specialized services to patients in Pune. Despite their excellent reputation locally, their online presence was limited, impacting their ability to attract new patients and grow.

# 280%

Organic Growth

# 11x

Performance marketing

## Problem Statement

- Low visibility in search results, making it difficult for patients to find the clinic online.
- Minimal website traffic, leading to fewer patient inquiries and lower engagement.
- Low patient footfall caused by the lack of a robust online marketing strategy.
- Missed opportunities to reach and convert high-intent patients.



## Key Strategies

- **Comprehensive SEO Audit:** Performed a detailed audit to enhance the website's technical health and on-page elements.
- **Local SEO Optimization:** Focused on ranking for geo-targeted keywords to attract high-intent local patients searching for dental services.
- **High-Quality Content Creation:** Created engaging content on key dental topics to boost organic traffic and keyword rankings.
- **Backlink Building:** Secured authoritative backlinks to boost the website's domain authority and search engine credibility.
- **Google Ads Campaigns:** Implemented targeted ad campaigns to generate immediate patient inquiries and ensure maximum ROI.
- **Performance Tracking and Refinement:** Regularly monitored analytics to refine SEO and ad strategies, ensuring consistent and measurable growth.

## Key Results

**+280%**

**Traffic**

Website traffic growth within just **3 months**.

**+57.14%**

**Rankings**

Improved Keyword with several terms entering the top search positions.

**+43.75%**

**Online Authority**

Boosted through a increase in high-quality backlinks.

**11x**

**Patient Inquiries**

Growth with strategic Google Ads campaigns.

**450%**

**Brand Visibility**

Enhanced with a surge in impressions, amplifying local reach.