

Growth & Analytics Proposal for Senthuron

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Detailed Observations

Website: senthurontech.com

1. Initial Impressions & Branding

The homepage has a simple, clean design. Brand tone: tech-savvy, contemporary, and professional. Nevertheless, the homepage lacks an interactive prompt or hero call to action to help the visitor navigate.

2. Provided Services

A comprehensive range of digital services is provided by Senthuron:

ERP solutions, software development, mobile app development, and website development

Digital marketing, branding and design, and multimedia services

There is a brief description of each service, but no links to case studies or deeper dive pages are provided.

3. Section on Process

They lay out a project workflow in four steps:

Offer for a Project in Research and Development

- Development - Introduction

Although it lacks visual storytelling and real-world examples, this gives a rudimentary grasp of how they interact with clients.

4. Portfolio A brief display of design and development projects from a variety of industries, including education, e-commerce, and digital branding. Although it is visually appealing, it is devoid of project descriptions, client endorsements for specific pieces, and quantifiable results (such as an increase in traffic or a boost in conversion rates).

5. Section on Contact

Only an email address (senthurontech@gmail.com) is provided in the sparse

contact area; there is no phone number, contact form, or Google Maps location. Additionally absent is a scheduling call to action (such as "Book a Consultation").

LinkedIn: [linkedin.com/company/senthuron-tech](https://www.linkedin.com/company/senthuron-tech)

1. About Section

Website development, app development, software engineering, ERP, branding, video editing, and animation are among the areas of expertise for Senthuron Tech, a young tech business. With two to ten people, the company is based in India and falls within the IT Services & Consulting sector.

2. Activity Posting

A client feature for a virtual learning centre platform and a position for a business development executive are recent postings. Additionally, the business displays design and branding showreels.

3. Degree of Engagement

Few likes, comments, or shares suggest that the page, which has about 160 followers, is not very active. The intervals between updates can be weeks or months, indicating irregular posting frequency.

Actionable Growth Ideas

1. Website Optimization for Lead Generation

What is missing:

'Let's Build Your Product' or 'Get a Free Quote' are examples of unambiguous, value-driven calls to action.

Lead magnets (such as a free consultation or a project brief template that can be downloaded)

A robust contact funnel

Recommendations: - Include CTA buttons in every service block.

Make a "Let's Talk" section using a scheduling application (such as Zoho Bookings or Calendly).

Incorporate trust-building components such as client testimonials, success measures, and logos.

2. LinkedIn Content Strategy to Drive Engagement

What's missing:

A consistent, prearranged publishing schedule

Value-based material (not limited to project launches or job postings)
Engagement and resharing among employees

Recommendations: - Establish a calendar for monthly LinkedIn content:

Mondays: Short stories and project highlights

Wednesdays: Design/dev advice or team insights

Fridays: Behind-the-scenes material or client success stories

Encourage staff members to like, share, and comment on posts.

To increase reach, make use of LinkedIn tools like papers and polls.

Tools & Metrics for Growth Tracking

Website Tools

Use Case: Monitor visitor behaviour and conversion rate using Google Analytics

Google Tag Manager is the tool.

Use Case: Include event monitoring (scroll, form clicks)

Tool: Clarity/Hotjar

Use Case: Session recordings and heatmaps

Tool: Ubersuggest Use Case: Monitor page performance and SEO keywords

LinkedIn Tools

Tool: LinkedIn Analytics Use Case: Track follower growth, engagement, and reach

Tool: Suggested LinkedIn Content

Use Case: Find popular material within your industry

Tool: Figma/Canva

Use Case: Produce eye-catching social media content

Suggested Content Ideas

1. "From Sketch to Site: How We Constructed an Educational Platform in Just Three Weeks"

Overview: At Senthuron, we take great satisfaction in swiftly transforming ideas into fully functional products. We'll walk you through how we created a dynamic learning platform for a client in just three weeks in this case study. Come along on this trip with us, from the first drawing to the last launch.

Step 1: Recognising the needs of the client: Understanding the client's unique needs and platform objectives was the first step. We determined important features including student tracking, course management, and user registration after several conversations. We were able to develop a successful plan by having open and honest communication with the client.

Step 2: User Experience Design: Our design team worked on wireframes and prototypes while keeping the project's objectives in mind. To make sure that teachers and students could utilise the platform without any issues, we concentrated on usability and smooth navigation. Before production started, the design was improved with the use of interactive mockups.

Step 3: Integration & Development: Using the newest web technologies, the development team began creating the platform. Important functions were included, such as the ability to create courses, check student progress, and have live discussions. For seamless operation, our team made sure the frontend and backend components collaborated well.

Step 4: Launch and Quality Assurance: Thorough testing was conducted before to launch in order to find and fix any flaws or problems. To make sure everything lived up to their expectations, we collaborated closely with the customer. With little downtime, the platform was successfully released on time.

Visuals include: • Platform wireframes and mockups; • Key feature screenshots; • Process flow diagrams

2. "Team Spotlight: Get to Know Senthuron's Faces"

Overview: At Senthuron, a committed team works together to make every project a success. We highlight the gifted people who make it all happen in this piece. Our team's varied skill set,

which includes developers and designers, makes ideas a reality.

First feature: John Doe, the principal developer John is in charge of Senthuron's technical staff. He guarantees that every project is delivered with the greatest quality thanks to his more than ten years of full-stack development experience. John is skilled at resolving difficult problems and incorporating cutting-edge technologies.

Feature 2: UI/UX Designer Jane Smith: Jane's design philosophy is based on user-centric experiences and simplicity. She collaborates closely with customers to create designs that are both aesthetically beautiful and intuitive, thereby realising their ideas. Jane's designs have received numerous accolades and are well-liked by customers.

Feature 3: Project Manager Mark Lee: Every project at Senthuron remains on schedule because to Mark's organisational abilities. He is in charge of making sure deadlines are fulfilled and informing all parties involved. The team overcomes obstacles and stays ahead of schedule thanks to his aggressive approach.

Images of team members in activity; brief video clips introducing each member; and light-hearted, unscripted moments to humanise the group

3. "The Importance of Custom Software in 2025"

Overview: More companies are using off-the-shelf software solutions as technology advances. Custom software development is still a popular option for companies in 2025, though. This is why bespoke software is still important.

1. Customised to Meet Your Company's Needs: Every aspect of custom software is made especially for your company to match your particular procedures and objectives. Custom solutions, as opposed to generic software, are scalable and flexible enough to meet the changing needs of your business.

2. A competitive edge: You can add features and functionalities that give you a competitive advantage in the market by using custom software. The constraints of off-the-shelf solutions don't apply to you, and you can develop special skills that differentiate your company.

3. Enhanced Productivity and Efficiency: Increased productivity can be achieved by automating procedures, decreasing manual labour, and getting rid of inefficiencies with custom software. By simplifying processes, your company can concentrate on expansion and creativity instead of juggling heavy software.

4. Improved Safety: In the digital age, security is a top concern for enterprises. Security features that are customised to your needs can be incorporated into custom software, guaranteeing that your company's data is safe from outside attacks.

5. Long-Term Financial Gains: Custom software might save you money over time, even if it can cost more up front. Custom solutions provide better value over time because they don't require ongoing license payments and provide you more control over features.

Visuals include a cost-benefit analysis graph, a comparison of custom vs off-the-shelf software capabilities, and a security infographic outlining the dangers of adopting generic software.