

Digital Marketing Success

Case Study: Incrementors Web Solutions & Media Content Company

📅 Apr. 2017 - Feb. 2018

💰 Budget: < \$10K

- ✓ Comprehensive digital marketing strategy
- ✓ SEO, PPC & website design solutions
- ✓ From zero to 70K organic visitors



ORGANIC TRAFFIC

50K → 70K



SEARCH IMPRESSIONS

200K+



CLIENT RATING




5.0/5.0

Executive Summary

Client Overview

- ✓ **Transfz** - Rapidly growing media partner
- ✓ **100+ news blogs** covering tech and medical industry
- ✓ Partnership with **CNN** for quality content delivery

Services Provided

-  **SEO Strategies** to improve organic visibility
-  **PPC Initiatives** for immediate traffic generation
-  **Website Design** for improved user experience

ORGANIC TRAFFIC ACHIEVED

 **70K Visitors** ✓

PAID MARKETING IMPRESSIONS

 **200K+** ✓

CLIENT RATING

 **5.0/5.0** ✓

Problem Statement

! Client Challenges

! New to Business

Client was **extremely new** to the digital media business

🚫 Competition Awareness

Unaware of competition level with their business model

📉 Zero Online Presence

Starting from **ZERO** organic visitors and online visibility

🚩 Client Goals



Organic Traffic Target

Generate **50K** organic visitors from **ZERO**



Paid Marketing Reach

Achieve **200K** search impressions from paid channels



Market Share Growth

Establish **strong market presence** in media industry



The Need

A comprehensive digital marketing plan to gain significant market share and achieve ambitious growth targets

Solution & Methodology

Digital Marketing Strategies



SEO

Optimized content structure & keywords for **organic visibility**



SEM

Targeted PPC campaigns for **immediate traffic** & conversions



SMO

Social media optimization for **brand awareness** & engagement



Web Design

User-friendly design for **better experience** & conversions




Strategic Approach

- ✓ Comprehensive market analysis
- ✓ Custom strategy development
- ✓ Competitor research analysis
- ✓ Continuous optimization




Implementation Process

Team Composition




Project Manager

1




Designer

1




Developers

4




SEO Executives

7




PPC Experts

5



Testing Analyst

1

 Workflow Process

✓ Responsive communication with regular updates

✓ Structured process with clear milestones

✓

Q

M

A

Key project management skills for marketing teams

1. Organizational skills

2. Collaboration skills

3. Problem-solving skills

4. Best PM practices

PH ProofHub

Project management and team collaboration tool

S

D


U



P

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R



M

Results & Impact

Key Achievements



Organic Traffic

70K Visitors (Goal: 50K) ↑ +40%



Search Impressions

200K+ ✓ Goal Met



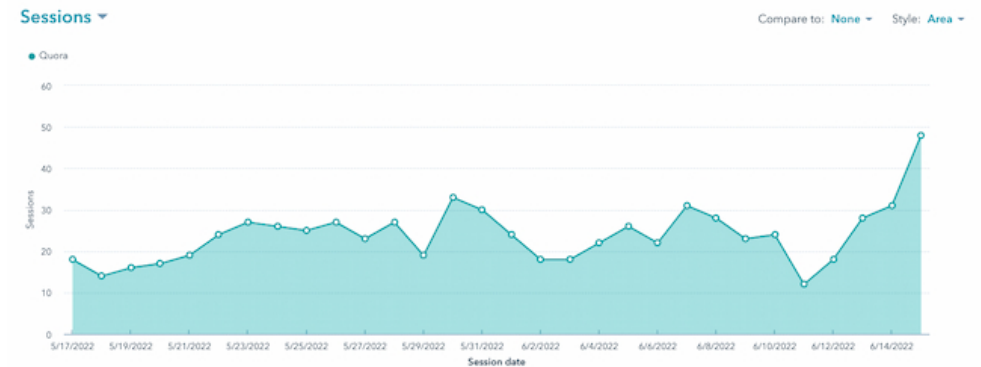
Timeline Achievement

All Milestones ▶▶ Early

★ Project Success Factors

- ✓ Exceeded expectations in all key metrics
- ✓ Smooth execution with minimal issues
- ✓ All milestones reached before agreed timeline

Organic Traffic Growth



Client Rating

5.0

Overall Score

- ★ Quality: 5.0
- 🕒 Schedule: 5.0
- \$ Cost: 5.0
- 👍 Would Refer: 5.0

Client Feedback

”

"They were able to reach all the milestones that they agreed with us."

- CEO, Media Content Company

Key Strengths

 Responsive

 Communicative

 Effective

 Responsible

 Qualified

CEO's Impression

"We love the **process** which was established by Incrementors. They are no less than an MNC. Everyone from their team is equally **responsible** and well **qualified**."

5.0 

Overall Client Rating

 Quality  5.0

 Schedule  5.0

 Cost  5.0

 Would Refer  5.0



CEO

Media Content Company

 Transfz

Next Steps

Future Recommendations



Expand Digital Channels

Leverage **additional marketing channels** based on successful strategies



Scale Successful Strategies

Increase investment in **high-performing** SEO and PPC campaigns



Advanced Analytics

Implement **data-driven decisions** with enhanced tracking and reporting



Ready to Transform Your Business?

Experience the same exceptional results that helped our client achieve **70K organic visitors** and exceed all targets.

Get Started Today →



Get In Touch

Visit our website to learn more about our digital marketing services

 www.incrementors.com



Our Commitment

- ✓ **Exceed expectations** with measurable results
- ✓ **Transparent communication** throughout the process
- ✓ **Customized strategies** tailored to your business
- ✓ **Deliver on time** and within budget