

DIGITAL MARKETING PORTFOLIO

SAURAV LOHONAB
SAURAV (SAW-RAHV)



About Saurav

Hello, I am Saurav, a **seasoned Digital Marketing Strategist** with over eight years of experience in **driving growth and performance** across various industries, including Automobile, Web3, BaaS, Financial Services, Real Estate, Ad Agencies, and Healthcare. My expertise lies in crafting and executing data-driven marketing strategies that elevate brand presence, boost customer engagement, and drive significant revenue growth.

Throughout my career, I have successfully managed digital transformations, optimized marketing budgets, and led comprehensive performance marketing campaigns. My work is characterized by a **deep understanding of market dynamics, a keen eye for design, and a relentless focus on achieving measurable results.**

My core skills are:



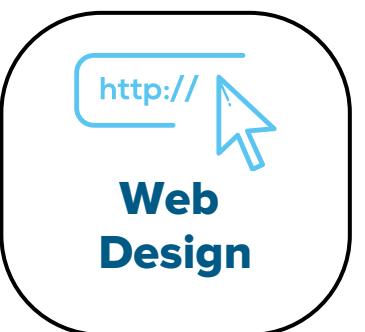
Performance
Marketing



Content
Marketing



SEO &
SEM



Web
Design



Analytics &
Reporting



User
Engagement



Budget
Management



Campaign Design
& Execution

And a few more

Holistic Digital Marketing Expertise

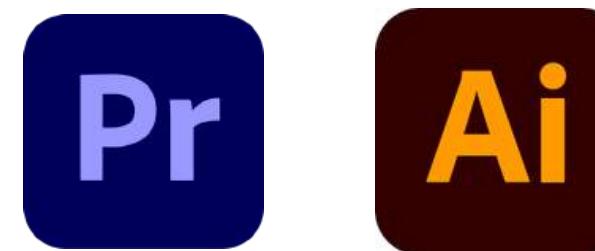
- **Strategic Vision:** Proven ability to align business goals with digital strategies, ensuring cohesive brand narratives across all touchpoints.
- **Omnichannel Mastery:** Expertise in managing and optimizing various digital channels, including social media, email marketing, PPC, and SEO, to drive measurable results.
- **Data-Driven Decision Making:** Skilled in leveraging analytics and insights to inform strategies, optimize campaigns, and maximize ROI.
- **Cross-Functional Leadership:** Experience leading teams and collaborating with stakeholders to integrate marketing, technology, and operations for seamless execution.
- **End-to-End User Journeys:** Proficient in crafting and implementing user journeys that enhance engagement, retention, and conversion across web and mobile platforms.
- **Innovation and Adaptability:** Continuously staying ahead of digital trends and technologies, adapting strategies to capitalize on new opportunities.

Proficient In Tools



[ActiveCampaign >](#)

zapier



+ Many more



East Court Ford is the largest Ford dealership in Canada, renowned for its extensive inventory and exceptional customer service. Despite its leading position, East Court faced significant challenges including high dependency on third-party listing platforms, limited digital reach, high cost per acquisition, substantial ad spend, and saturation in customer base growth.

To tackle these issues, I was engaged to transform East Court's digital marketing strategy. My role was to enhance their online presence, drive significant growth, and optimize performance across various digital channels. By leveraging performance marketing strategies, I aimed to address these challenges and deliver outstanding growth.



Challenges

- 🚫 Limited reach
- 🚫 Limited word of mouth
- 🚫 High PPC cost
- 🚫 Saturation in customer base growth
- 🚫 Low brand recall value
- 🚫 High dependency on third-party listing platforms
- 🚫 High ad spend
- 🚫 Poor branding

Thoughtprocess

- Identified key areas limiting digital growth and customer engagement.
- Analyzed competitive landscape and internal performance metrics.
- Focused on enhancing brand presence and reducing reliance on costly third-party platforms.

Skills Used

- Designing
- Content & Ad Management
- Website UI & UX
- Performance Marketing
- CRM management & automations
- Analytics & Reporting

Strategy Implemented

Expanded Reach:

Leveraged targeted content marketing and SEO to broaden visibility.

Reduced Dependency:

Developed in-house digital channels to minimize reliance on third-party platforms.

Increased Engagement:

Initiated social media campaigns and content creation to boost word of mouth and brand loyalty.

Enhanced Branding:

Revamped brand identity & website aesthetics to improve recall value.

Customer Retention:

Introduced personalized email marketing and automation to drive repeat business.

Optimized PPC:

Implemented cost-effective PPC strategies and advanced bidding techniques to reduce expenses.

Results

Helped East Court Become
#1 Ford Retailer In Canada
For Two Consecutive Years

Rank earned by selling the most
number of Ford vehicles in Canada

+235.7%
users from prior year

6.M | 4M
Events Views

#1 Ranking

On Google for industry **best keywords**



Proof Of Work

+235.7%
Users

+288.49%
Session

590.01%
Engaged Sessions

+105.53%
Engaged Sessions/user

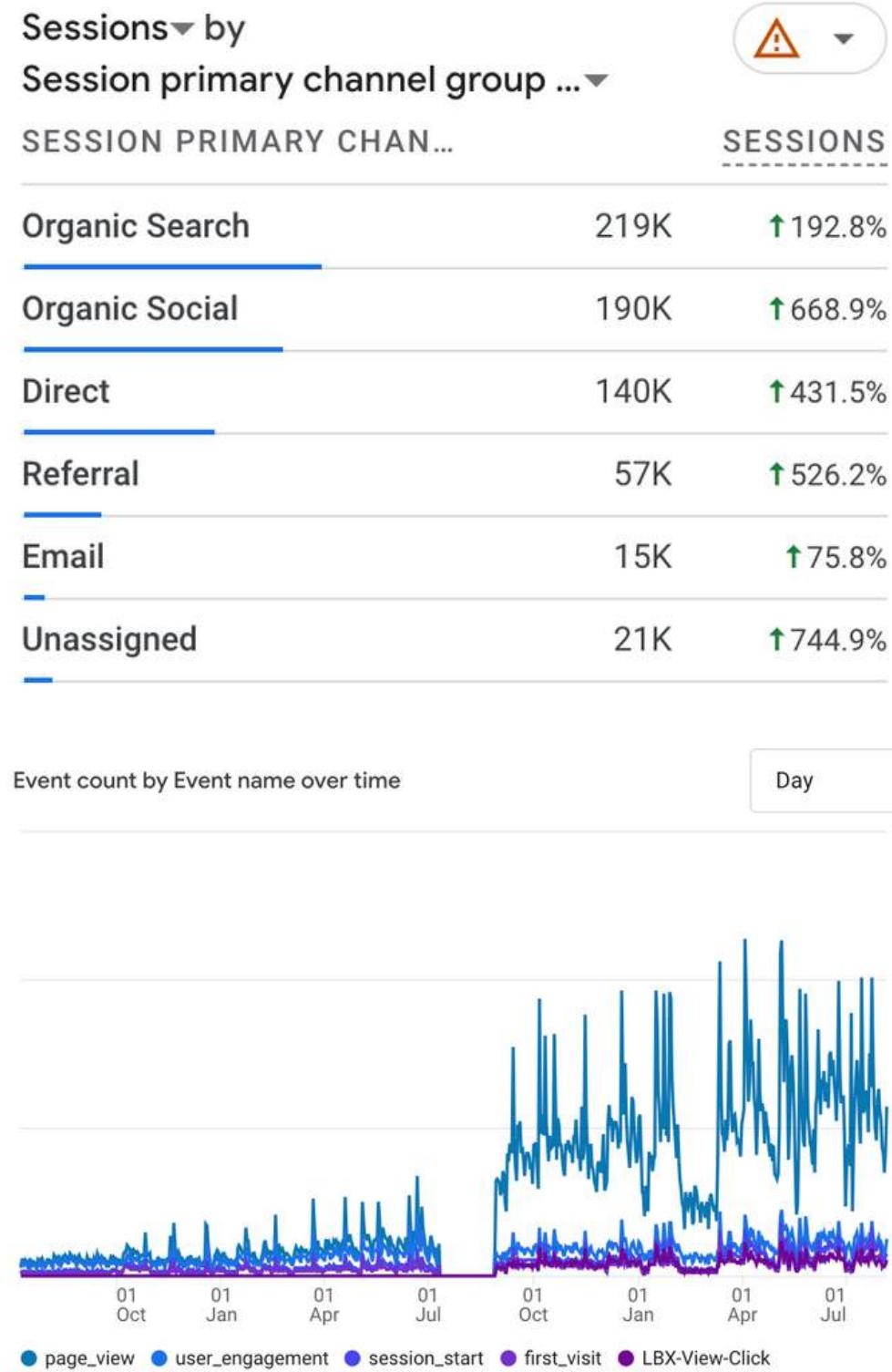
+2.32%
Events/session

+77.61%
Engagement Rate

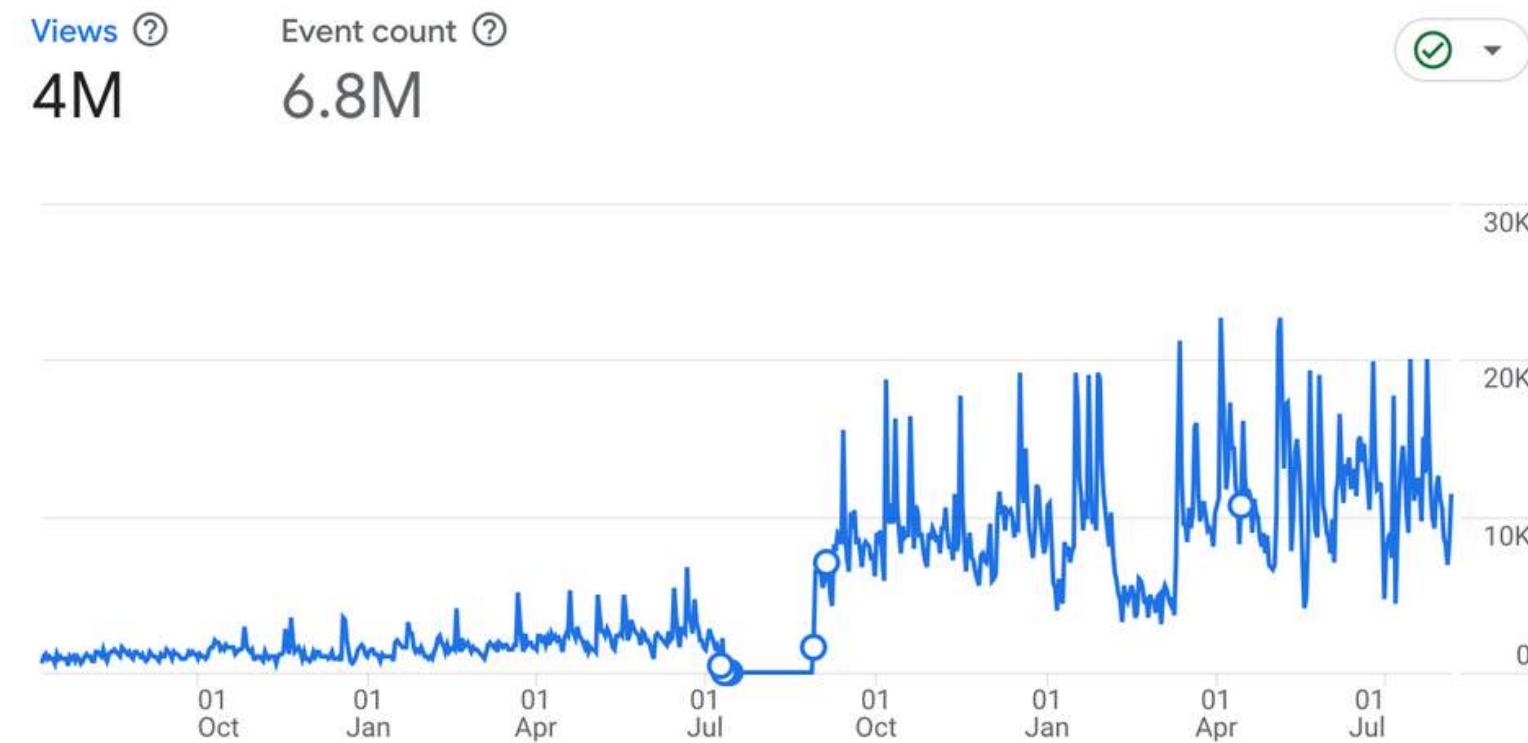
↑ Users	Sessions	Engaged sessions	Engaged sessions per user	Events per session	Engagement rate
411,235 vs. 122,492 ↑ 235.72%	636,642 vs. 163,876 ↑ 288.49%	526,474 vs. 76,299 ↑ 590.01%	1.28 vs. 0.62 ↑ 105.53%	10.61 vs. 10.37 ↑ 2.32%	82.7% vs. 46.56% ↑ 77.61%

Report From Google Analytics

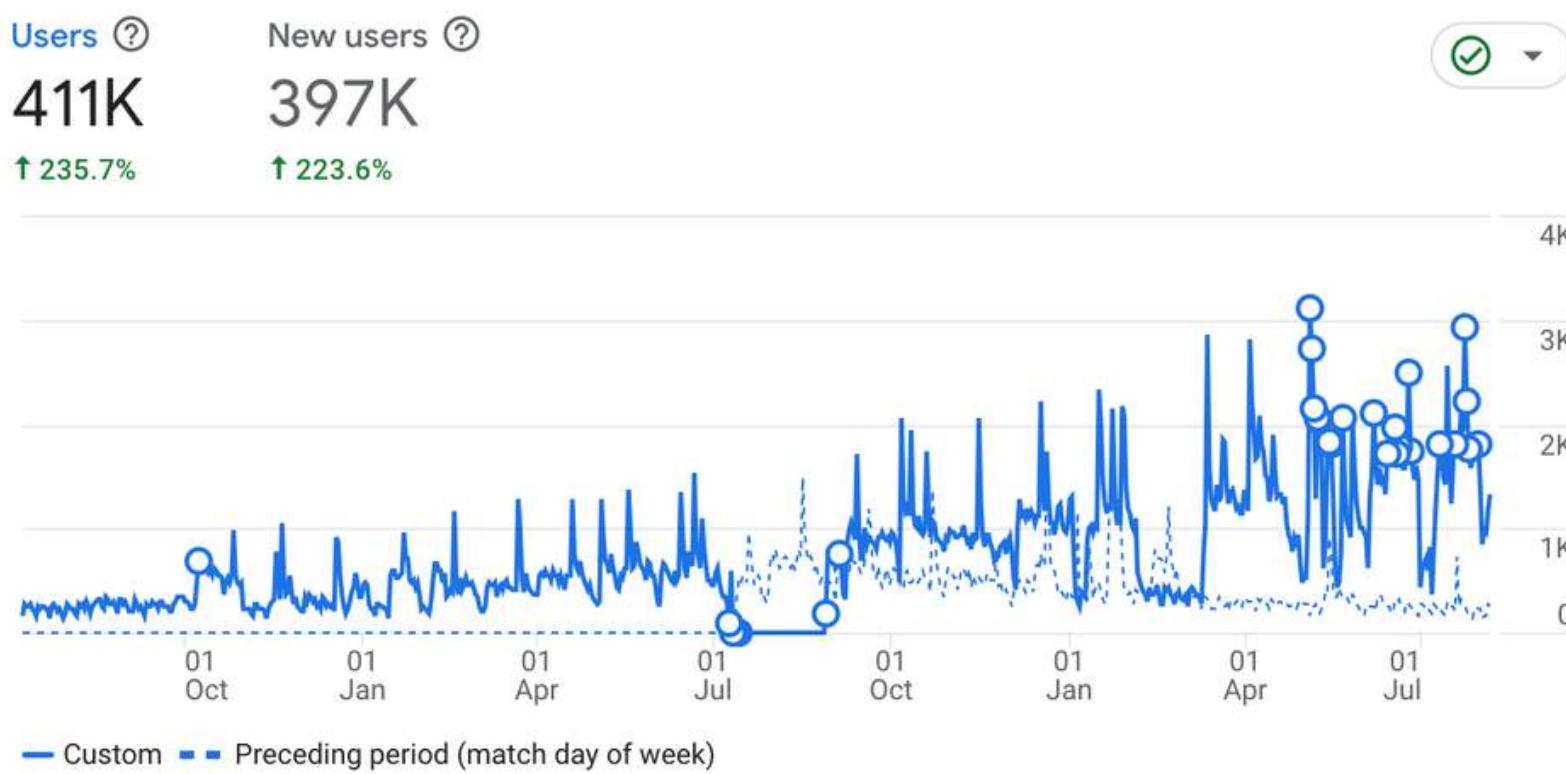
Proof Of Work



Report From Google Analytics

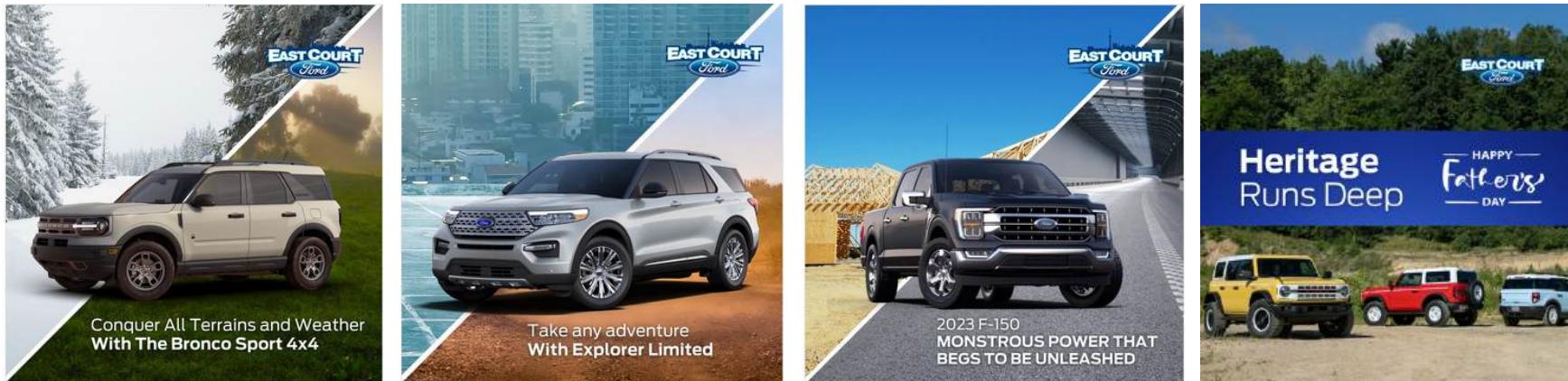


Report From Google Analytics



Report From Google Analytics

Omnichannel Campaign Execution



Here's what is happening a Canada's #1 Ford Retailer This Holiday Season
Sales starts from 19 Dec and ends on 29 Dec
Holiday Hours: Closed on 24 and 25 Dec

In stock F-150
6 SEATS + NAV + RMT START + CO-PILOT 360 2.0 + 8" SCREEN
\$144 /week + (HST&Lic) 84M Finance
WOW! \$4,000 OFF!

In stock Edge ST Line
PANO ROOF + CO-PILOT ASSIST PLUS + HTD STEERING + LEATHER + LOADED
\$139 /week + (HST&Lic) 60M Lease

2023 Escape
FULLY REDESIGNED + AUTO CLIMATE CONTROL + POWER SEAT
\$99 /week + (HST&Lic)

Clearance prices on all 2022 in stock units
Finance rates as low as 1.49% | Lease rates as low as 1.99%

Up to \$5,000 off * on 2023 factory orders
When you pre order with us before December 31

*See dealer for offer details. Offers may not be combined together

Spin the wheel and you could win:

- Up to 60,000 Ford Loyalty Points
- Up to \$1,000 East Court Cash
- Winter Maintenance Package
- Android Tablet
- And much more



There's so much to win and nothing to lose!
Drive away your new Ford with exciting prizes*

Visit us today at
958 Milner Ave, Toronto, ON M1B 5V7

Call us at
(416) 292-1171

Visit our website at
www.ECFL.ca



*See dealer for offer details. Offers may not be combined together

Contests



Which Woman Has Inspired You The Most?

Tell us your story in the comment section and you could win 2 free game tickets.

#WomenWhoInspire

Sunday, April 2 @ 7PM
Ford Fan Deck, Scotia Bank Arena

International Women's Day

Wed, Mar 8

- allyhhxxo Mine doesn't have insta!!! Ahhhh lol still pick meeee 😊 @eastcourtfordlincoln_ 79w Reply
- _kainatmalik @eastcourtfordlincoln_ @aa32_3 79w Reply
- aa32_3 @_kainatmalik @eastcourtfordlincoln_ 79w Reply
- adissab @eastcourtfordlincoln_ My sis @ericabozzo would love to go to her first leafs game!!!! 🔥 79w Reply
- ove to bring my valentine c Leafs date 💙🏒❤️ 79w Reply
- allyhhxxo Mine doesn't have insta!!! Ahhhh lol still pick meeee 😊 @eastcourtfordlincoln_ 79w Reply
- _kainatmalik @eastcourtfordlincoln_ 79w Reply
- aa32_3 @_kainatmalik @eastcourtfordlincoln_ 79w Reply
- paola_loveslocal None other than my Mama❤️ she is so selfless, so giving, so caring. She puts others needs ahead of hers always. Manages to take on extra shifts at work to help her employer whilst still being there for her family, her kids, grandchildren, and my father (her husband). She reminds me so much of her mother, my grandmother, who is also an inspiration; passed away during the pandemic at the age of 97 years young, and was an exemplar of courage, strength, perseverance, hope, and love. My grandmother lived through WWII in Poland, housed injured soldiers, bore 8 children of her own; the 8th being my very own Mama, who is a spitting image of her😊❤️ so grateful to have such role models in my life and only wish to be just like them in my own life. RIP Babcia Sophia, and love you Mama😊❤️ 73w Reply ...
- cnicholls43c @bnelson2242 inspires me every day when I see how hard she works with her two nursing jobs to make our dreams come true. 73w Reply ...
- fortheeats Same as many other entries, mother is the woman who has inspired me resilience is astonishing. 73w Reply
- artemenko7457 Would love to go with my friend and member of our family she's always straight she always has a smile and we all her I'd love to bring her to a game to help a fun night out to show her how much we 73w Reply
- accordingtoooaks My 6th grade inspiring woman I've ever met. Some tough years growing up 73w Reply
- baaadassb @WWofK is a bae 73w Reply
- k.jeanveau My mom for showing determination looks like! @la 73w 1 like Reply
- ce_mischief_ingle 😍🌟 inspired me the most during many years ago but her children, grandchildren and the most loving and kinder a mean or unkind word said in my personality is doing my lovely cousin @ 73w Reply ...

#1 Ranking On Google

Google who is the best ford dealer in canada

All Shopping Images Videos Maps More Tools

About 32,300,000 results (0.46 seconds)

Results for Canada · Choose area

East Court Ford Lincoln, known as #ECFord, is the #1 Ford retailer of Canada (2020,2021 2022 and 2023), serving customers in Ontario since 1971. Customers repeatedly visit the dealership from across Ontario, because they LOVE the PRICE, SERVICE, and OVERAL CUSTOMER EXPERIENCE.

East Court Ford Lincoln
https://eastcourtfordlincoln.com

East Court Ford | Best New & Pre-Owned Deals For Toronto ...

Google who is the no1 ford volume dealer in canada

All Shopping Images Videos News More Tools

About 1,610,000 results (0.41 seconds)

East Court Ford Lincoln, known as #ECFord, is the #1 Ford retailer of Canada (2020,2021 2022 and 2023), serving customers in Ontario since 1971. Customers repeatedly visit the dealership from across Ontario, because they LOVE the PRICE, SERVICE, and OVERAL CUSTOMER EXPERIENCE.

East Court Ford Lincoln
https://eastcourtfordlincoln.com

East Court Ford | Best New & Pre-Owned Deals For Toronto ...

People also ask :

Who is the highest volume Ford dealer in Canada?

Who is the largest volume Ford dealer in USA?

How many Ford dealerships are there in Ontario?

People also ask :

Who is the number one Ford dealer in Canada?

East Court Ford Lincoln, known as #ECFord, is the #1 Ford retailer of Canada (2020,2021 2022 and 2023), serving customers in Ontario since 1971. Customers repeatedly visit the dealership from across Ontario, because they LOVE the PRICE, SERVICE, and OVERAL CUSTOMER EXPERIENCE.

East Court Ford Lincoln
https://eastcourtfordlincoln.com

East Court Ford | Best New & Pre-Owned Deals In Toronto ...

Search for: Who is the number one Ford dealer in Canada?

Who is the biggest Ford dealer in the country?

What is Ford's number one seller?

How many Ford dealerships are there in the US?

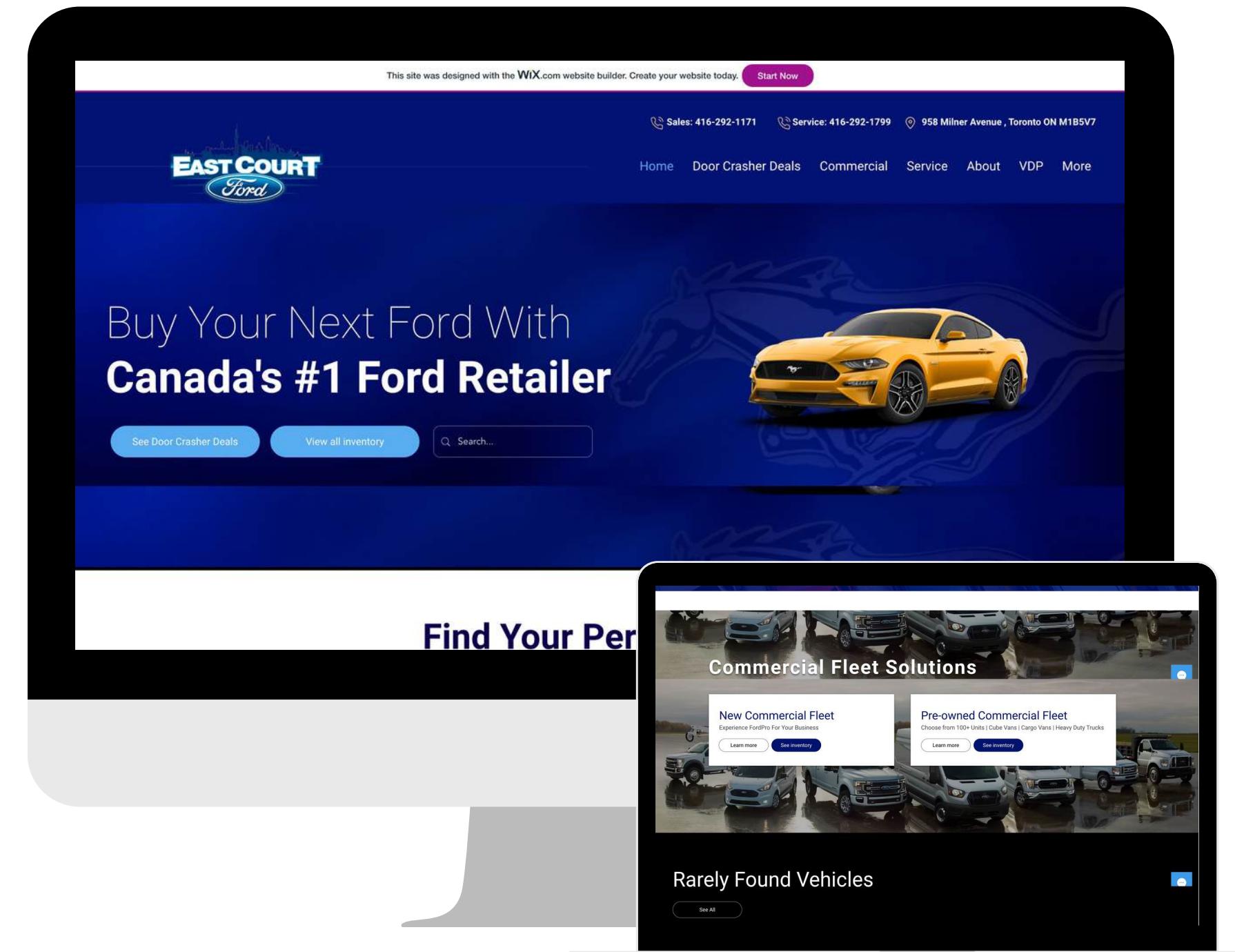
What is the best selling Ford car in Canada?

Who is the biggest car dealer in Canada?

Web Design

- Modernized Design: Overhauled the outdated site with a contemporary, user-friendly design for improved navigation and visual appeal.
- Enhanced User Experience: Streamlined vehicle search and added responsive design for better functionality across devices.
- Performance and SEO Optimization: Improved load times and integrated SEO techniques to boost search engine rankings and organic traffic.
- Lead Generation Upgrades: Implemented effective call-to-action elements and contact forms to enhance lead capture.
- Advanced Analytics: Deployed tracking tools to monitor performance and gather insights for ongoing improvements.

[**Visit Site**](#)





x Saurav

Blockgration is at the forefront of Web3 innovation, specializing in B2B and B2C solutions across DeFi, asset tokenization, and BaaS. At Blockgration, I spearheaded a **comprehensive rebranding initiative to establish a cohesive digital presence across its subsidiaries**—FinTech Inclusion (Africa), VirtuBlock, Threemonk, and Zoopass Holdings. This involved stacking and organizing products into a clear, compelling narrative that highlighted their Web3 capabilities. I crafted modern digital identities and user journeys for each entity, ensuring a unified and engaging representation that effectively communicated their value propositions and innovations in the **B2B and B2C markets**.



Key Contributions:

Digital Presence Overhaul:

- Website Redesign: I designed and developed a modern, user-friendly website that effectively communicated Blockgration's innovative solutions in DeFi, asset tokenization, and Web3 products. The new design enhanced user engagement and provided a seamless experience across all digital touchpoints.
- Investor Journey Optimization: I crafted an engaging investor journey that showcased Blockgration's value propositions, resulting in the company securing \$8 million in investments across Q1, Q2, and Q3 of 2021.

Brand Identity Development:

- Comprehensive Branding: I created a unified brand identity for Blockgration and its subsidiaries, ensuring consistency in messaging and visual appeal across all platforms. This effort positioned Blockgration as a leading force in the blockchain and BaaS industries.
- Product Stacking Strategy: I developed a product stacking strategy that highlighted Blockgration's offerings, creating a clear narrative around their ecosystem of DeFi, asset tokenization, Web3 products, and BaaS solutions.

Web Design

Developed a modern, engaging website for Blockgration, showcasing its Web3 innovations across DeFi, asset tokenization, and BaaS. The site was designed to effectively communicate their cutting-edge solutions and market leadership in both B2B and B2C sectors.

Visit Site



The image displays two views of the Blockgration website. On the left, a smartphone screen shows a landing page with a large teal header and a central image of several people. A prominent blue button labeled "Let's Go" is visible. At the top of the phone screen, the Blockgration logo and a navigation bar with links to Home, About Us, Web 3.0 (which is highlighted in blue), Investors Relations, and a "Book a free demo" button. On the right, a laptop screen shows a detailed section about Web 3.0. It features a sub-header "Web 3.0: The Modern Internet" and a paragraph explaining the features of Web 3.0. To the right of the text is a 3D rendering of a person standing on a circular platform with a screen, surrounded by a glowing network of lines. Below this, there is another smaller image of a person in a digital environment and a call-to-action button "Migrate from Web 2.0 to 3.0".

Web Design

Designed and developed a sophisticated website for Kassio, a B2C Web3 wallet. Structured the site to highlight its key offerings, including trading, staking, and DeFi functionalities. Focused on creating an intuitive user experience with a clear presentation of features to enhance engagement and adoption.

KASSIO

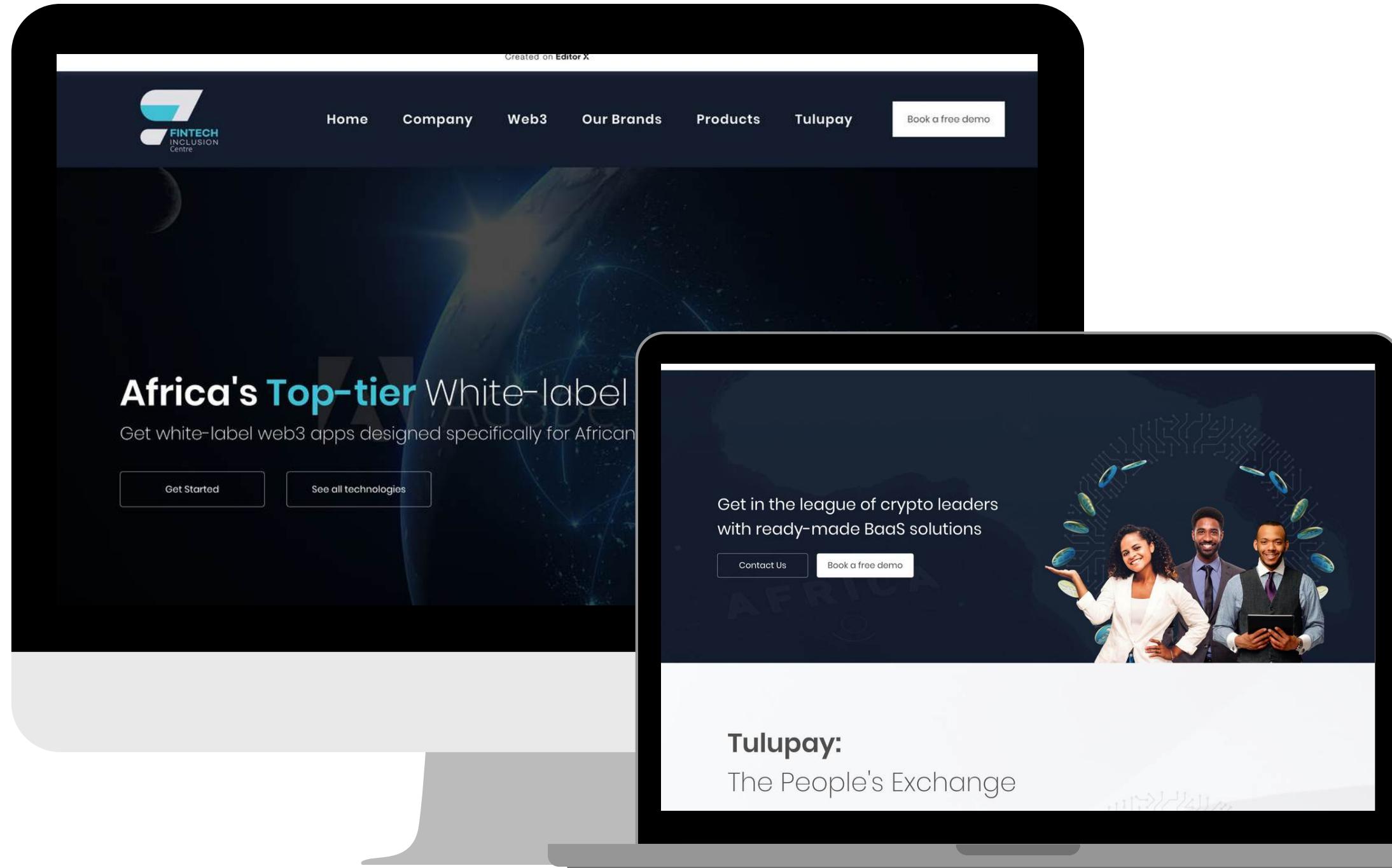
The image displays the Kassio website design across three main sections: the homepage, a Kwikpay section, and a wallet section.

- Homepage:** Features a large banner with a smiling woman using a smartphone. Below the banner, there's a call-to-action button labeled "GET STARTED". Key statistics include "Earn Up to 13% APY" and "Asset Under Management \$16M+". A "Scan & Pay" section highlights the platform as "Fast, secure & reliable mobile payment platform".
- Kwikpay Section:** Describes the feature as "Just Scan & Pay for easy, secure, & faster payments". It explains that it's a mobile payment feature for consumers and merchants, using complete encryption. It costs nothing when using the Kassio app.
- Wallet Section:** Shows a smartphone displaying the Kassio wallet interface, which includes sections for "YOUR ASSETS" (listing Bitcoin) and "KASSIO WALLET". A sub-section titled "WALLET" is described as "A secure & rewarding wallet for your crypto".

A large blue button at the bottom left encourages users to "Visit Site".

Web Design

Developed a website for FinTech Inclusion, a Blockgration subsidiary specializing in white-label B2B and B2C technologies. The site effectively communicates FinTech Inclusion's role in facilitating the transition from Web2 to Web3. It showcases their innovative solutions and technology offerings, designed to support businesses in adopting and integrating Web3 functionalities seamlessly. The website highlights their expertise in providing scalable and adaptable solutions for diverse industry needs.



[Visit Site](#)





TULUPAY

Web Design

Designed and developed a website for Tulupay, featuring a user-friendly interface to showcase its Web2 and Web3 capabilities. The site highlights the app's core functionalities—digital currency management, staking, remittance, and portfolio tracking—providing an engaging and informative experience for users and potential investors. The website effectively communicates the app's dual functionality and innovative financial solutions.

[**Visit Site**](#)

The image displays the Tulupay website's user interface across two devices. The laptop screen shows a dark-themed landing page with a central image of a man in a suit. Overlaid on the bottom right of the laptop screen is a smartphone displaying a news feed titled "Press release". The smartphone screen also features a "Create account" button and icons for various currencies like BTC, ETH, and EUR. The background is filled with numerous gold-colored Bitcoin coins of different sizes, some with the "BITCOIN" text visible, creating a sense of digital wealth and global reach.

Web Design

VirtuBlock, a Blockgration subsidiary based in Estonia, needed a robust digital presence to highlight its Web3 solutions. I designed and developed a user-centric website that showcased their blockchain and DeFi technologies. The site effectively communicated VirtuBlock's innovations, driving engagement and establishing a strong digital identity in the Web3 space.

[Visit Site](#)



Your gateway to the Web3 world

Virtublock OÜ provides custom blockchain-as-a-service (BaaS) solutions to enterprises looking to migrate from Web2.0 to 3.0.

Learn more

Get the most out of your business with ready-made

Recently launched

Introducing InfyDx, an all-in-one Web3 app for digital exchange

More than just a B2B digital exchange

Let's Chat!

360°

InfyDX

Freelance Work





x Saurav

PhysioRehab Group, a leading provider of physiotherapy and rehabilitation services with locations in Whitby, Bolton, and Brampton, sought to boost their digital presence. I tackled this by executing targeted PPC campaigns, developing knowledge-based content, and optimizing ads. The result was increased website traffic, improved online visibility, and enhanced client engagement across their locations.



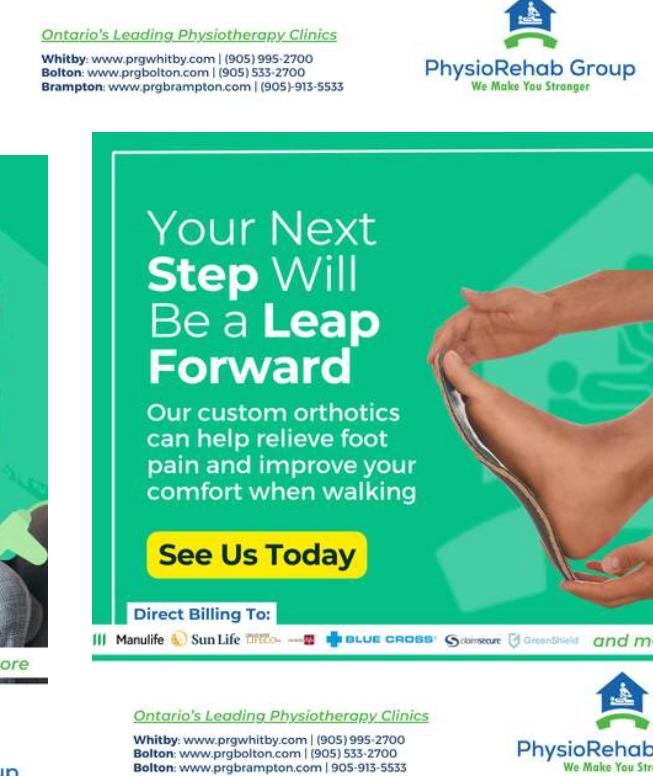
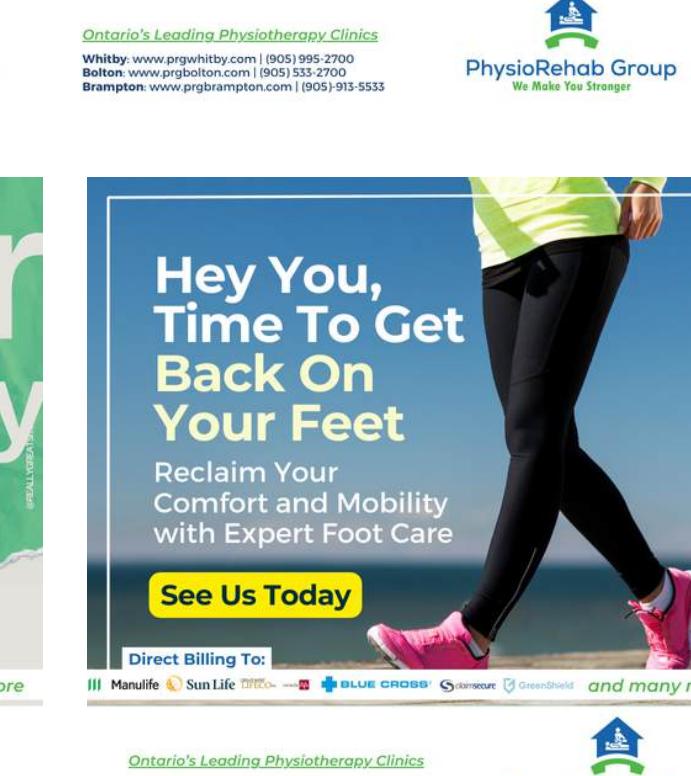
Brief

PhysioRehab Group, a leading provider of physiotherapy and rehabilitation services in Whitby, Bolton, and Brampton, sought to revamp their digital presence with a modern, user-centric website. Their goal was to enhance client engagement and streamline the appointment booking process. The client requested a platform that would effectively showcase their services, improve local SEO, and leverage PPC and content marketing to drive traffic. They emphasized the need for knowledge-based content, compelling ads, and strategic online campaigns to boost visibility and attract new clients while reflecting their dedication to personalized, professional care.

Results

- Enhanced Online Visibility: Increased organic search rankings and local SEO, leading to a significant rise in website traffic and client inquiries.
- Effective PPC Campaigns: Implemented targeted PPC strategies that drove high-quality leads and improved conversion rates.
- Engaging Content: Developed knowledge-based content that resonated with potential clients, establishing the brand as an authority in physiotherapy and rehabilitation.
- Streamlined User Experience: Revamped website design and functionality, resulting in a more intuitive appointment booking process and higher client satisfaction.
- Increased Client Engagement: Utilized compelling ads and strategic online marketing to boost client engagement and brand awareness.

Promotions Idea, design & copy



Web Design

Designed and developed a user-friendly website for PhysioRehab Group, focusing on enhancing accessibility to their physiotherapy and rehabilitation services. The website features a clean, modern design with intuitive navigation, providing a seamless experience for users seeking information and services across their Whitby, Bolton, and Brampton locations.



A computer monitor is shown from a side-on perspective, displaying the PhysioRehab Group website. The website has a dark header with the logo and navigation links: Home, About, Services, Contact, FAQ, Blog, and Book An Appointment. Below the header is a large banner with a photo of a person in a white coat and the text 'PhysioRehab Group Bolton - Elevate Your Well-being with Expert Physiotherapy'. The main content area features three service cards: 'Physiotherapy Excellence', 'Acupuncture Therapy', and 'Post-Surgical Rehabilitation', each with a small image and a 'Book An Appointment' button. On the far right of the monitor, there is a 'Let's Chat!' button. The monitor sits on a grey stand, and the background behind it is light grey.

Web Design

Revamped GreenLife Developments' online presence with a cutting-edge website that combines sleek design with functionality. Focused on enhancing user experience and showcasing their real estate projects, I delivered a platform that supports client engagement and elevates the brand's market visibility. The website's modern aesthetics and intuitive navigation facilitate better interactions and project promotion.



A composite image showing a mobile phone and a tablet displaying the Green Life Developments website. The mobile screen shows a banner for "Basement Renovations" with a "\$69/week" offer and a form for "Basement From \$69/week". The tablet screen shows a section titled "Renovate Your Basement In 3 Simple Steps" with icons for consultation, financing, and completion, along with descriptive text. Both screens feature the company's logo at the top and a large promotional banner at the bottom.

[Visit Site](#)



Let's Connect

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