

DIGITAL MARKETING PROJECT

Grow With Digital - A Practical
Roadmap to Scale Online

Visibility, engagement, and conversions for small brands. Consolidated strategy: brand background, competitor insights, full digital stack, tools, and measurable execution steps.



PROJECT OVERVIEW

This project is designed to build a strong and effective digital presence for Grow With Digital, a service-based digital marketing brand. The main purpose of this project is to apply digital marketing concepts in a practical and structured manner. Grow With Digital was selected to understand how real businesses use digital platforms to grow and compete online.

The project focuses on improving brand visibility, increasing audience engagement, and generating quality leads. By working on website planning, social media marketing, SEO, content creation, paid advertising, and funnel design, this project shows how different digital marketing strategies come together to drive business growth. It highlights hands-on learning and real-world application of digital marketing skills.



ABOUT US

Grow With Digital is a forward-looking digital growth company dedicated to empowering businesses with effective online solutions. We specialize in helping brands expand their reach, attract quality leads, and achieve measurable results through digital marketing strategies tailored to your unique goals.

Our mission is to simplify the world of digital growth by providing integrated services that deliver real impact — from search engine optimization (SEO) and pay-per-click (PPC) campaigns to social media marketing and performance analytics. We believe in a data-driven approach that ensures every campaign we create is optimized for maximum engagement and ROI.

At Grow With Digital, your success is our priority. Whether you're a small startup looking to build your online presence or an established business aiming to scale, we partner with you to design customized solutions that fuel sustainable growth.

BRAND IDENTITY



Brand Colors

Blue – Trust, professionalism

Orange – Growth, success

White – Simplicity, clarity

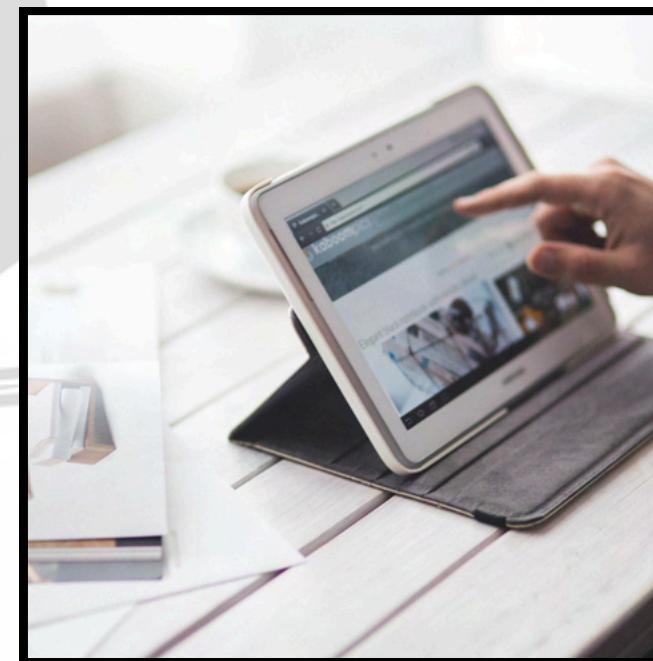


LOGO

Canva-designed logo

Clean and modern look

Reflects growth and digital theme



Tagline

Grow Smarter. Grow Digital

MISSION, VISION & VALUES

Our Mission

Our mission is to help small and growing businesses achieve meaningful digital growth. We focus on improving visibility, engagement, and conversions through clear planning, honest execution, and measurable performance. Our goal is to simplify digital marketing and make it practical, affordable, and effective for every business.

Our Vision

Our vision is to become a trusted digital growth partner for businesses that value clarity, transparency, and long-term success. We aim to build a future where brands grow online with confidence, data-backed decisions, and sustainable digital systems.

Our Core Values

- We believe in transparency and clear communication at every stage.
- We focus on data-driven decisions, not vanity metrics.
- We value long-term relationships over short-term gains.
- We commit to continuous learning and improvement.
- We put client success at the center of everything we do.

DIGITAL MARKETING SOLUTIONS THAT DRIVE RESULTS

From SEO to paid ads, we offer comprehensive digital marketing services tailored to your business goals.

Search Engine Optimization

Boost your organic rankings and drive sustainable traffic with our proven SEO strategies.

Pay-Per-Click Advertising

Maximize ROI with targeted Google Ads and Facebook campaigns that convert.

Email Marketing & Automation

Nurture leads and drive sales with personalized email campaigns and workflows.

Social Media Marketing

Engage your audience and build brand awareness across all major social platforms.

Content Marketing

Create compelling content that attracts, engages, and converts your ideal customers.

Website & Funnel Optimization

Transform your website into a lead-generating machine with CRO best practices.



KEY FEATURES AND USP

How features help clients and what makes
Grow With Digital different



Customized strategies for each client

Tailored plans for local brands and niche needs.

Data-driven decision making

Performance tracking to optimize visibility and conversions.

Professional and modern approach

Contemporary branding and execution for credibility.

USP differentiator

Integrated service packaging and flexible pricing to drive growth

Data-driven decision making

Performance tracking to optimize visibility and conversions

SWOT ANALYSIS FOR GROW WITH DIGITAL

- Affordable and cost-effective digital marketing services
- Modern, user-friendly website design
- Expertise across multiple digital platforms
- Strong cross-channel campaign execution
- High value for small and growing businesses

W

- Rapid growth in demand for digital marketing services
- An increasing number of online and local businesses
- Strong potential to attract price-sensitive clients
- Ability to leverage multi-platform and cross-channel trends
- Opportunity to showcase measurable campaign results

T

- Intense competition from established agencies
- Frequent algorithm changes across platforms
- Price pressure from low-cost competitors
- Changing ad and platform policies
- Risk of client churn due to performance fluctuations

S

O



KEYWORD RESEARCH

Keyword	Search Volume (Monthly)	Competition	Why Selected
local seo services	5,000	Low	This keyword targets local businesses looking for nearby SEO help. It has good demand and low competition, making it easier to rank and generate local leads.
online marketing agency	500	Medium	This keyword attracts users searching for full digital marketing services. It shows strong commercial intent and helps position the business as a service provider.
ppc advertising services	500	Low	This keyword targets businesses ready to invest in paid ads. Low competition makes it cost-effective for lead generation.
seo company near me	5,000	Low	This is a high-intent local keyword. Users searching this are ready to contact an agency, which makes it very valuable for conversions.
seo services	50,000	Low	This is a high-volume keyword with strong demand. Low competition makes it ideal for long-term SEO growth and brand visibility.
small business digital marketing	500	Low	This keyword directly targets small business owners, which matches the core service audience and helps attract qualified leads.

COMPETITORS ANALYSIS - OVERVIEW

Webchutney

01

- The website is visually strong and well-structured
- Focuses heavily on creative campaigns and brand storytelling
- Very active on social media with high engagement

02

Social Beat

03

- Strong digital presence across platforms
- Regular content posting and high engagement
- Focuses on content, SEO, and influencer marketing

04

iProspect

- Strong website with clear service offerings
- Known for data-driven and paid advertising strategies
- Moderate social media activity, more performance-focused

Digital Vidyा

- The website focuses more on training and courses
- Very active on social platforms for education-based content
- Strong authority in the digital marketing learning space

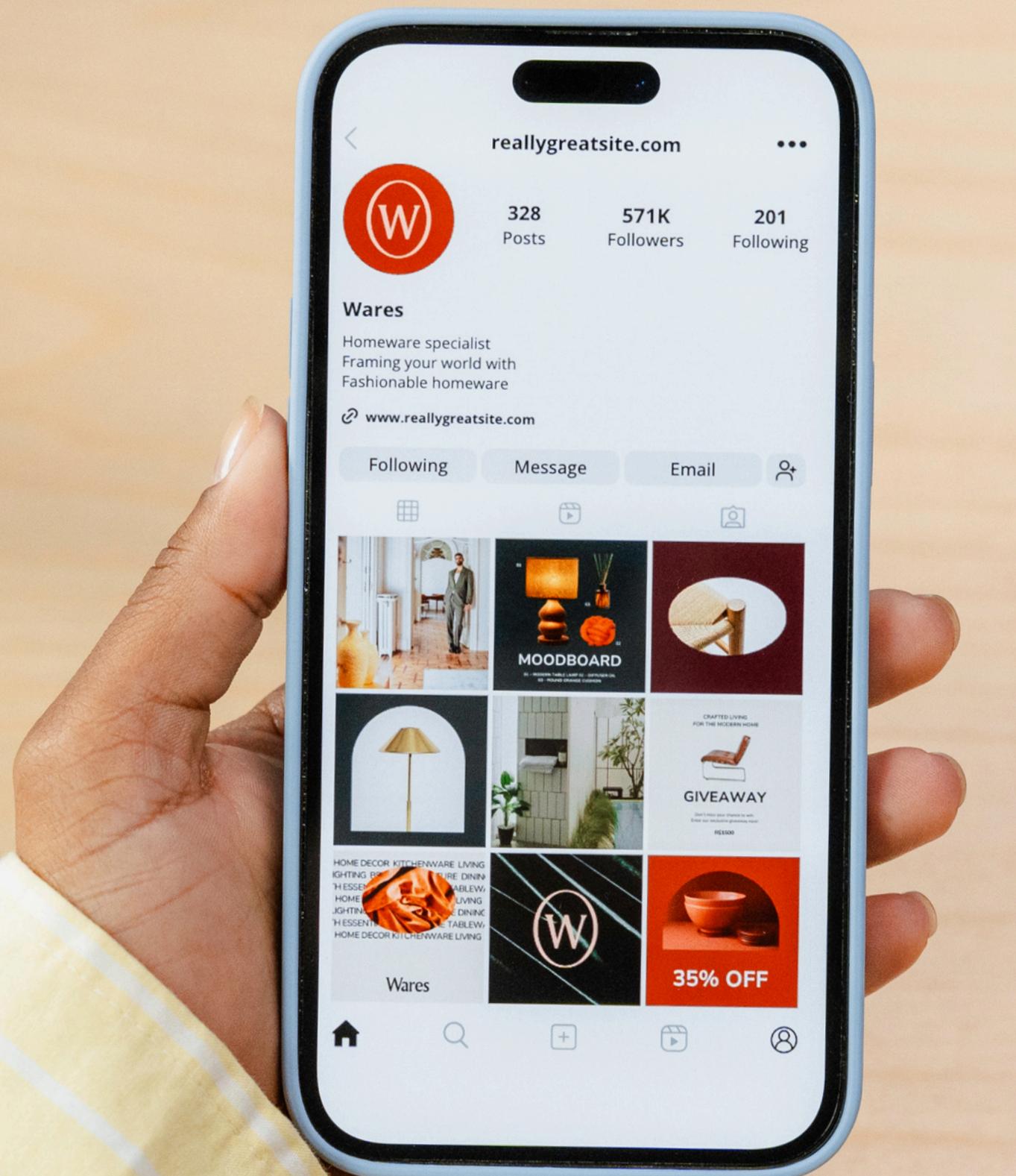




COMPETITOR ANALYSIS - SOCIAL MEDIA LINKS ON WEBSITE

Website						
Webchutney						
iProspect						
Social Beat						
Digital Vidya						

SOCIAL MEDIA PLATFORMS



These social media platforms are used to increase brand awareness, engage users, and generate leads.



Instagram

Used for posts and stories to engage small businesses and startups.



LinkedIn

Used for professional branding, B2B lead generation, and sharing industry insights.



Facebook

Used for community engagement, promotions, and lead generation campaigns.

Profile Links:

Instagram: <https://www.instagram.com/growwithdigital2026/>

LinkedIn: <https://www.linkedin.com/company/109981832/admin/page-posts/published/>

Facebook: <https://www.facebook.com/profile.php?id=61583346772164>

WEBSITE STRUCTURE & BENEFITS

Clear sitemap with CTAs to convert visitors

1

Home

Hero CTA: contact form or WhatsApp; quick value proposition and navigation to services

2

Services

Service-specific sections mapping to buyer needs with service-level CTAs and lead capture

3

Why Us

highlights key benefits and reasons to choose the brand.

4

Process

shows a clear step-by-step way of working to set expectations.

5

Testimonials

Provide social proof through real client experiences, increasing confidence.

6

Blog

shares educational content that shows expertise and supports long-term SEO growth.

7

Contact

Visible contact form, WhatsApp CTA, and alternative contact details for quick conversions

WEBSITE PURPOSE & BRAND POSITIONING

Helping businesses turn digital visibility into real growth.



Website Purpose

- Help businesses grow faster and smarter online
- Deliver result-driven digital marketing strategies
- Turn traffic into leads and leads into revenue

GrowWithDigital23 works as a growth platform, not just a service provider.



Target Audience

Small and medium businesses

Startups and emerging brands

Business owners seeking measurable digital results

Local service providers

Built for people who want clarity, trust, and measurable growth.



Brand Purpose

We believe digital growth should be simple, transparent, and profitable.

- Simplify digital marketing for better results
- Offer practical, affordable, performance-focused solutions
- Focus on real business outcomes, not vanity metrics



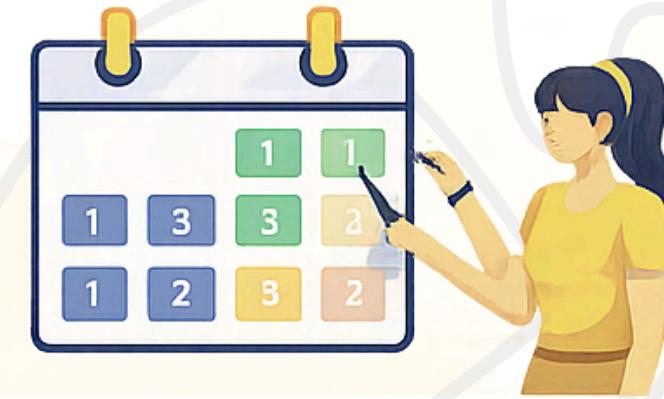
Brand Promise

We focus on real business results — not vanity metrics.

ORGANIC MARKETING

Plan, publish, and grow with a clear organic content system.

CONTENT CALENDAR



Plans what to publish,
when, and why

BLOG CALENDAR



Tracks blog topics,
publishing dates, and SEO focus.

From planning to execution



Consistent Publishing



SEO Alignment



Sustainable Growth

ON-PAGE SEO

The screenshot shows the Yoast SEO plugin interface. At the top, there are tabs for SEO, Readability, Schema, and Social. Below that, the 'Focus keyphrase' section is active, showing 'Local SEO Services' as the focus keyword and a 'Get related keyphrases' button. The 'Search appearance' section is expanded, showing a preview of how the post would look in search results. The preview is set to 'Mobile result' and shows a snippet with the title 'Local SEO Services for Small Businesses | Grow With Digital', the date 'Dec 22, 2025', and a description: 'Reliable local SEO services to grow your business online. Grow With Digital helps small businesses boost local visibility and quality leads.'

The screenshot shows the Yoast SEO plugin interface. The 'SEO title' field contains 'Local SEO Services for Small Businesses | Grow With Digital'. The 'Slug' field contains 'home'. The 'Meta description' field contains 'Reliable local SEO services to grow your business online. Grow With Digital helps small businesses boost local visibility and quality leads.' There are 'Generate SEO title' and 'Generate meta description' buttons with 'Insert variable' options.

The screenshot shows the 'Analysis results' section of the Yoast SEO plugin. It is divided into 'Problems' and 'Good results'. Under 'Problems', there are two items: 'Word complexity: Is your vocabulary suited for a larger audience? [Yoast SEO Premium will tell you!](#)' (marked with a red dot) and 'Transition words: Only 0.8% of the sentences contain transition words, which is not enough. [Use more of them.](#)' (marked with a red dot). Under 'Good results', there are five items: 'Passive voice: You are not using too much passive voice. That's great!' (marked with a green dot), 'Consecutive sentences: There are no repetitive sentence beginnings. That's great!' (marked with a green dot), 'Subheading distribution: Great job!' (marked with a green dot), 'Paragraph length: There are no paragraphs that are too long. Great job!' (marked with a green dot), and 'Sentence length: Great!' (marked with a green dot). Each result item has an 'Eye' icon to its right.

OFF-PAGE SEO

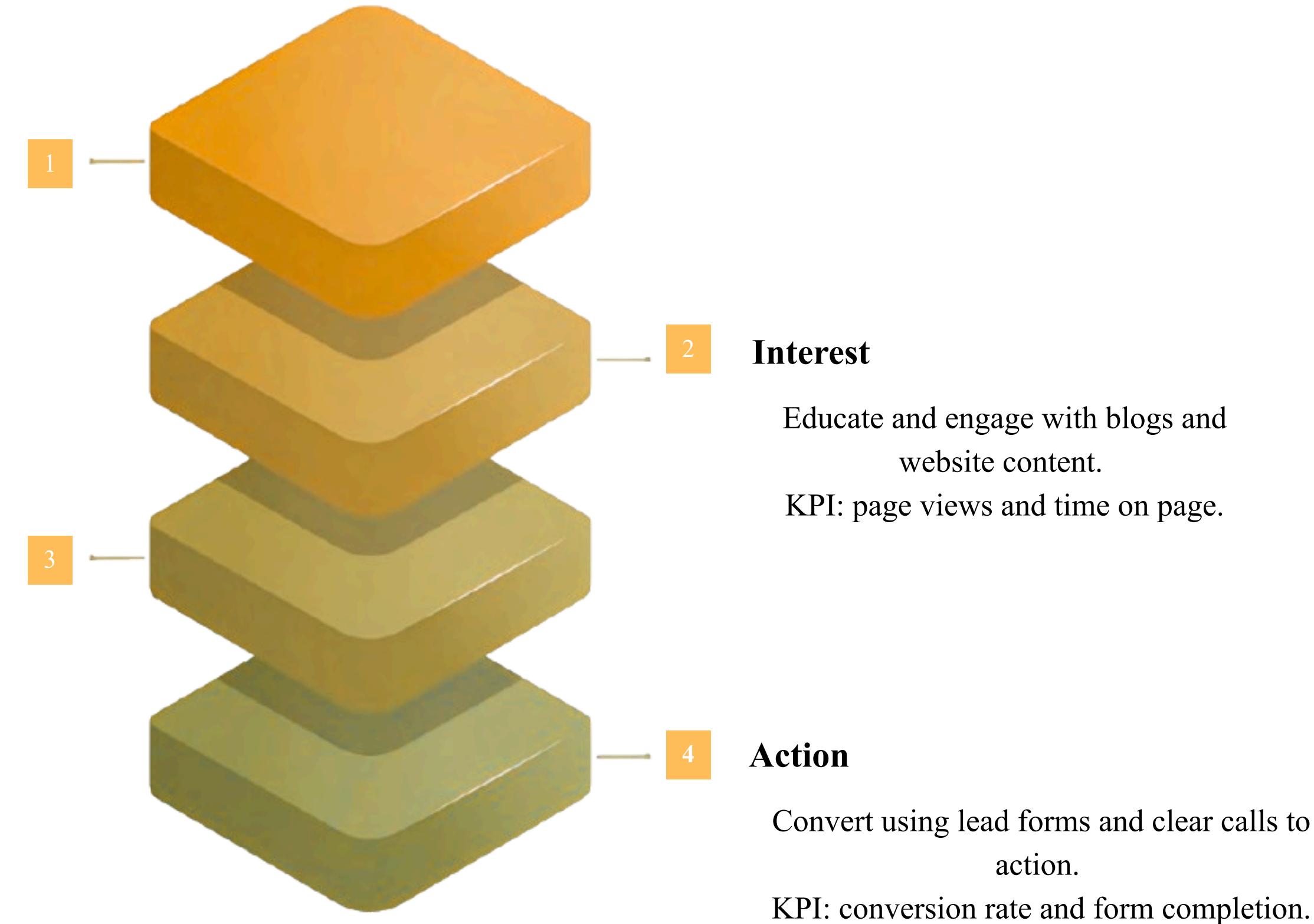
The objective of off-page SEO (**Backlink Submission**) is to improve website authority, brand visibility, and search engine rankings by building trust and quality backlinks from external platforms.

Submissions	Count
Business Profile Submission	3
Blog Submission	3
Classified Ad Submission	4
Image Submission	4
PPT Submssion	2
Social Bookmarking	7
Video Submission	2
TOTAL	25

AIDA FUNNEL FOR LEAD CONVERSION

Awareness
Broad reach to attract prospects via social reach and ads.
KPI: impressions and reach quality.

Desire
Build preference with case studies and testimonials.
KPI: content shares and lead intent signals.



FUNNEL ADS - OVERVIEW

Funnel Stage	Objective	Platform	Campaign Objective	Target Audience	Ad Format / Content	Budget	Key KPI
Awareness	Create brand visibility	Facebook & Instagram	Brand Awareness / Reach	Broad audience with interests in business, marketing, entrepreneurship	Short video, carousel ads highlighting problem awareness	₹18,000	Reach, Impressions, CPM
Interest	Drive engagement & traffic	Facebook & Instagram	Traffic / Engagement	Users who engaged with awareness ads	Image or carousel ads with educational content	₹12,000	Clicks, CPC, Time on Page
Desire	Capture high-intent users	Google Search Ads	Website Traffic	Users searching for marketing and lead generation services	Text ads targeting high-intent keywords	₹30,000	CTR, CPC, Qualified Traffic
Action	Generate leads	Google Ads	Conversions / Lead Generation	Website visitors & past ad clickers (remarketing)	Search ads leading to lead form landing page	₹20,000	Conversions, CPL
Desire	Build trust with professionals	LinkedIn Ads	Website Visits	Business owners, founders, marketing managers	Single image or document ads with case-study messaging	₹12,000	Clicks, CPC, Engagement
Action	Capture B2B leads	LinkedIn Ads	Lead Generation	Retargeted professionals & decision-makers	LinkedIn lead form ads	₹8,000	Leads, Cost per Lead

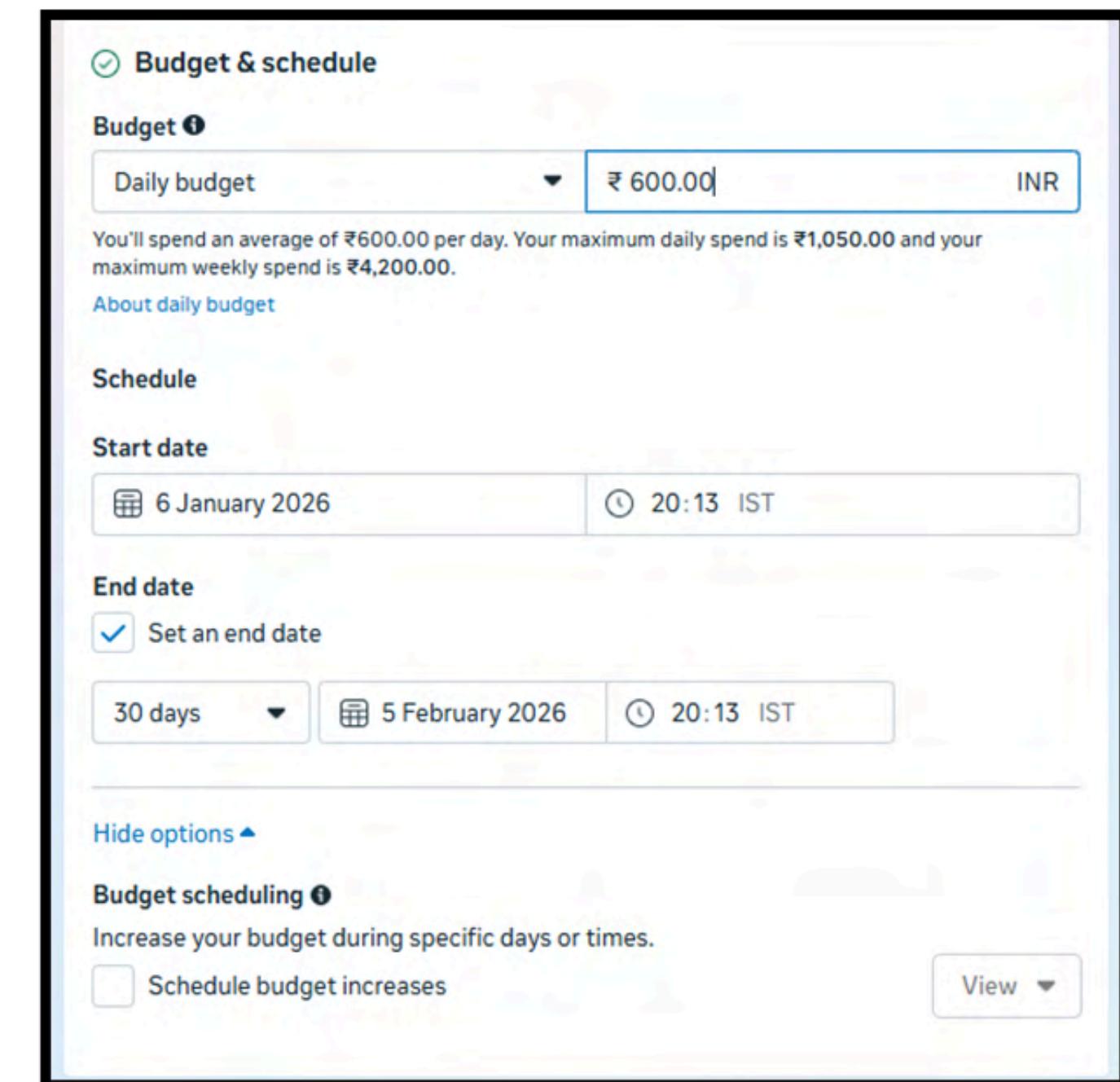
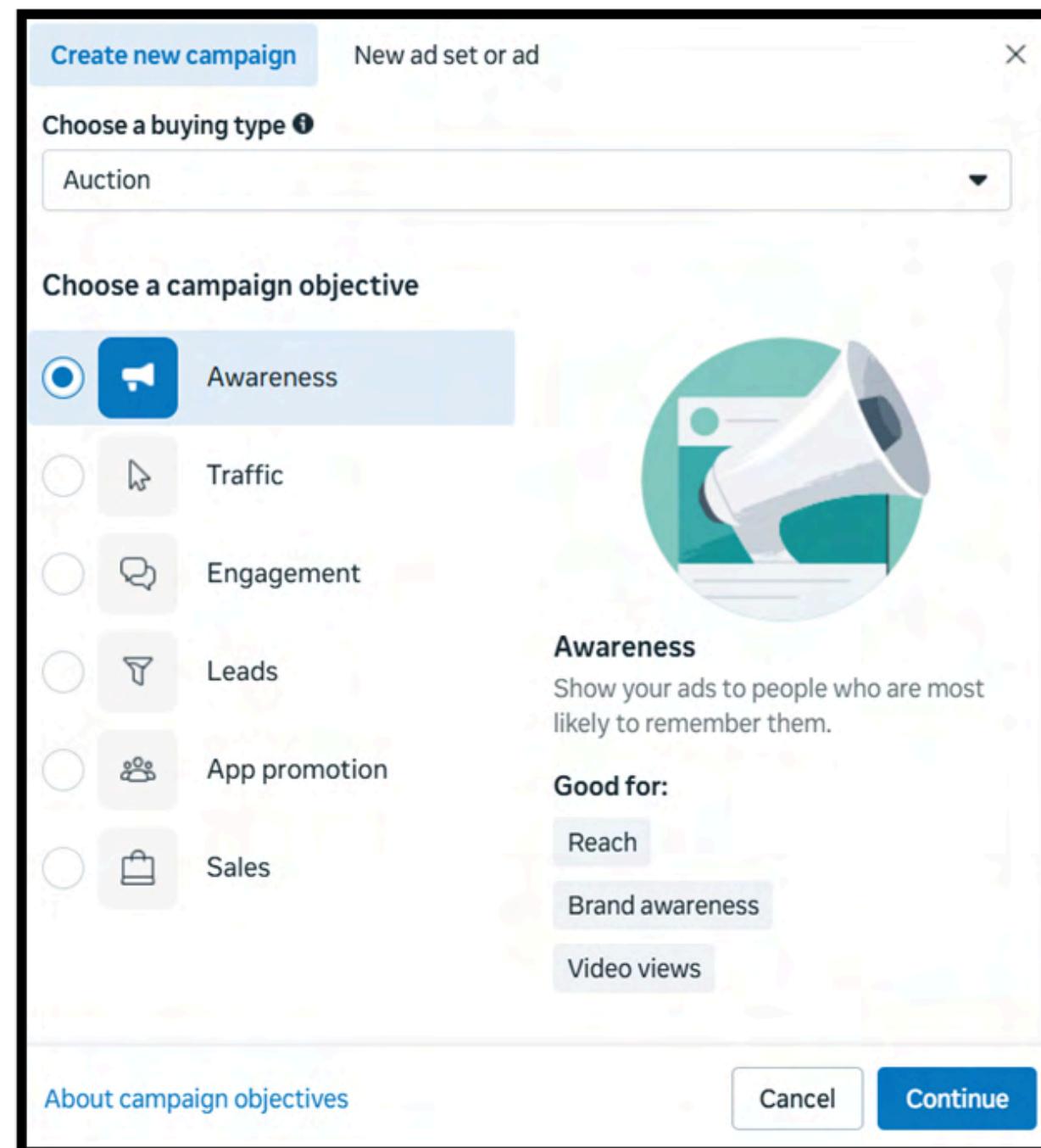
META CAMPAIGNS

Awareness – Facebook & Instagram (Brand Awareness /Reach)

This campaign is chosen to reach a large audience and build brand visibility.

It helps introduce our services to people who may not know us yet.

Objective and Budget



META CAMPAIGNS

Awareness Campaign - Ad Preview

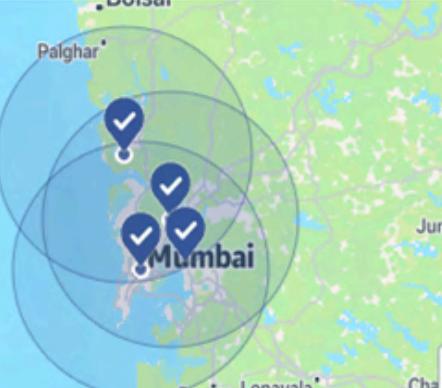
* Locations ⓘ

Reach people living in or recently in this location.

India

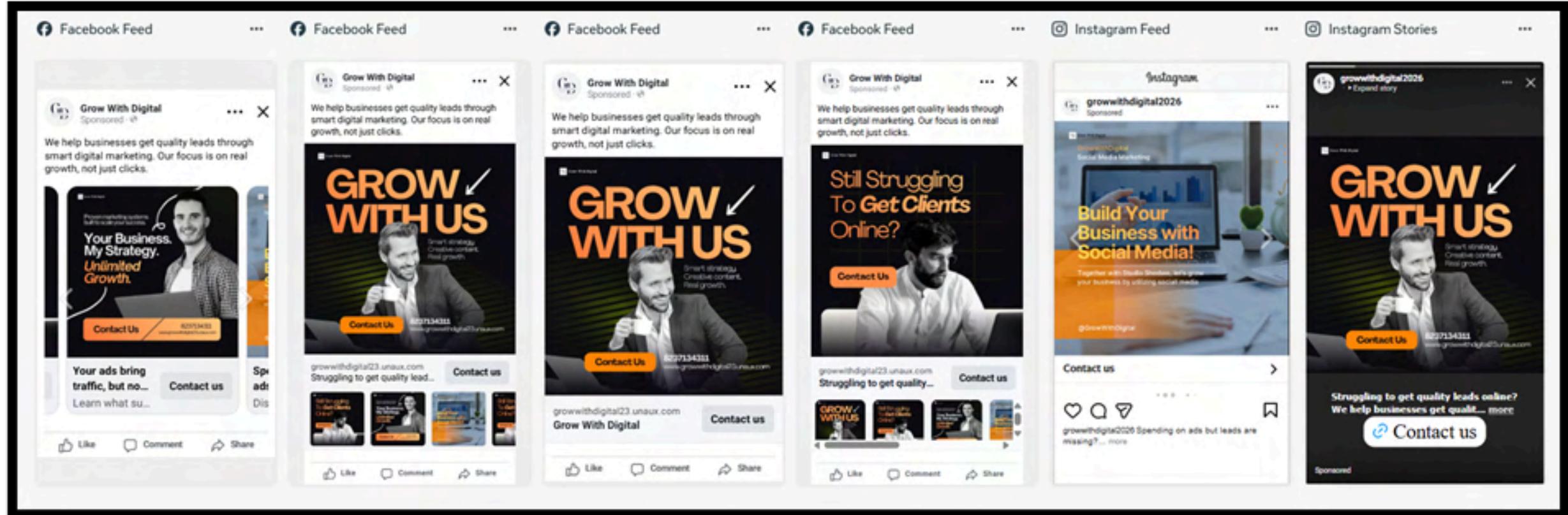
- Mumbai, Maharashtra + 40 km
- Thane, Maharashtra + 40 km
- Vasai, Maharashtra + 40 km
- Vashi

Include Search locations Browse Drop Pin



Reach more people likely to respond ⓘ

We'll also reach people interested in your selected towns/cities and regions, in those countries



META CAMPAIGNS

Interest – Facebook & Instagram (Traffic / Engagement)

Objective, Budget, and Location

Create new campaign New ad set or ad

Choose a buying type ⓘ
Auction

Choose a campaign objective

- Awareness
- Traffic**
- Engagement
- Leads
- App promotion
- Sales

Traffic
Send people to a destination, such as your website, app, Instagram profile or Facebook event. [About traffic](#)

Good for:

- Link clicks
- Landing page views
- Instagram profile visits
- Messenger, Instagram and WhatsApp
- Calls

[About campaign objectives](#)

Cancel **Continue**

Budget

Budget strategy ⓘ

- Campaign budget
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)
- Ad set budget
Set different bid strategies or budget schedules for each ad set.

Budget ⓘ

Daily budget **₹ 800.00 INR**

You'll spend an average of ₹800.00 per day. Your maximum daily spend is ₹1,400.00 and your maximum weekly spend is ₹5,600.00. [About daily budget](#)

Campaign bid strategy ⓘ

How we'll bid in ad auctions.

Highest volume

Hide options ▲

Budget scheduling ⓘ

Increase your budget during specific days or times.

Schedule budget increases

View

***Locations ⓘ**
Reach people living in or recently in this location.

India

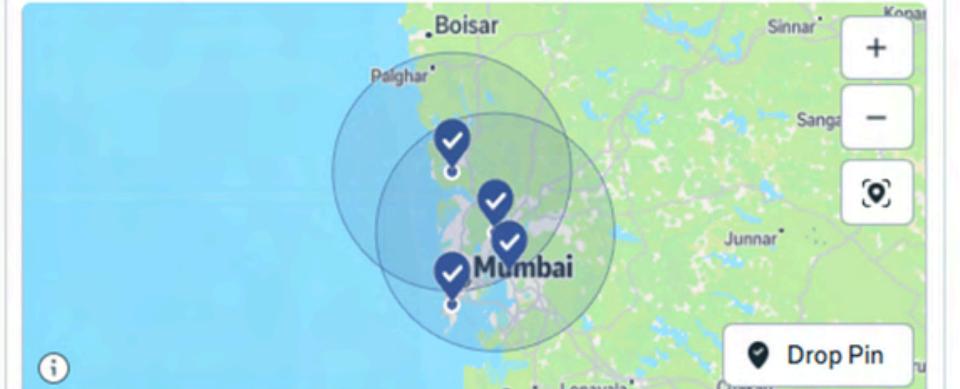
- Mumbai, India. + 2 km
- Thane, Maharashtra + 40 km
- Vasai, Maharashtra + 40 km
- Vashi

Include **Search locations** **Browse**

Drop Pin

Reach more people likely to respond ⓘ
We'll also reach people interested in your selected towns/cities and regions, in those countries.

Add locations in bulk



META CAMPAIGNS

Traffic / Engagement - Ad Preview

Grow With Digital - Awareness Audience

⚠️ To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

Audience controls i
Set criteria for where ads for this campaign can be delivered. [Learn more](#)

Locations
Inclusion: India: Mumbai (+40 km), Thane (+40 km), Vasai (+40 km) Maharashtra; Vashi Maharashtra

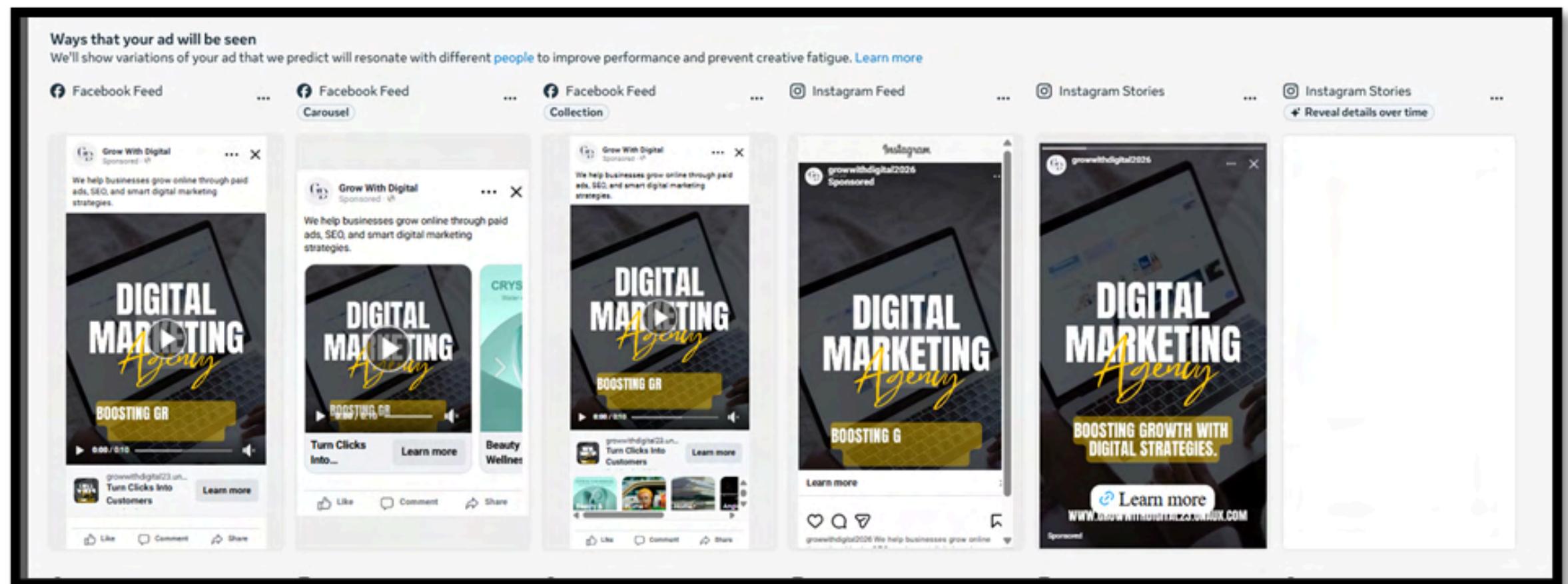
Minimum age
22

Advantage+ audience +
We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

Detailed targeting
People who match: Interests: Digital marketing (marketing), Young Entrepreneurs or Online advertising (marketing), Behaviours: Small business owners, Employers: Owner at own business

[Edit](#) [Remove saved audience](#)



This custom audience helps us retarget recent website visitors who are already aware of our brand, increasing chances of engagement and conversions.

GOOGLE CAMPAIGNS

Desire – Google Search Ads (Website Traffic)

Objective, Keywords and Budget

This campaign targets users actively searching for digital marketing services. These users have high intent and are more likely to consider our offering.

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales
Drive sales online, in app, by phone, or in store

 Leads
Get leads and other conversions by encouraging customers to take action

 Website traffic
Get the right people to visit your website

 App promotion
Get more installs, engagement and pre-registration for your app

 Awareness and consideration
Reach a broad audience and build interest in your products or brand

 Local store visits and promotions
Drive visits to local stores, including restaurants and dealerships.

 Create a campaign without guidance
You'll choose a campaign next

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for 

content marketing strategy
data driven marketing agency
digital marketing services
digital marketing solutions
email marketing campaigns
ppc advertising services
seo services
social media marketing agency
website optimization services
digital branding solutions
online marketing solutions
lead generation agency
online marketing company

Budget

Decide how much you want to spend.

 Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

Select budget type

Average daily budget
Set your average daily budget for this campaign

Campaign total budget BETA
Set a budget for the duration of your campaign

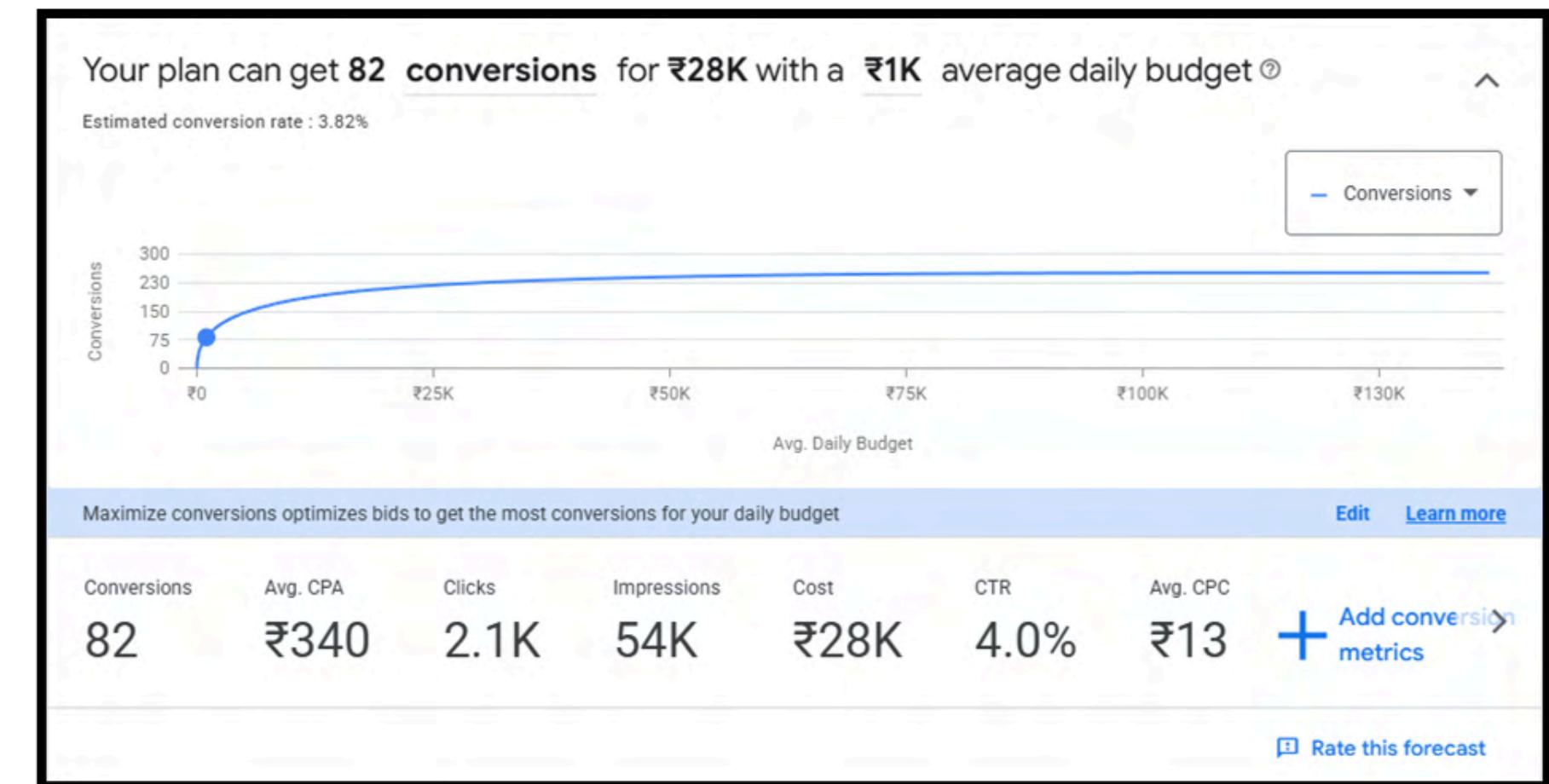
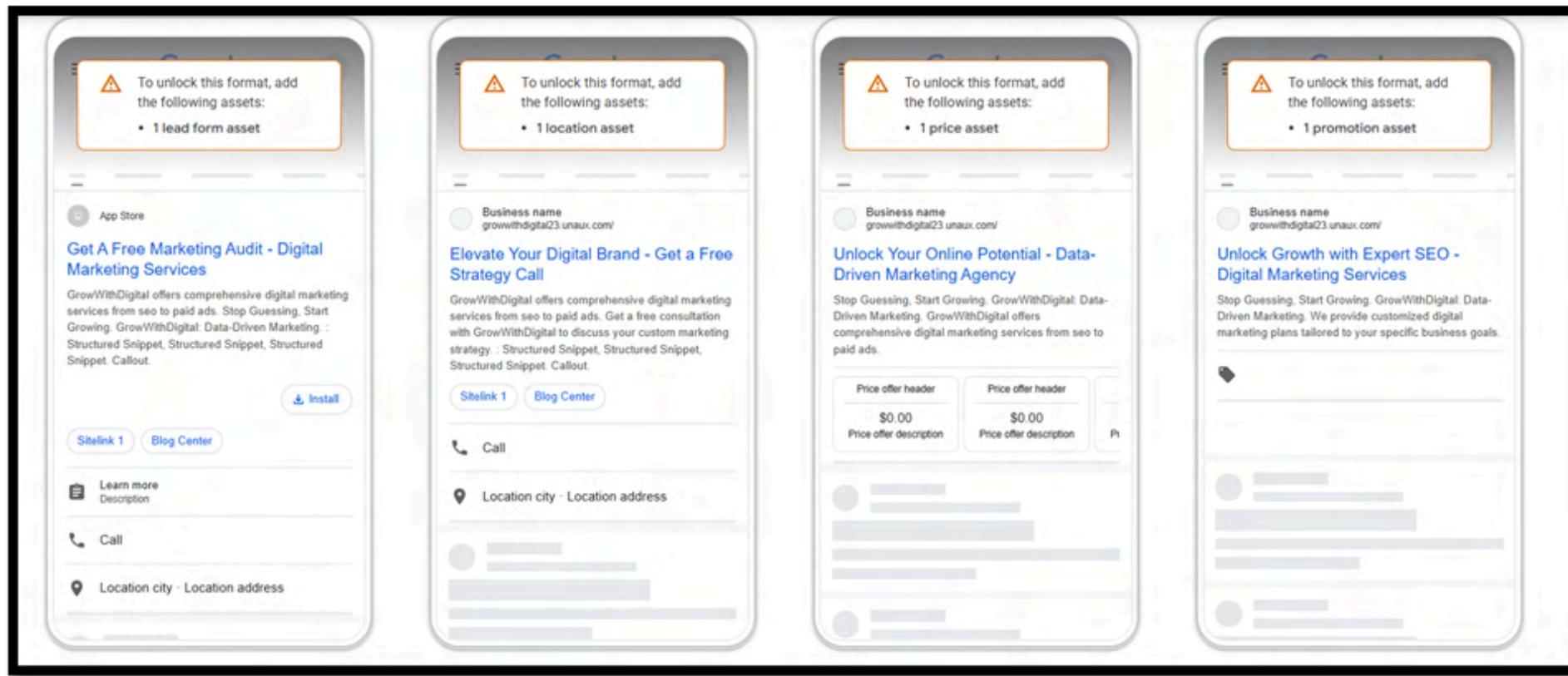
₹ 30,000.00

Start date: January 7, 2026
End date: February 7, 2026

[Edit](#)

GOOGLE CAMPAIGNS

Desire – Google Search Ads Preview



GOOGLE CAMPAIGNS

Action – Google Ads (Conversions / Lead Generation)

Objective, Budget, and Segment

This campaign focuses on users who are ready to take action. It is designed to generate leads through forms or direct contact.

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign


Sales
 Drive sales online, in app, by phone, or in store


Leads
 Get leads and other conversions by encouraging customers to take action


Website traffic
 Get the right people to visit your website


App promotion
 Get more installs, engagement and pre-registration for your app


Awareness and consideration
 Reach a broad audience and build interest in your products or brand


Local store visits and promotions
 Drive visits to local stores, including restaurants and dealerships.


Create a campaign without guidance
 You'll choose a campaign next

Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

Select budget type

Average daily budget
Set your average daily budget for this campaign

Campaign total budget BETA
Set a budget for the duration of your campaign

₹ 20,000.00

Start date: January 7, 2026
End date: February 7, 2026

[Edit](#)

Audience (remarketing) means targeting a specific segment of users who have already interacted with our brand.

This segment includes website visitors, ad clickers, and users who engaged with our ads earlier.

Since this segment already knows us, they are more likely to convert.

Using this segment helps improve conversion rates and reduce wasted ad spend.

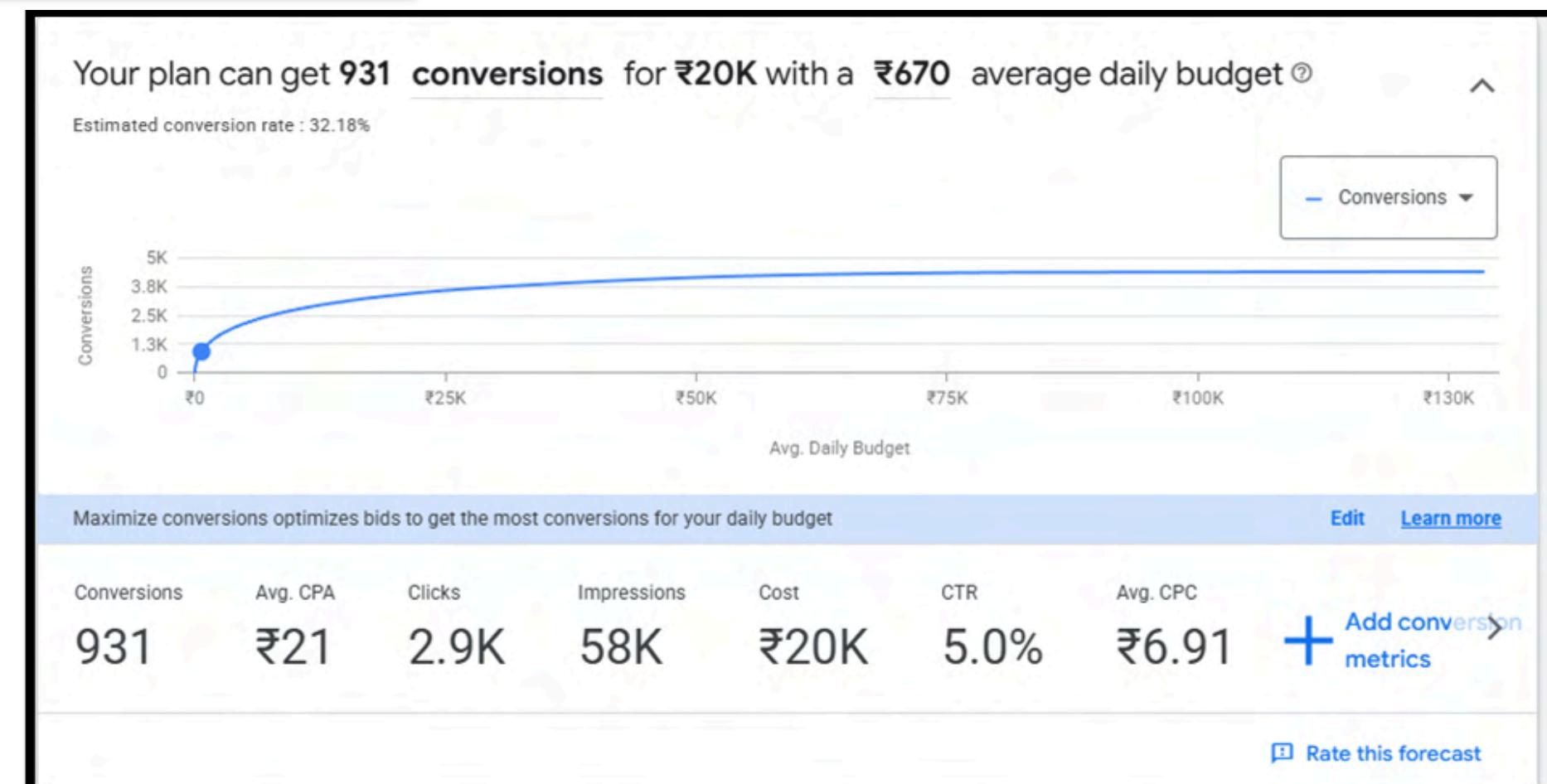
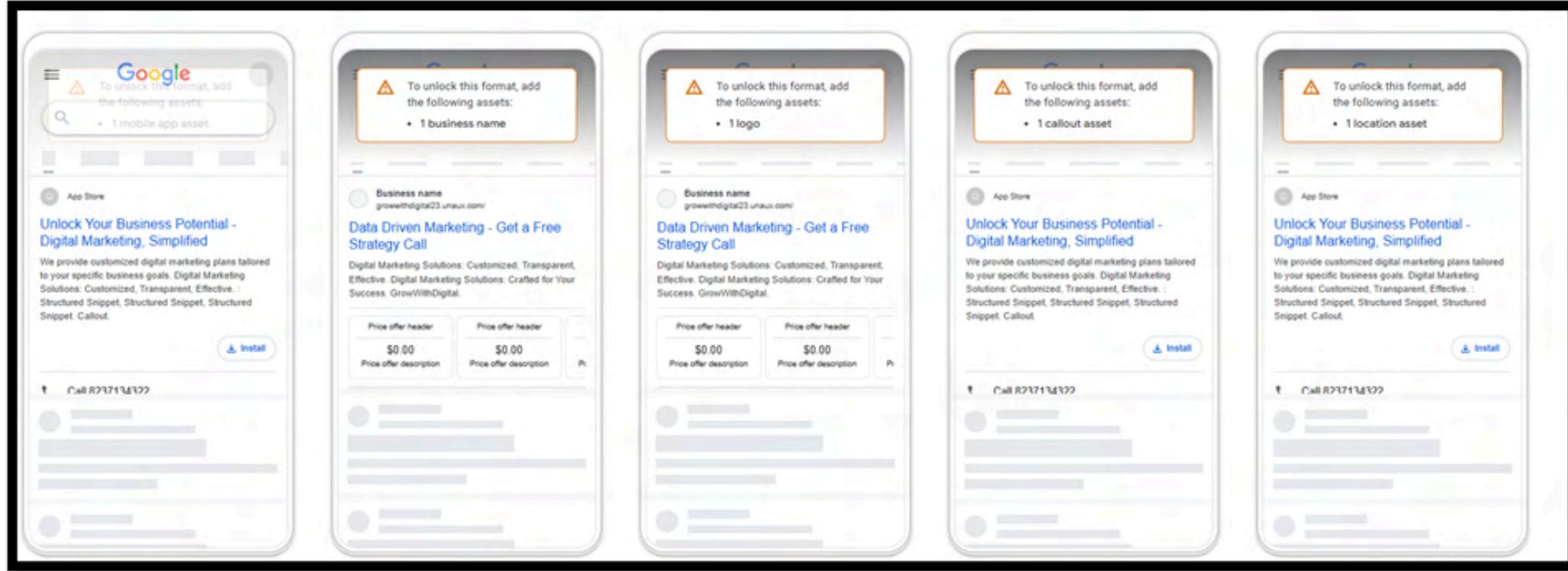
Segment use

Ad groups and campaigns that are targeting or excluding this segment

Targeting	Exclusions		
Campaign ↑	Ad group	Campaign type	Status
Leads Search Campaign - Grow With Digital - 07 Jan 2026	-	Search	Eligible

1 - 1 of 1

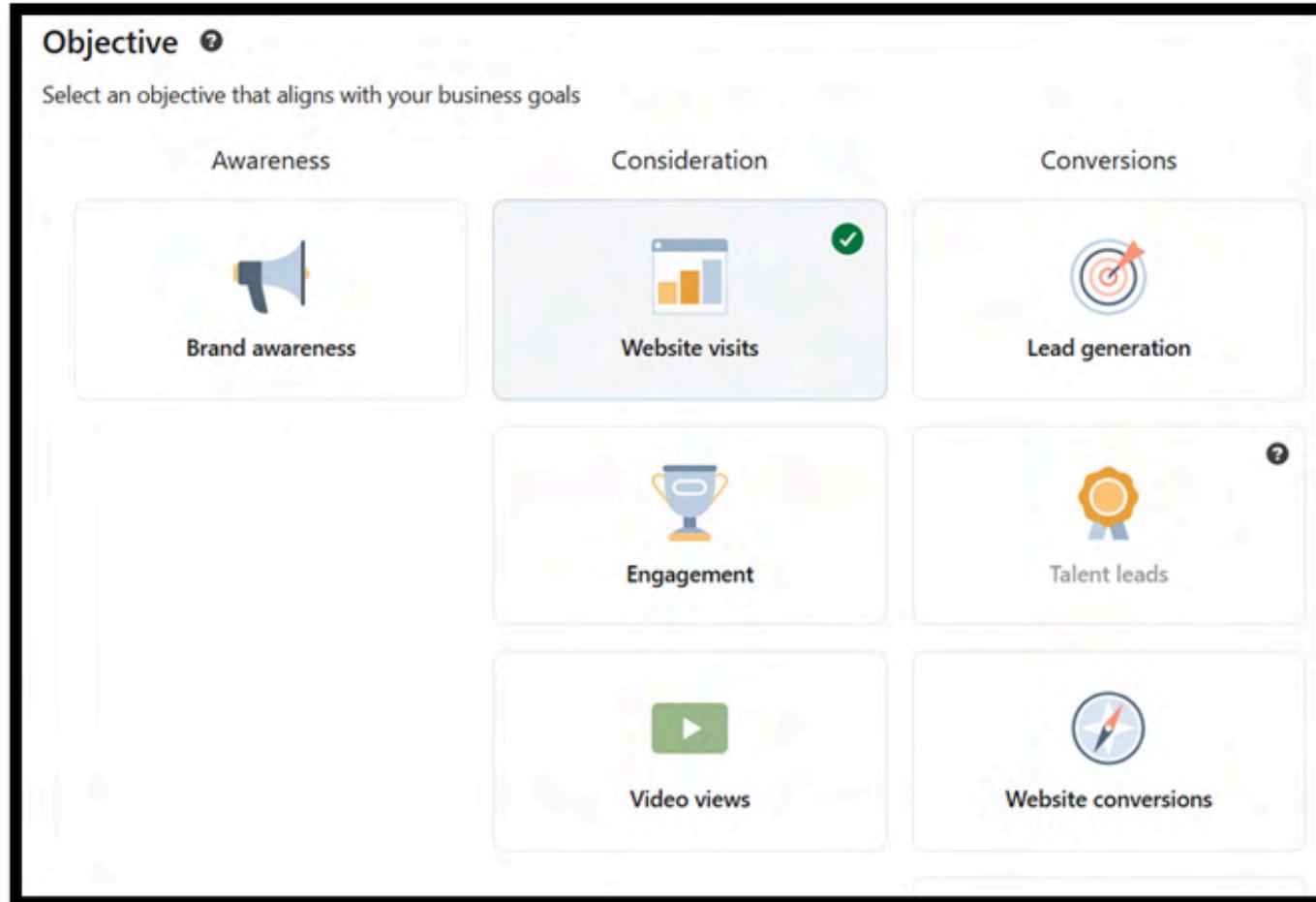
Action – Google Ads - Lead Generation - Ads Preview



LINKEDIN CAMPAIGNS

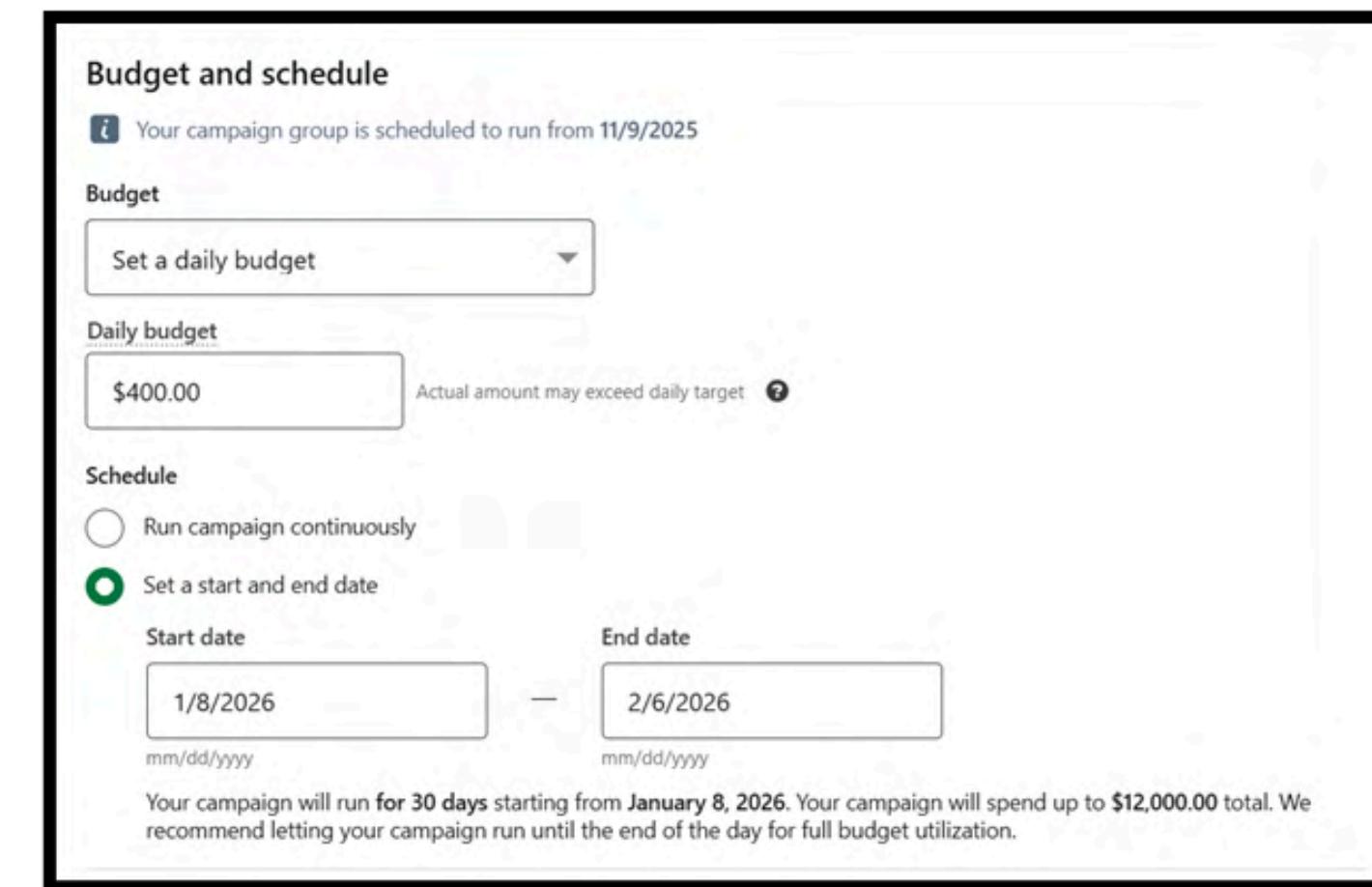
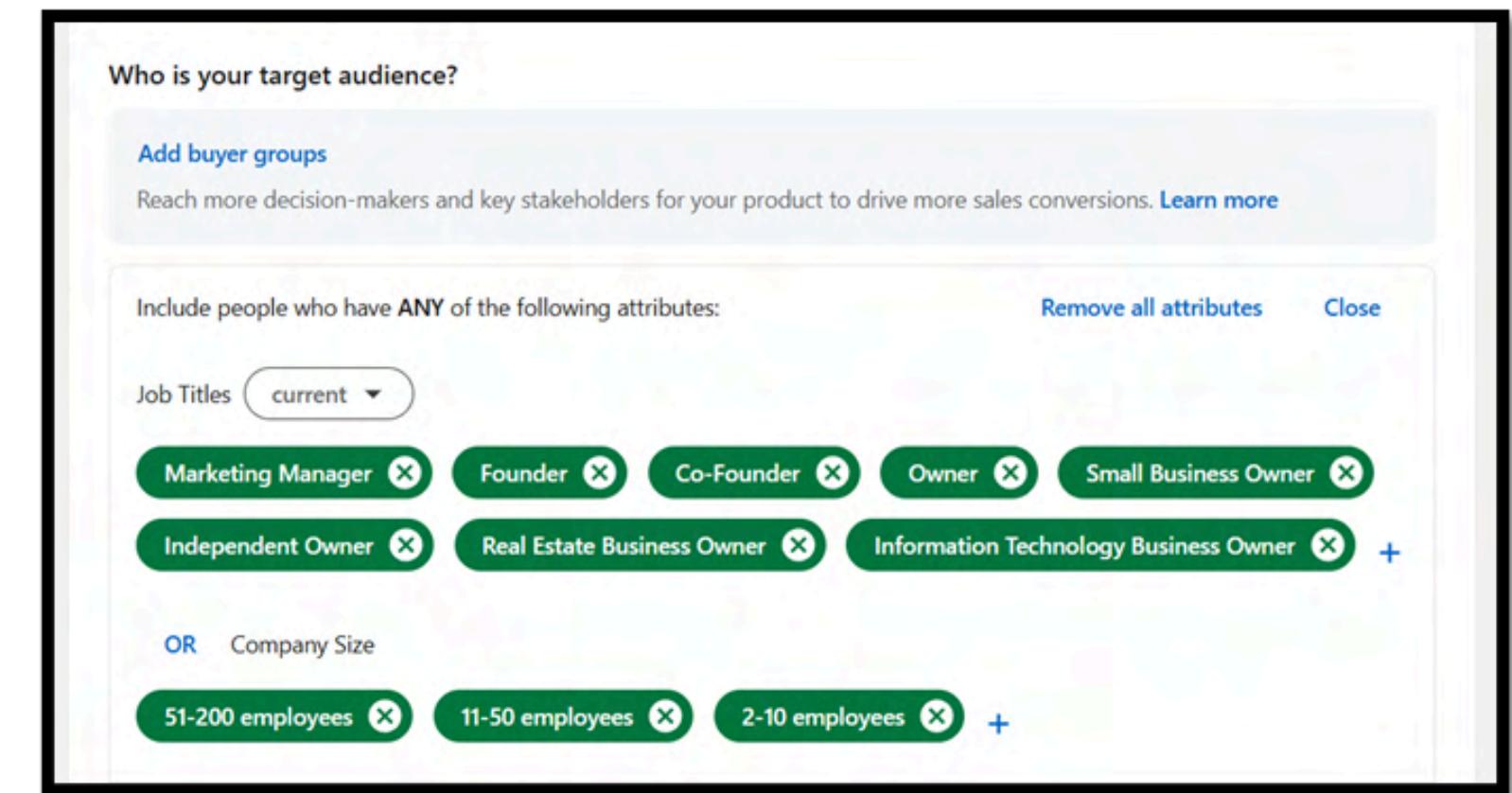
Desire – LinkedIn Ads (Website Visits)

Objective, Budget, and Target Audience



This campaign is chosen to reach professionals and decision-makers.

It helps build trust and interest among a B2B audience.



LINKEDIN CAMPAIGNS

Desire – LinkedIn Ads (Website Visits - Ad preview)

Forecasted results ? ⚙️

Target audience size
20,000,000+

Show segments

30 days (1/8/2026 - 2/6/2026)

Total spend
\$3,700.00 - \$11,999.00

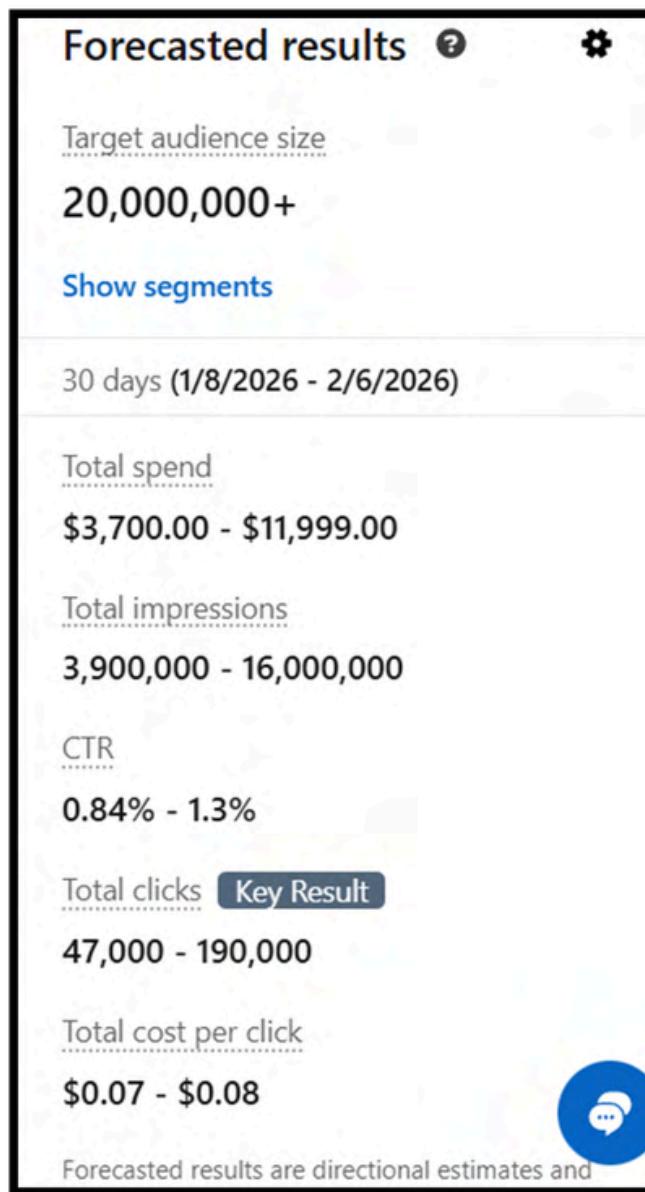
Total impressions
3,900,000 - 16,000,000

CTR
0.84% - 1.3%

Total clicks Key Result
47,000 - 190,000

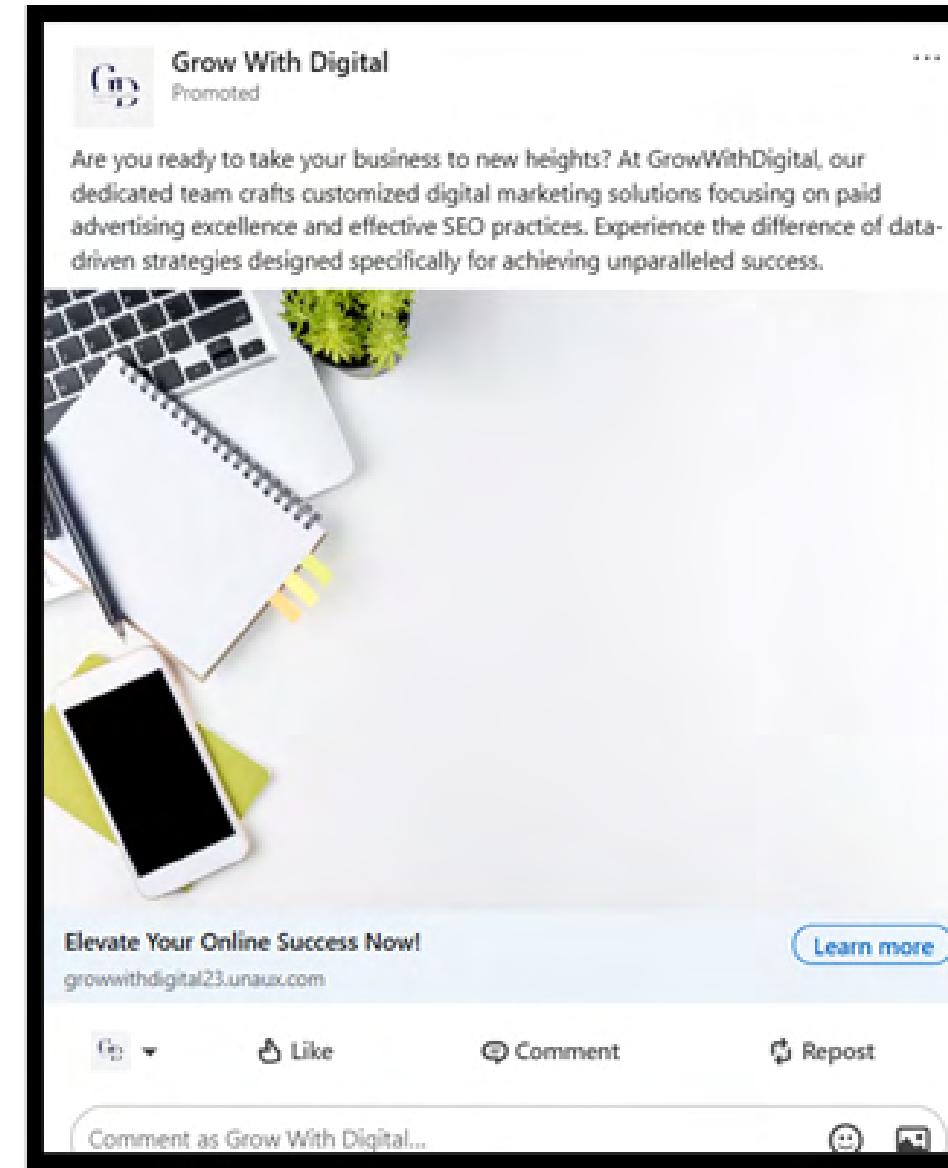
Total cost per click
\$0.07 - \$0.08

Forecasted results are directional estimates and



Grow With Digital Promoted

Are you ready to take your business to new heights? At GrowWithDigital, our dedicated team crafts customized digital marketing solutions focusing on paid advertising excellence and effective SEO practices. Experience the difference of data-driven strategies designed specifically for achieving unparalleled success.



Elevate Your Online Success Now!
growwithdigital23.unaux.com

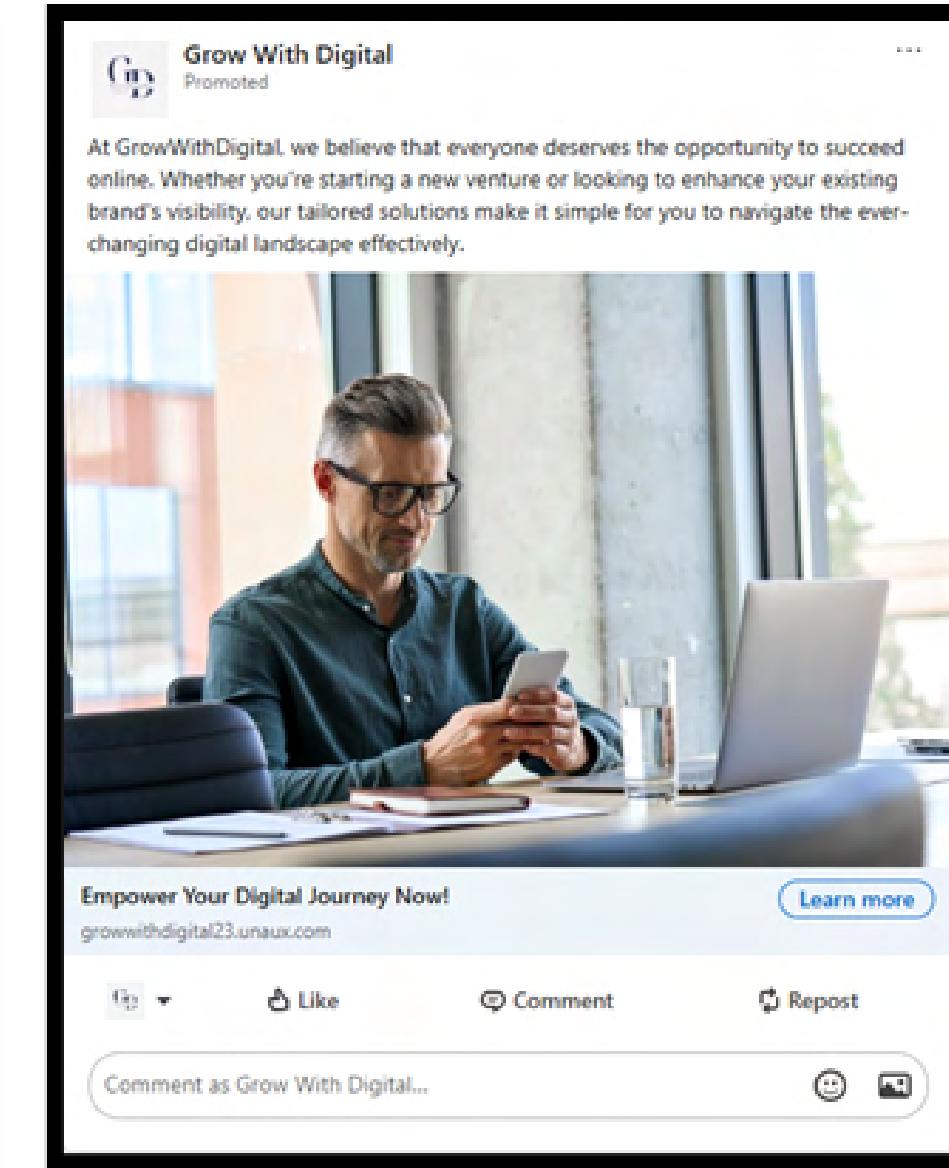
[Learn more](#)

Like Comment Repost

Comment as Grow With Digital...

Grow With Digital Promoted

At GrowWithDigital, we believe that everyone deserves the opportunity to succeed online. Whether you're starting a new venture or looking to enhance your existing brand's visibility, our tailored solutions make it simple for you to navigate the ever-changing digital landscape effectively.



Empower Your Digital Journey Now!
growwithdigital23.unaux.com

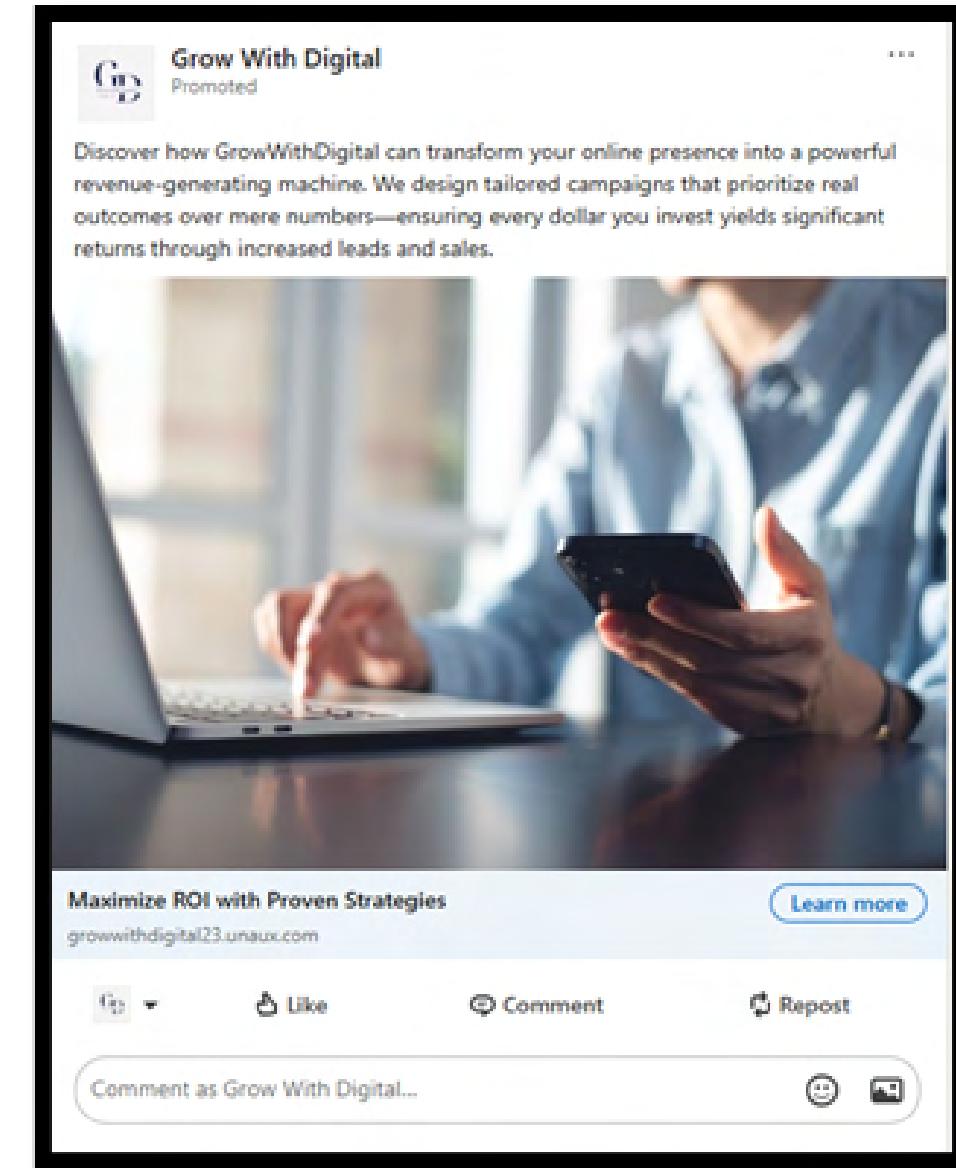
[Learn more](#)

Like Comment Repost

Comment as Grow With Digital...

Grow With Digital Promoted

Discover how GrowWithDigital can transform your online presence into a powerful revenue-generating machine. We design tailored campaigns that prioritize real outcomes over mere numbers—ensuring every dollar you invest yields significant returns through increased leads and sales.



Maximize ROI with Proven Strategies
growwithdigital23.unaux.com

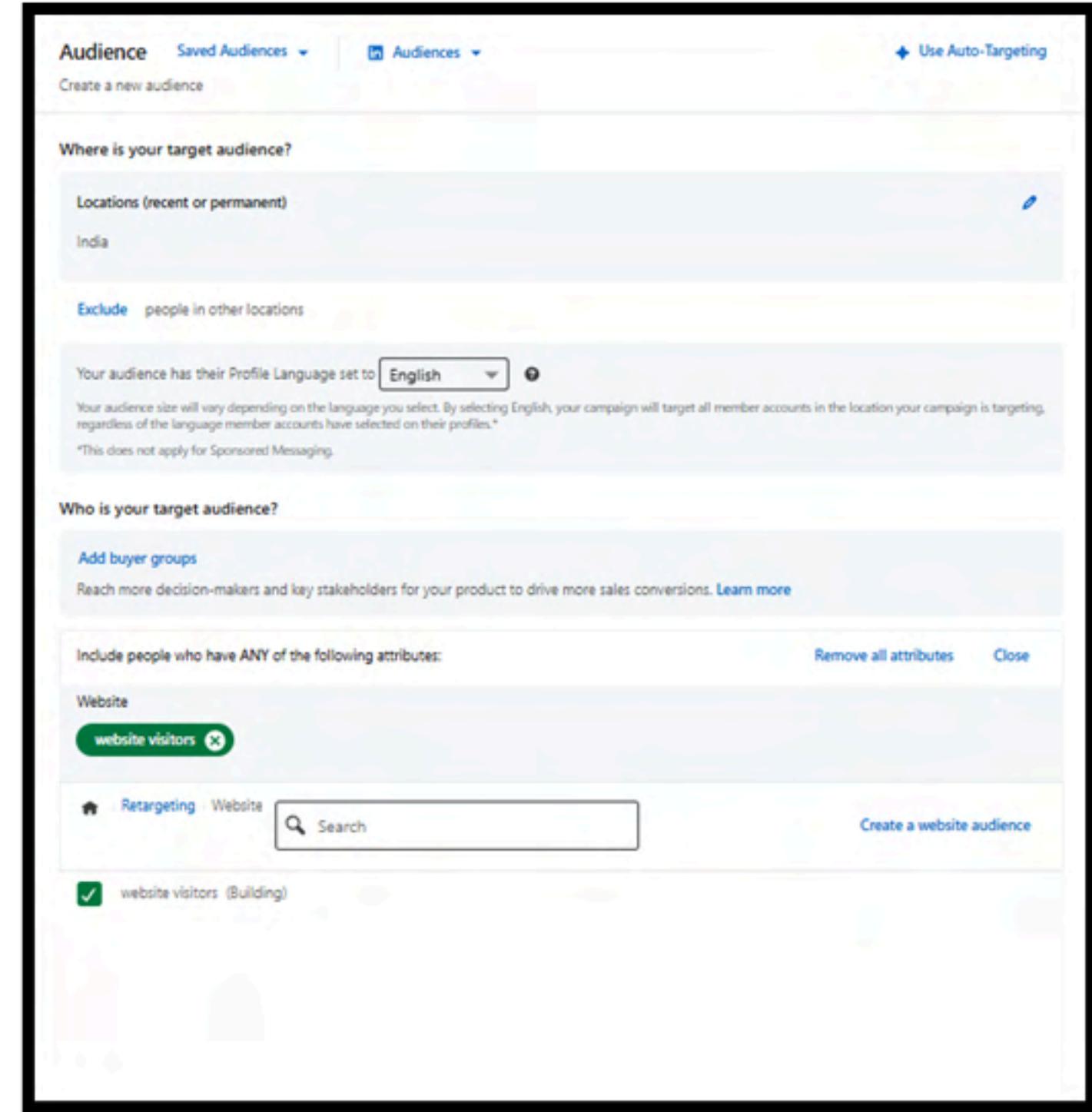
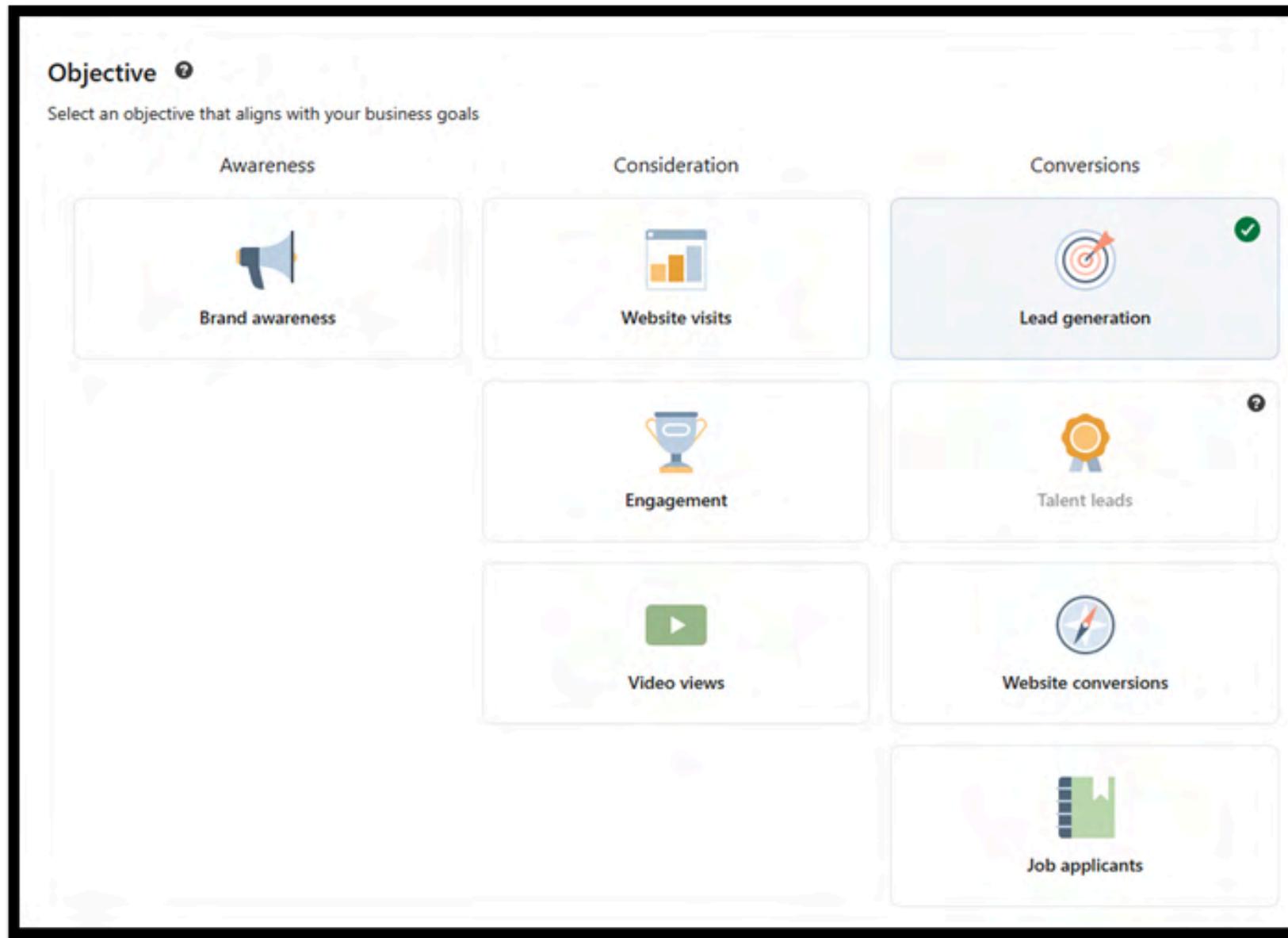
[Learn more](#)

Like Comment Repost

Comment as Grow With Digital...

LINKEDIN CAMPAIGNS

Action – Google Ads (Conversions / Lead Generation)



LINKEDIN CAMPAIGNS

Action – Google Ads (Conversions / Lead Generation - Ad preview)

Budget and schedule

i Your campaign group is scheduled to run from 11/9/2025

Budget

Set a daily budget

Daily budget
\$266.70

Actual amount may exceed daily target ?

Schedule

Run campaign continuously

Set a start and end date

Start date
1/9/2026
mm/dd/yyyy

–

End date
2/7/2026
mm/dd/yyyy

Your campaign will run for 30 days starting from **January 9, 2026**. Your campaign will spend up to **\$8,001.00** total. We recommend letting your campaign run until the end of the day for full budget utilization.

This post type can't be boosted. ? Boost

 **Grow With Digital**
Promoted

Are you looking to elevate your business's online presence? At GrowWithDigital, we specialize in delivering tangible results through expert digital marketing strategies. From targeted paid ads to effective SEO and lead generation techniques, our tailored campaigns focus on achieving measurable growth for your company. Partner with us and watch your success soar.



[Learn more](#)

 Like Comment Repost

Comment as Grow With Digital... Smile icon Image icon

EMAIL MARKETING STRATEGIES



Campaign Objective

The objective of this email marketing campaign is to inform customers about special offers, new launches, and services. The goal is to encourage enquiries, generate leads, and drive conversions through clear and engaging communication.



Target Audience

- Website visitors who have shared their contact details
- Existing leads and past enquiries
- Social media followers
- Small business owners and individuals interested in digital marketing services



Website Integration

- Learn about digital marketing services
- Request a free consultation
- Contact the business for customised solutions



Email Type

- Promotional Email (Service Awareness & Lead Generation Email)

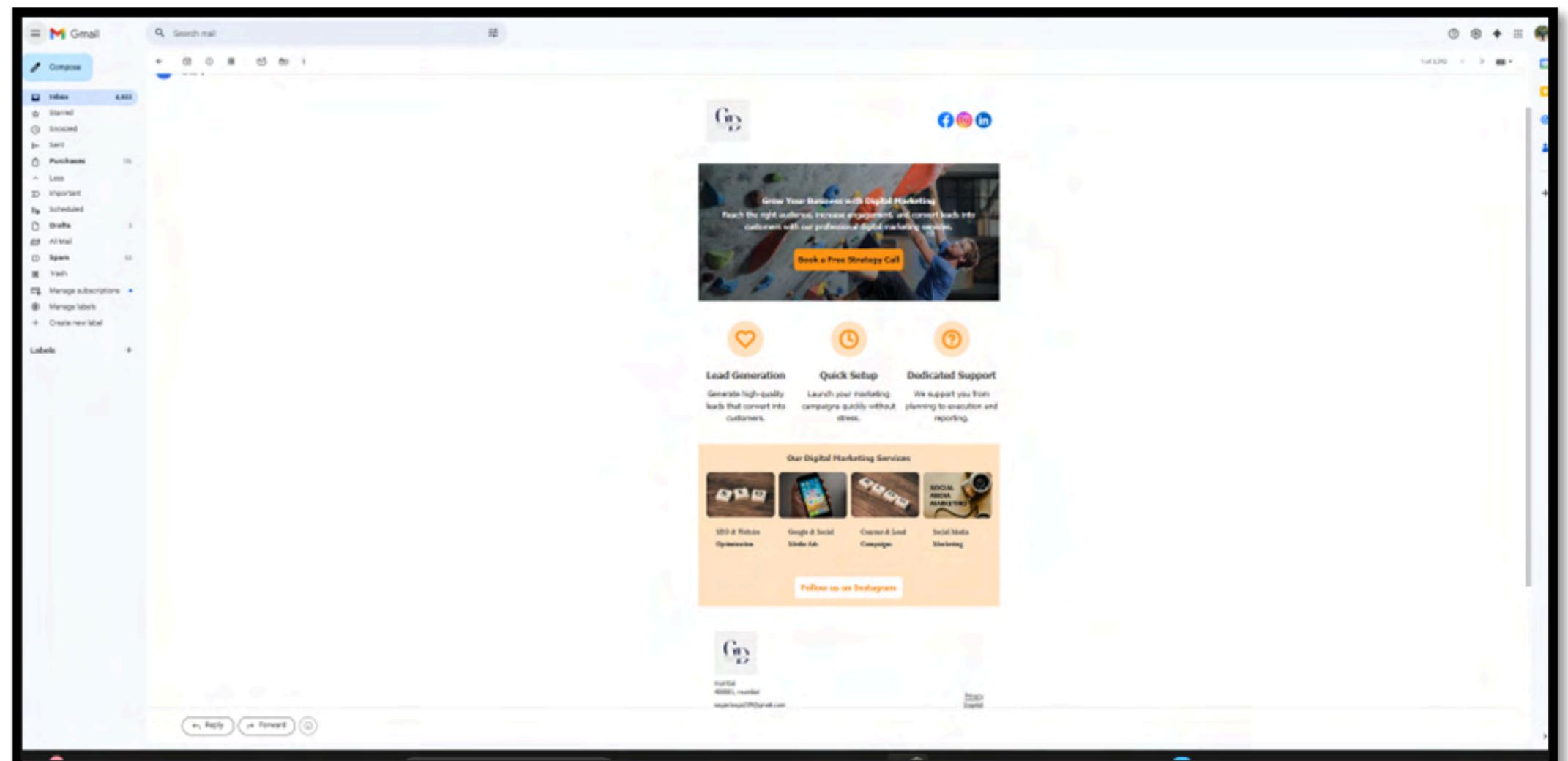
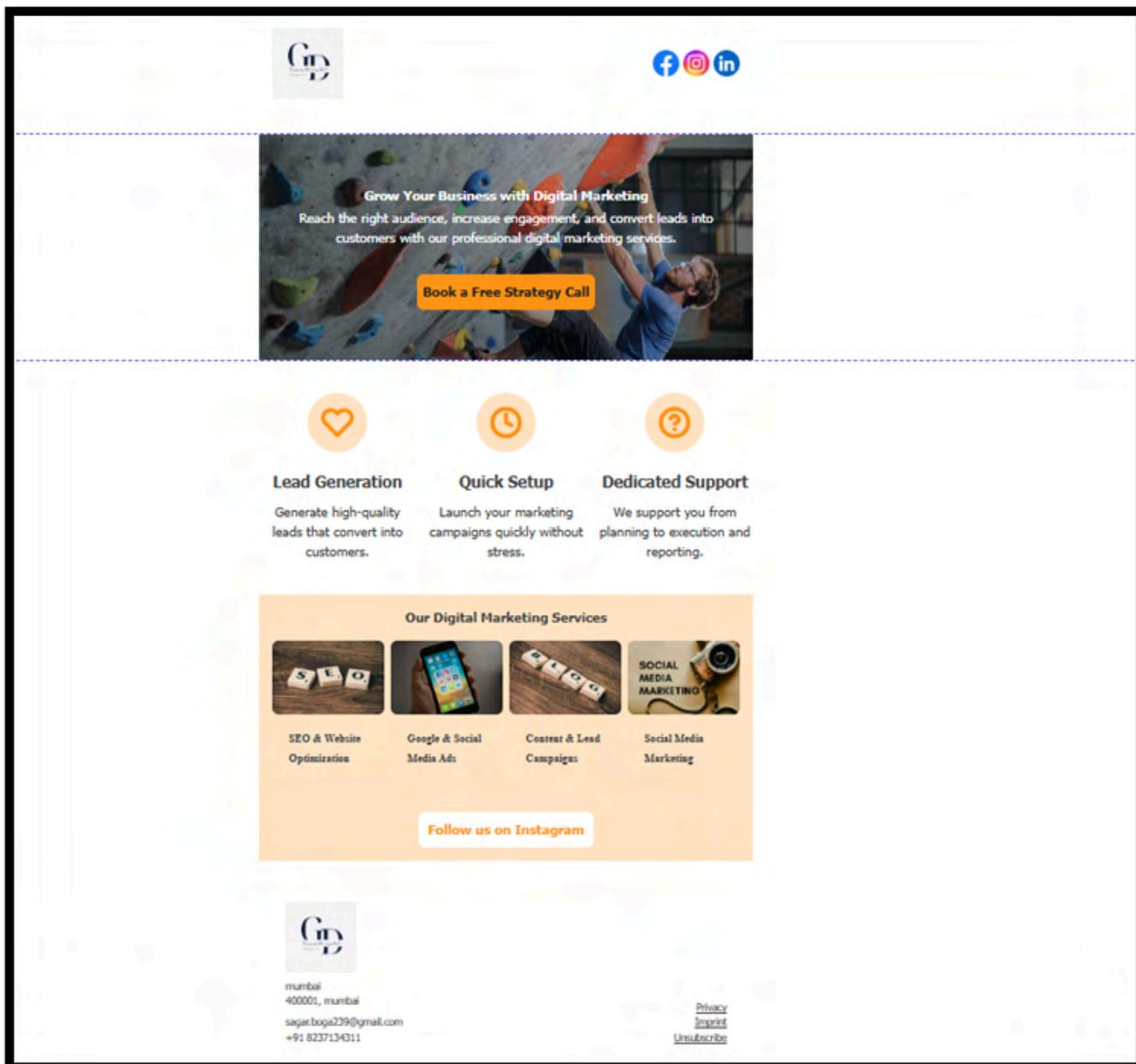


Campaign Purpose

- Generate quality leads for digital marketing services
- Promote core services such as SEO, ads, and social media marketing
- Drive traffic to the website and contact page
- Build long-term relationships with potential clients

EMAIL MARKETING CAMPAIGNS

Ad preview & Send test email



Website Development & SEO Tools

- WordPress – Website development and content management
- Elementor – Website page builder and layout design
- Yoast SEO – On-page SEO optimization
- Google Search Console & Google Analytics – Search performance, indexing, traffic analysis

Email Marketing Tools

- Bravo – Email marketing campaign management

SEO & Social Media Tools

- Google Keyword Planner – Keyword research and search volume analysis for SEO and Google Ads
- SEMrush – SEO research and competitor analysis



Design & Content Creation

- Canva – Design and marketing creatives
- ChatGPT – Content creation and copywriting
- Gemini AI & Perplexity AI – Content ideas, research support
- DeepSeek AI – Advanced content and query research



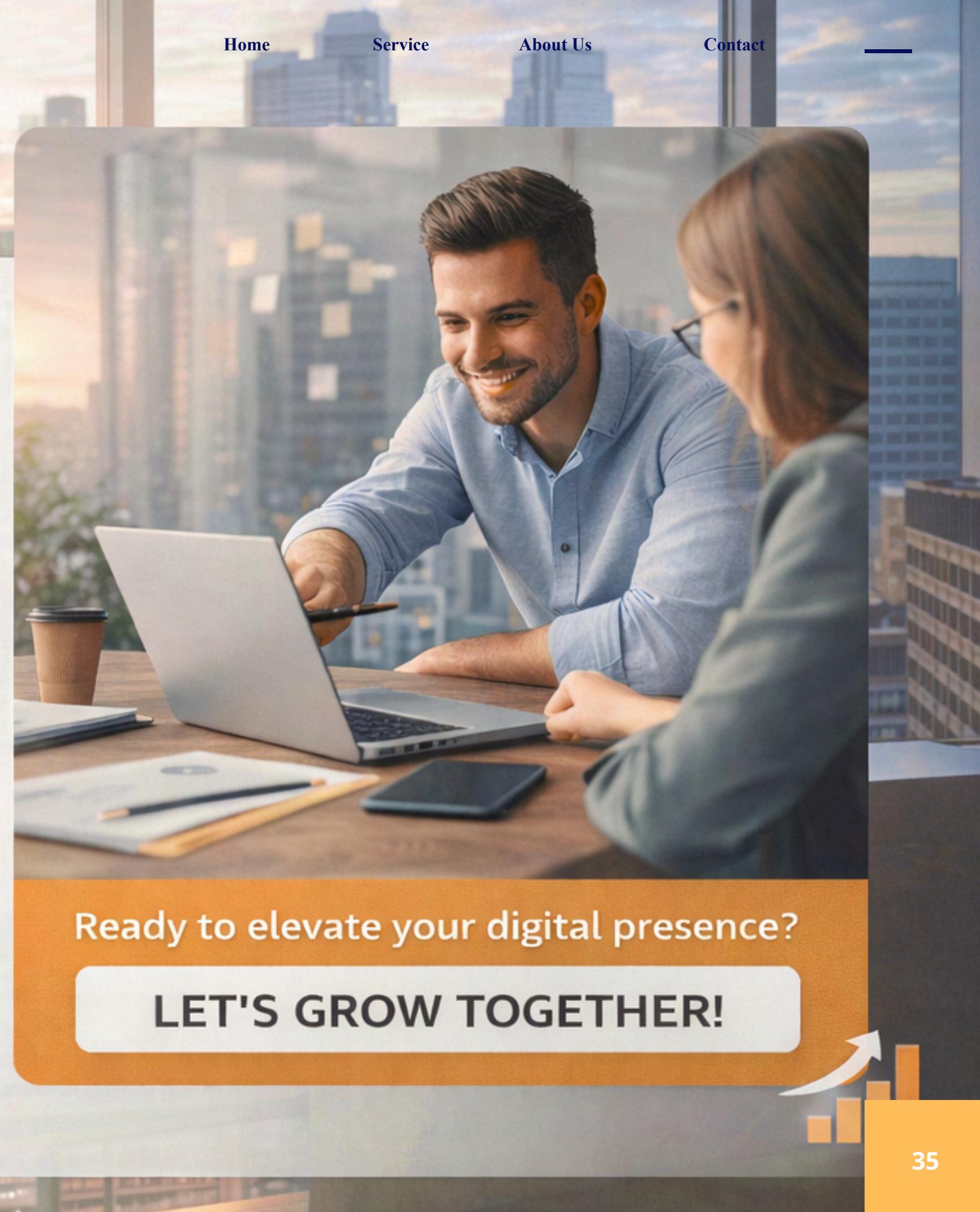
Paid Advertising Platforms

- Facebook Ads & Instagram Ads – Lead generation & engagement
- Google Ads – Search and display advertising
- LinkedIn Ads – B2B lead generation

CONCLUSION

- ✓ We have developed a comprehensive digital marketing strategy for Grow With Digital to increase online visibility and drive growth.
- ✓ By focusing on website optimization, social media marketing, SEO, and content strategies, we have established a solid foundation for ongoing digital success.
- ✓ Moving forward, Grow With Digital will continue to refine and execute the strategies we've outlined to achieve measurable results and sustainable growth.

*Thank you for reviewing our digital marketing project.
Let's accelerate your brand's online growth!*



THANK YOU



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