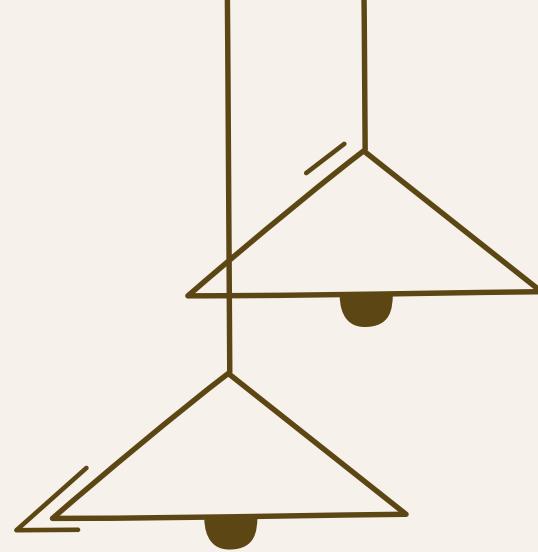




# Comprehensive Digital Marketing Implementation Project

Brand: SHIVARA STUDIOS  
INTERIOR DESIGNING  
SERVICE  
PRESENTED BY: EKTA THAKUR

# CONTENTS



- 1 Introduction & Brand Foundation
- 2 Brand Identity & Positioning
- 3 Market & Competitor Analysis
- 4 Digital Asset Setup
- 5 Organic Marketing & SEO
- 6 Funnel & Paid Marketing
- 7 Email, AI Tools & Conclusion

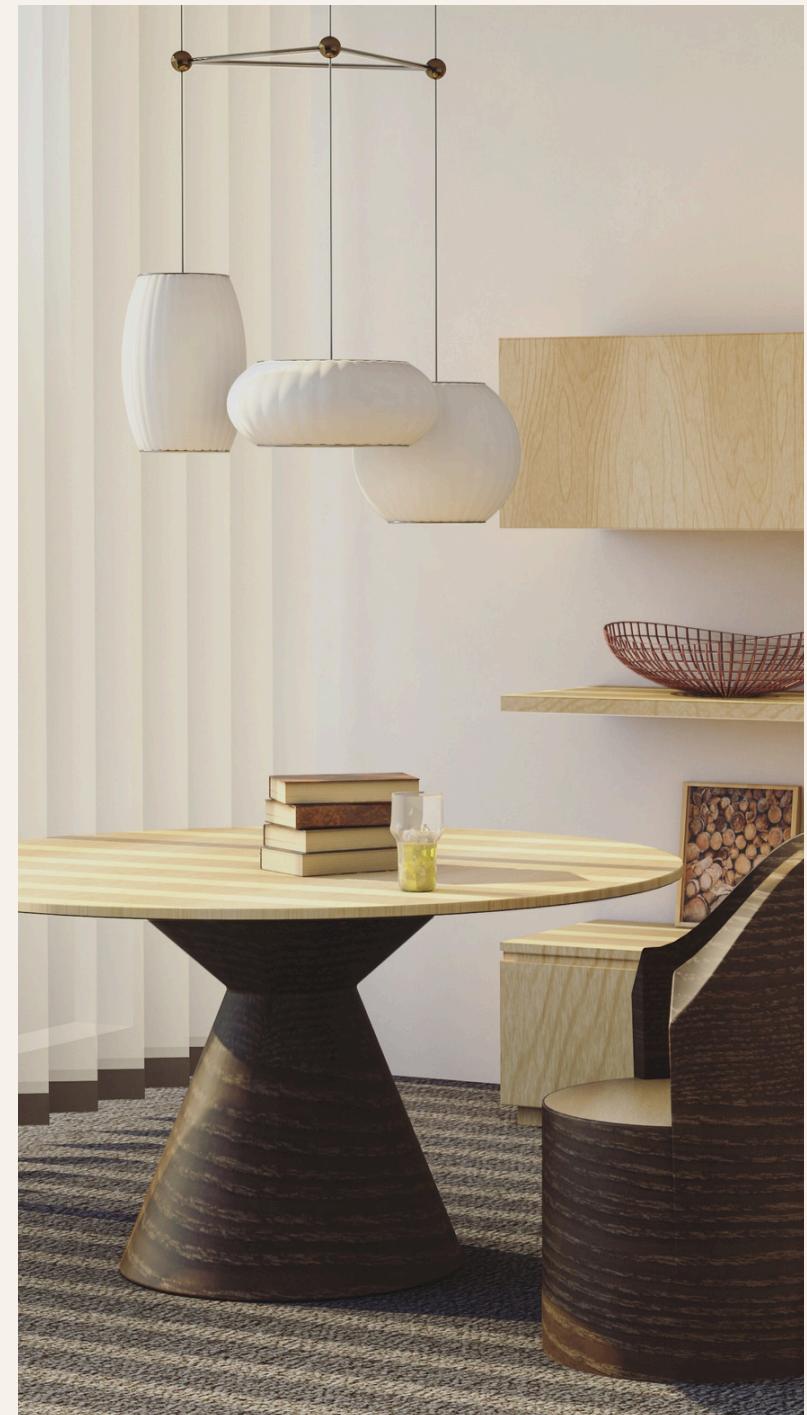
# Project Overview

- This project focuses on building a strong digital presence for Shivara Studio.
- The aim is to apply digital marketing concepts practically.
- Shivara Studio was selected as a service-based interior design brand.
- The main objective is to increase visibility, engagement, and lead generation.



# About

- Shivara Studio is an interior designing service offering modern and functional spaces.
- The brand focuses on residential and commercial interior solutions.
- It delivers aesthetic designs while maintaining functionality and budget balance.
- Services are offered in selected local and nearby regions



# BRAND IDENTITY

## Brand Personality:

- Modern
- Elegant
- Trustworthy

## Target Audience:

- Homeowners
- Young couples
- Office owners
- Small commercial spaces



# BRAND COLORS, LOGO & TAGLINE

## BRAND COLORS

#f6f1ea



Represents warmth and simplicity, creating comfort and a welcoming, timeless interior feel.

#474b1b



Symbolizes nature and balance, evoking calm emotions and a trustworthy, elegant brand perception.

#bb6b3d



Symbolizes luxury and craftsmanship, adding a premium, sophisticated brand value.



Logo designed using  
Canva

## TAGLINE “Design That Speaks to Your Soul”

At the heart of Shivara Studios lies a commitment to creating interiors that resonate with who you are. We believe great design should feel effortless, timeless, and deeply personal.

# MISSION, VISION & VALUES



## Mission:

To design elegant, functional, and personalized interiors that enhance lifestyle quality.



## Vision:

To become a trusted interior design brand known for creativity and quality.



## Core Values:

- Creativity
- Quality
- workmanship
- Client satisfaction
- Innovation

# SERVICES OFFERED

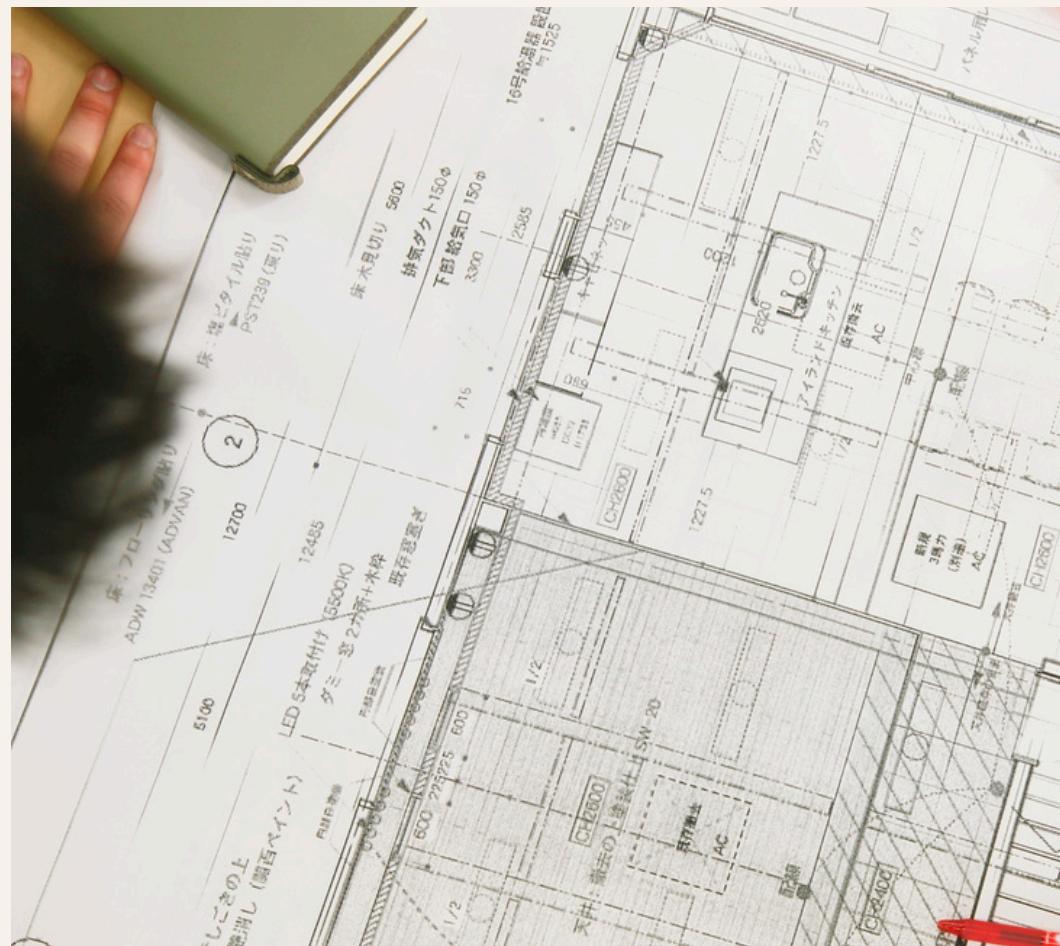
Residential  
Interior Design



Commercial  
Interior Design



Space Planning &  
Layout



# SERVICES OFFERED

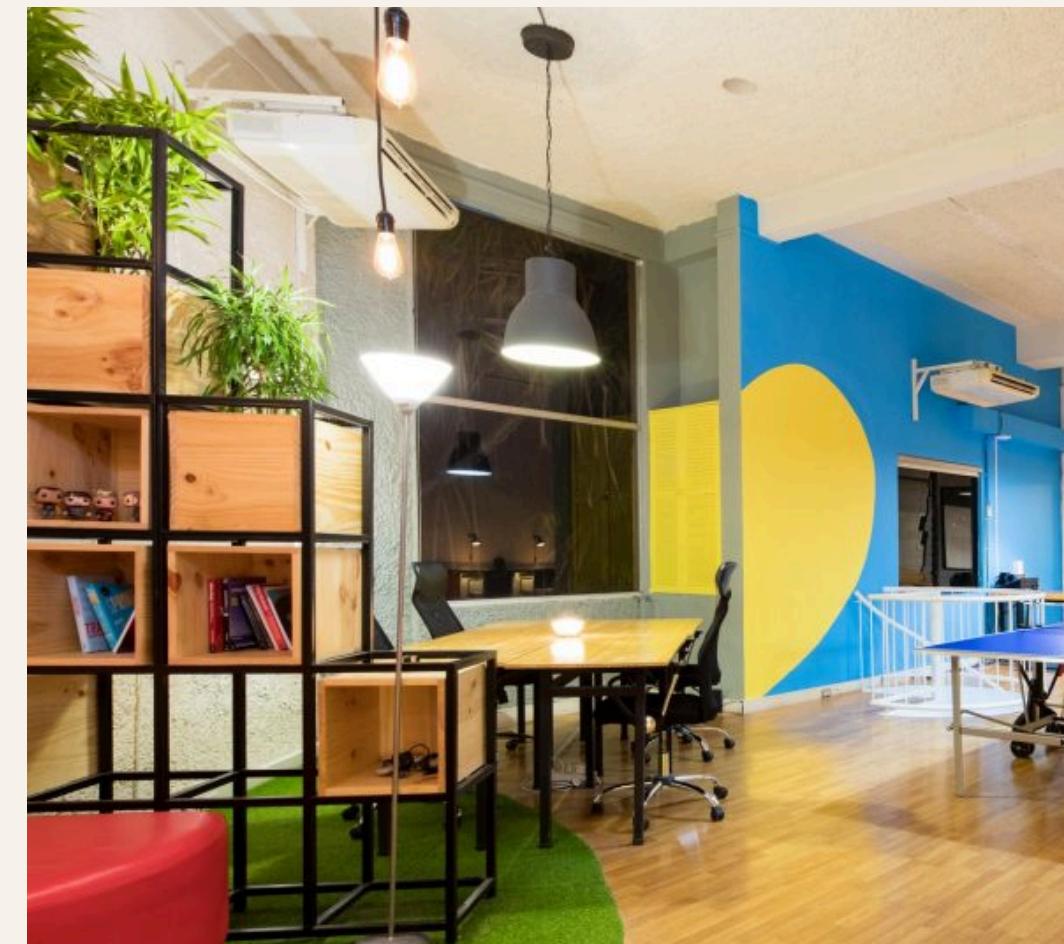
3D Visualization &  
Concepts



Modular Kitchen &  
Furniture



Renovation &  
Turnkey Projects





# KEY FEATURES & USP

Premium  
materials and  
finishing

Budget-friendly  
and flexible  
packages

End-to-end  
project  
execution

Customized  
interior solutions  
for every client

On-time delivery  
and transparent  
process

**S**

## STRENGTHS

- Unique and creative designs
- Personal attention to clients
- Flexible customization

**W**

## WEAKNESSES

- New brand awareness
- Limited marketing budget
- Limited online reviews

**O**

## OPPORTUNITIES

- Growing real estate and home renovation market
- High demand for interior content on social media

**T**

## THREATS

- High competition
- Pricing pressure from established brands



# KEYWORD RESEARCH

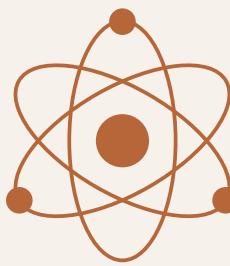
Keyword	Avg. monthly searches	Competition	Why Selected ?
home interior design	50000	Medium	High search volume keyword relevant to residential interior services.
interior design services	5000	Low	Directly matches the core interior design services offered.
luxury interior design	5000	Low	Targets premium users looking for luxury interior solutions.
best interior design	5000	Low	Attracts users searching for quality interior design services.
best interior designers	5000	Low	High-intent keyword used by users ready to hire designers.

[MORE....](#)

# Competitor Analysis



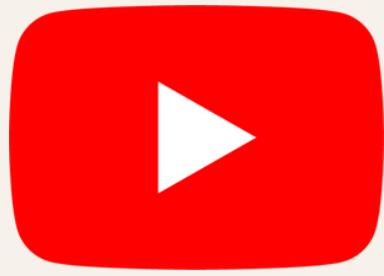
Brand Name	About	USP (Unique Selling Proposition)
DesignCafe	DesignCafe is an Indian interior design brand known for modern, functional, and space-saving residential interiors.	Smart space utilization, customized designs, and practical interiors with modern aesthetics.
Livspace	Livspace is a technology-driven interior design and renovation platform offering end-to-end solutions.	Tech-enabled process, transparent pricing, and one-stop interior solutions.
HomeLane	HomeLane provides end-to-end interior design services with a focus on modular and customized interiors.	Custom designs with fixed pricing, clear timelines, and strong project management.
Bonito Designs	Bonito Designs is a premium interior design firm known for luxury and design-focused interiors.	Design-first approach, premium finishes, and highly customized luxury interiors.



# Competitor Digital Presence

COMPETITOR	WEBSITE	FACEBOOK	INSTAGRAM	LINKEDIN	WHATSAPP	EMAIL
WEBSTIE						X
DESIGN CAFE		<input checked="" type="checkbox"/>				
HOMELANE		<input checked="" type="checkbox"/>				
BONITO DESIGN		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	X	X
LIVSPACE		<input checked="" type="checkbox"/>				

# SOCIAL MEDIA SETUP



# WEBSITE DEVELOPMENT

[shivarastudios.unaux.com](http://shivarastudios.unaux.com)

The Shivara Studio website is a one-page interior design service-based platform designed to showcase services, design philosophy, and work approach.

It acts as a digital portfolio that builds brand credibility and helps visitors understand the design style while enabling easy client enquiries.



# WEBITE WIREFRAME

## HOME

Hero section with brand intro and clear CTA (Book Consultation / WhatsApp).

## ABOUT

Highlights brand strengths, design philosophy, and client-focused approach.

## SERVICES

Displays interior services like residential, commercial, 3D visuals, and turnkey solutions.

## PORTFOLIO

Showcases completed projects to build credibility and visual trust.

## PROCESS

Shows step-by-step workflow from consultation to final handover.

## BLOG

Enables easy enquiries through contact form and WhatsApp CTA

## CONTACT

Provides interior tips and insights, supporting SEO and brand authority.

# WEBSITE PURPOSE

## FOR THE BRAND

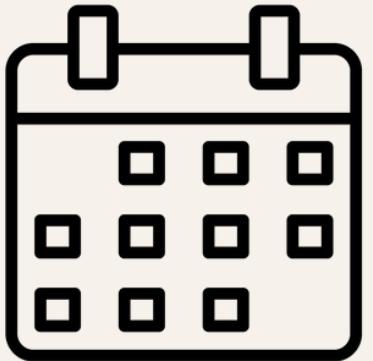
- Builds professional brand credibility and trust
- Acts as a digital portfolio for interior projects
- Supports organic and paid digital marketing campaigns
- Helps generate qualified leads through clear CTAs
- Strengthens online visibility and brand identity

## FOR THE AUDIENCE

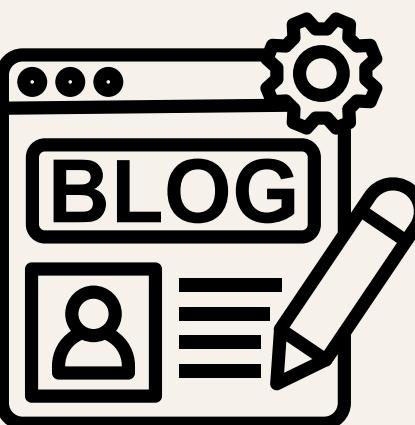
- Provides clear information about services and process
- Helps users understand the design style and quality
- Makes it easy to contact the brand for enquiries
- Improves decision-making through visuals and clarity
- Offers a smooth and user-friendly browsing experience

# ORGANIC MARKETING

## TOP 5 BLOG TOPICS



### CONTENT CALANDER



### BLOG CALANDER

What Makes Top Interior Designers Stand Out

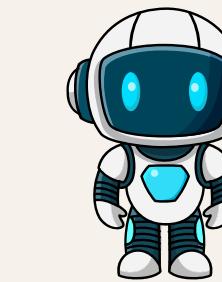
Best Interior Design for Home: Planning, Style, and Function

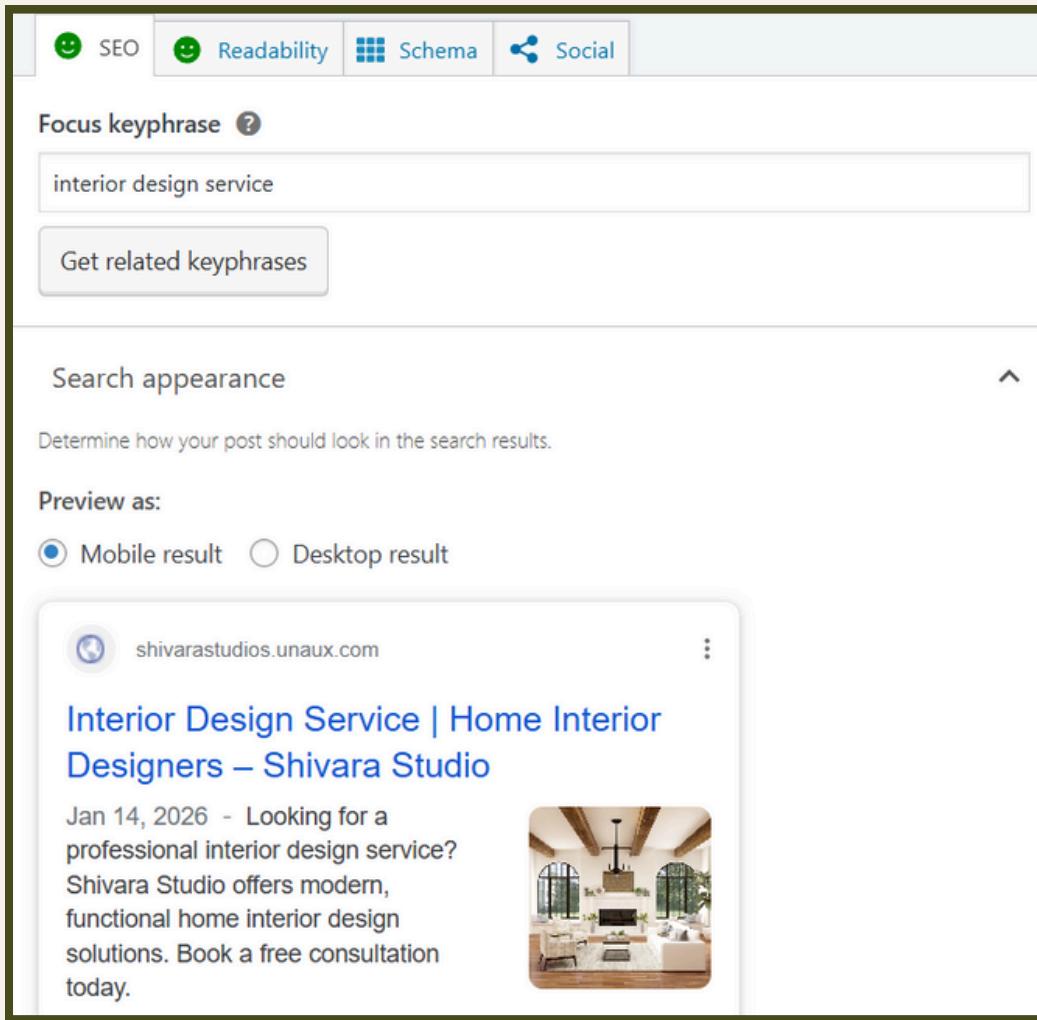
Residential Interior Design Ideas That Balance Comfort and Style

How the Best Interior Decorators Transform Living Spaces

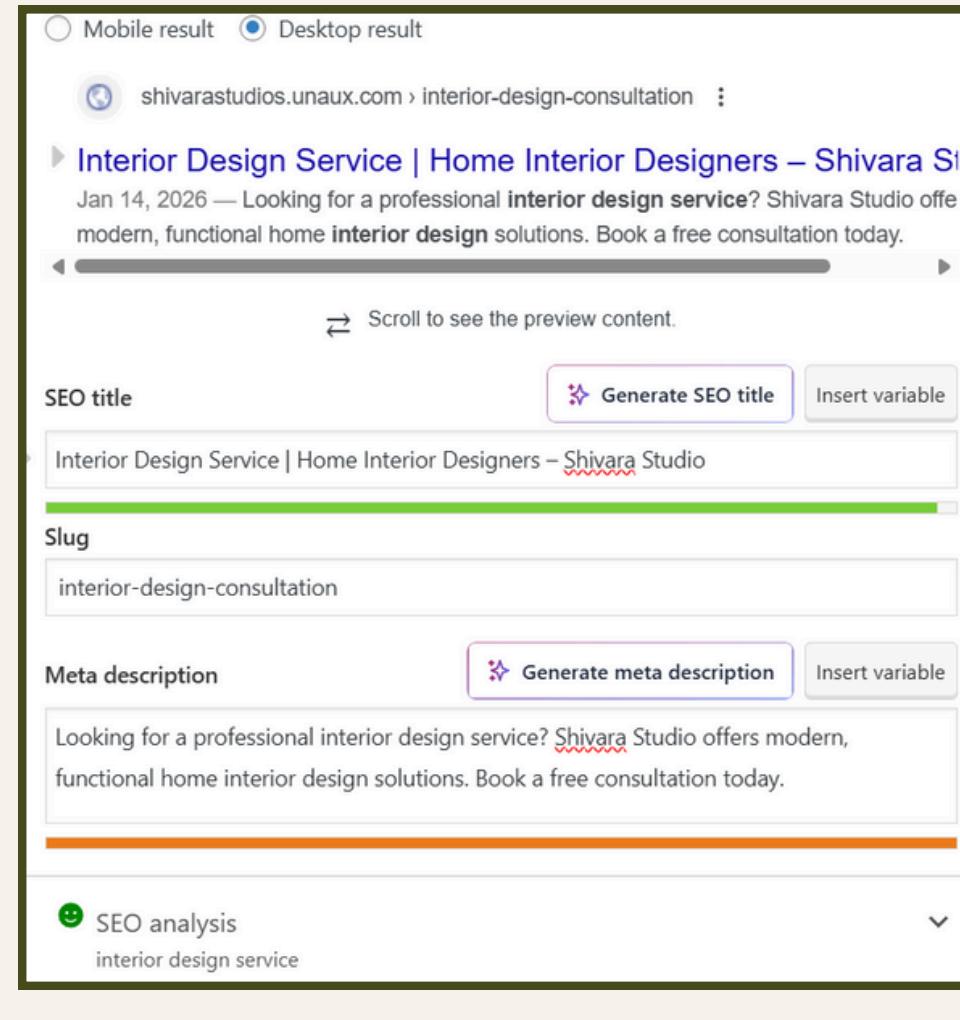
Why Hiring Top Rated Interior Designers Is a Smart Investment

# On-Page SEO (Using YOAST)

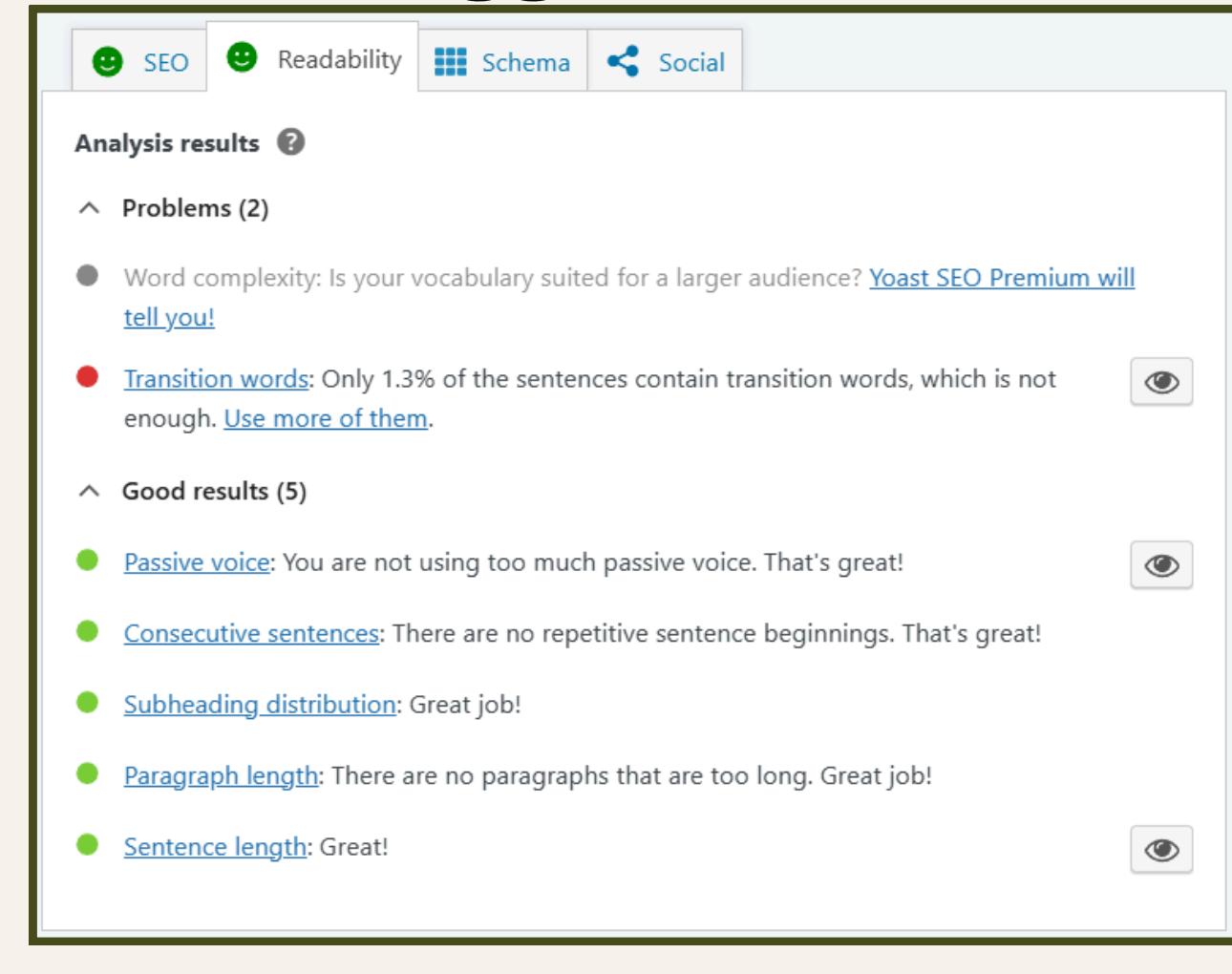




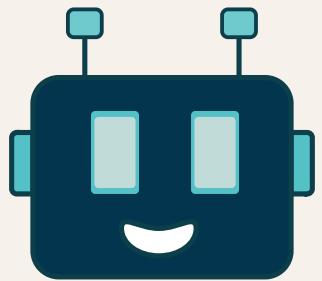
This screenshot shows the YOAST SEO plugin's analysis interface. It includes sections for 'Focus keyphrase' (set to 'interior design service'), 'Search appearance' (mobile preview showing a clean interior design page), and 'Analysis results' (problems like word complexity and transition words).



This screenshot shows the 'SEO analysis' section of the YOAST plugin. It displays the SEO title ('Interior Design Service | Home Interior Designers – Shivara Studio'), slug ('interior-design-consultation'), and meta description ('Looking for a professional interior design service? Shivara Studio offers modern, functional home interior design solutions. Book a free consultation today.'), along with a preview of the desktop result.

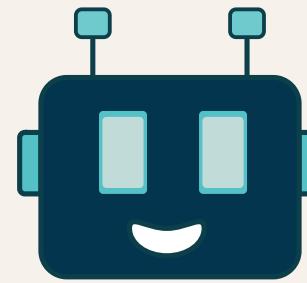


This screenshot shows the 'Analysis results' section of the YOAST plugin. It lists 'Problems (2)' (Word complexity and Transition words) and 'Good results (5)' (Passive voice, Consecutive sentences, Subheading distribution, Paragraph length, Sentence length). Each item has an 'eye' icon to expand.

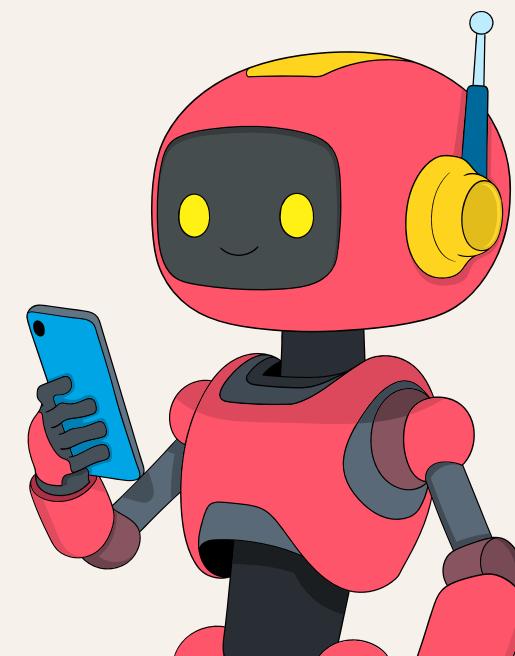


On-page SEO is useful because it helps optimize website content and structure, improving search engine rankings and user experience.

# Off-Page SEO

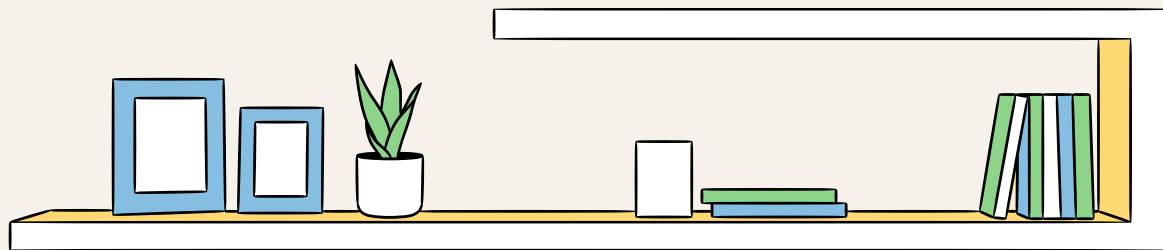


Off-page SEO is useful because it builds website authority and trust through external links and mentions, improving search engine rankings.

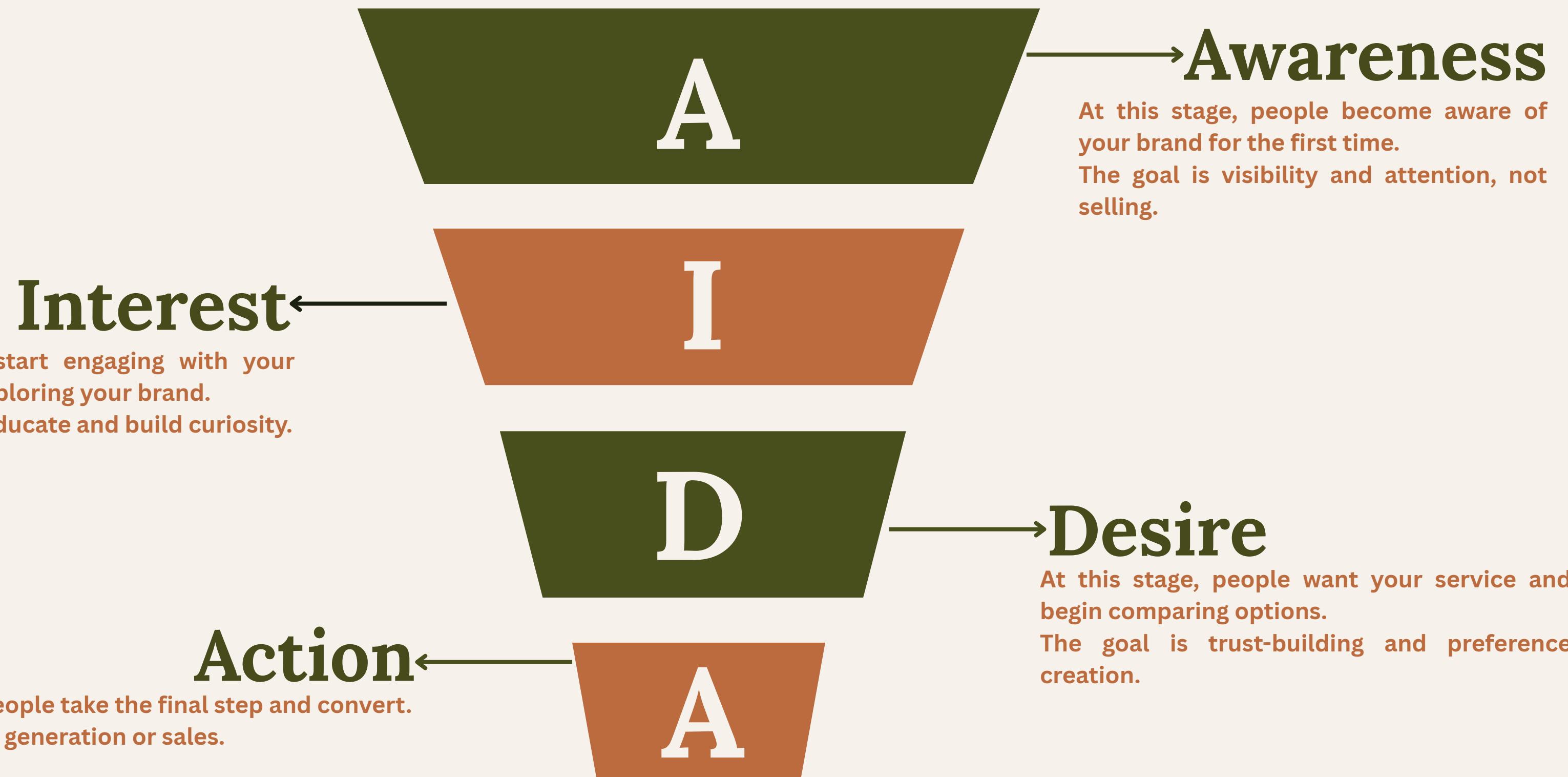


Submissions	Count
Blog Backlink	3
Article Backlink	1
Directory Backlink	2
Business Profile Submission	3
Image Backlink	3
Infographics Backlink	2
Video Backlinks	2
PPT Backlinks	2
PDF Backlink	2
FAQ / Q&A Backlinks	1
Social Bookmarking	4
<b>Total</b>	<b>25</b>

## BACKLINK SUBMISSIONS



# Funnel



# A.I.D.A Funnel Strategy

Funnel Stage	Platform	Objective	Campaign Objective	Target Audience	Ad Format / Content	Ad Budget (₹)	Key KPI
Awareness	Meta (Facebook & Instagram)	Brand visibility	Video Views	Cold audience: Homeowners (25–55), interests in interior design, home décor	15–30 sec Reels showing Before–After interior transformations	₹15,000	Reach, Impressions
Interest	Meta (Facebook & Instagram)	Engagement & traffic	Traffic / Engagement	Warm audience: Video viewers, page engagers	Carousel ads with design tips & style guides	₹15,000	Clicks, CPC
Desire	Google Ads	High-intent consideration	Search + Performance Max	Users searching “interior designers near me”, “luxury interiors”	Search ads highlighting portfolio & testimonials	₹30,000	CTR, Qualified Traffic
Action	Google Ads	Lead generation	Search (Exact) + Call Ads	Hot audience: High-intent searchers & website visitors	Call ads & conversion-focused search ads	₹20,000	Conversions, CPL
Awareness	LinkedIn Ads	Professional brand recall	Brand Awareness	Professionals, business owners, premium homeowners	Branding creatives showcasing studio credibility	₹10,000	Reach, Engagement
Desire / Action	LinkedIn Ads	Capture premium leads	Lead Generation	Decision-makers, high-income professionals	LinkedIn lead form ads offering free consultation	₹10,000	Leads, Cost per Lead

# META CAMPAIGNS

Awareness - Facebook & Instagram

This objective was chosen to increase brand visibility among homeowners unfamiliar with Shivara Studio.

Campaign details

Buying type

Auction

Campaign objective i

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

Budget & schedule

Budget i

Daily budget	₹ 500.00	INR
--------------	----------	-----

You'll spend an average of ₹500.00 per day. Your maximum daily spend is ₹875.00 and your maximum weekly spend is ₹3,500.00.

[About daily budget](#)

Schedule

Start date

11 January 2026	08:00 IST
-----------------	-----------

End date

Set an end date

Custom	10 February 2026	22:00 IST
--------	------------------	-----------

**Audience controls i**

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

**Locations**  
Inclusion: India

**Minimum age**  
25

**Advantage+ audience i**  
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.

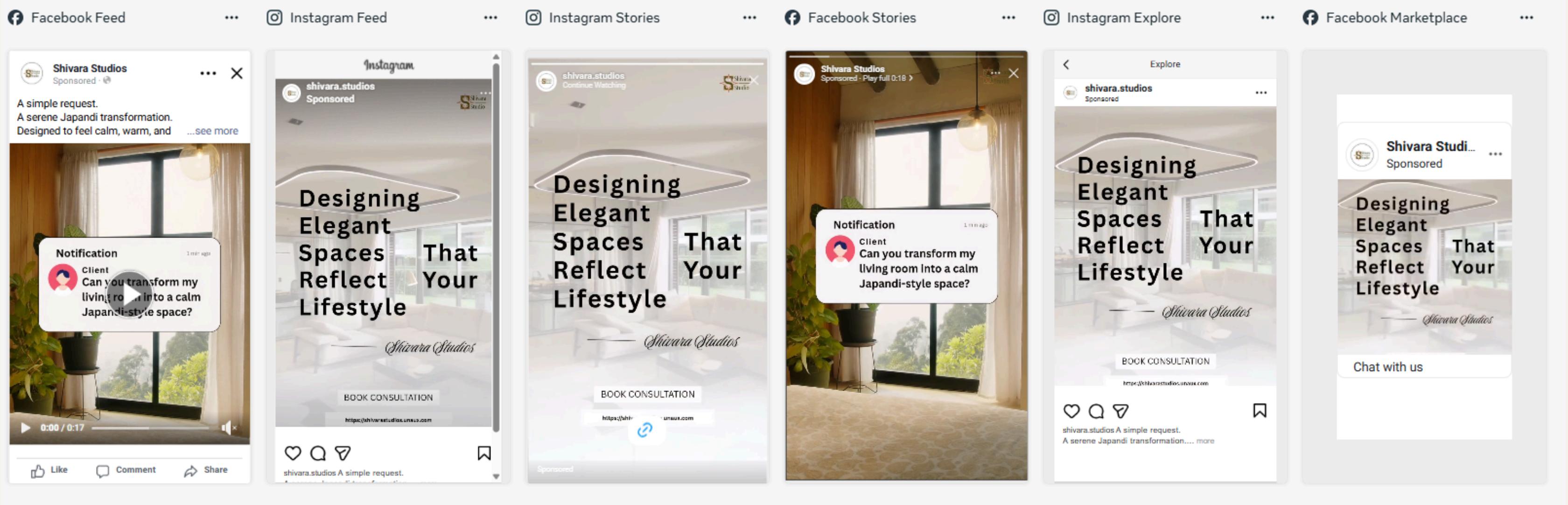
[About audiences](#)

**Age**  
25-55

**Detailed targeting**  
People who match: Interests: Interior design (design), home decor (interior decor), Home improvement (home and garden), Luxury Lifestyle (website) or Architecture (architecture), Relationship Status: In a relationship, Married or Engaged

# META CAMPAIGNS

Awareness - Facebook & Instagram



<https://fb.me/2neEEPSeN3NDWbt>

# META CAMPAIGNS

Interest - Facebook & Instagram

This objective was chosen to engage users who showed interest and encourage them to explore the brand further.

**Create new campaign**

New ad set or ad

Choose a buying type i

Auction

Choose a campaign objective

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



**Engagement**

Get more messages, purchases through messaging, video views, post engagement, Page likes or event responses.

Good for:

- Messenger, Instagram and WhatsApp
- Video views
- Post engagement
- Conversions
- Calls

**Budget & schedule**

**Budget i**

Daily budget ₹ 500.00 INR ⚠

You may not get any conversations with this budget. Try increasing it to at least ₹1400.00

You are using ad set budget sharing and we'll aim to spend an average of ₹500. Your maximum daily spend is ₹875 and your maximum weekly spend is ₹3500. Go to [campaign level](#) to make updates.

**Schedule**

**Start date** 11 January 2026 08:00 IST

**End date**  Set an end date 10 February 2026 23:00 IST

**Audience controls i**

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

**Locations**  
Inclusion: India

**Minimum age**  
25

**Advantage+ audience i**  
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.

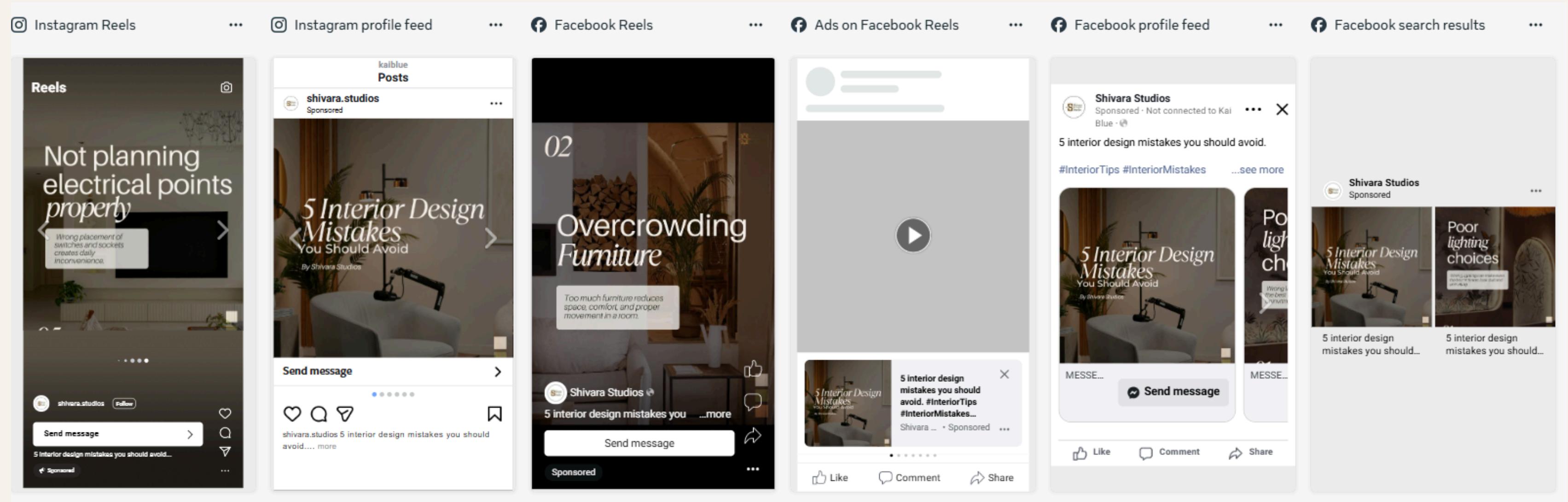
**About audiences**

**Age**  
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People who match: Interests: Interior design (design), home decor (interior decor), Home improvement (home and garden), Luxury Lifestyle (website) or Architecture (architecture), Relationship Status: In a relationship, Married or Engaged

# META CAMPAIGNS

Interest - Facebook & Instagram



<https://fb.me/1RMOfF6tmm6zCqV>

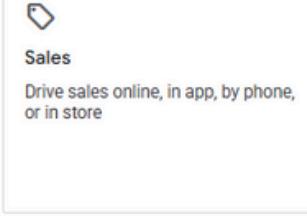
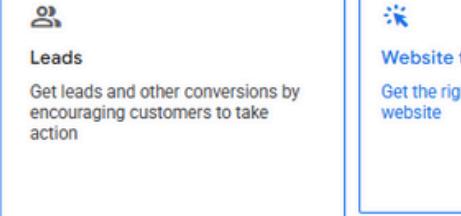
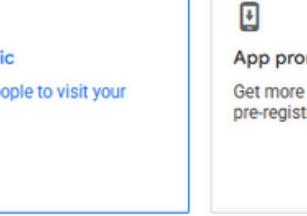
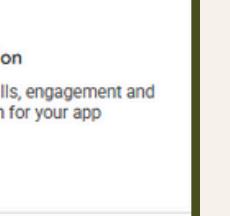
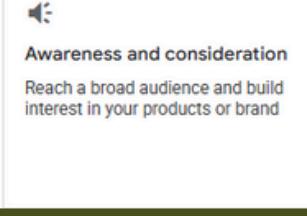
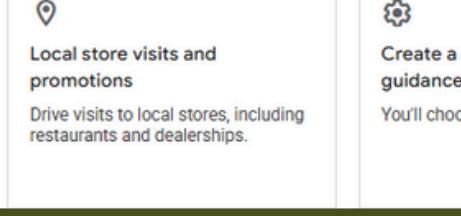
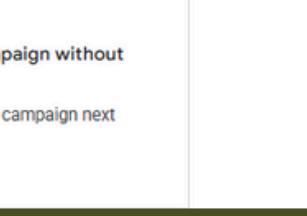
# GOOGLE CAMPAIGNS

Desire - Google Search Ads (Website Traffic)

What's your campaign objective?

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	

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks	Google Search Network, Search partners, Display Network
Locations	India (country)
Languages	All languages
EU political ads	Doesn't have EU political ads
Audience segments	Observing Homeowners + 11 more
Start and end dates	Start date: January 13, 2026   End date: February 12, 2026
Ad schedule	Mon - Sat, 9:00 AM - 10:00 PM

This objective was chosen to drive high-intent users searching for interior design services to the website.

Budget

Decide how much you want to spend.

 Your budget type (daily or campaign total) can change any time.

Select budget type

Average daily budget  
Set your average daily budget for this campaign

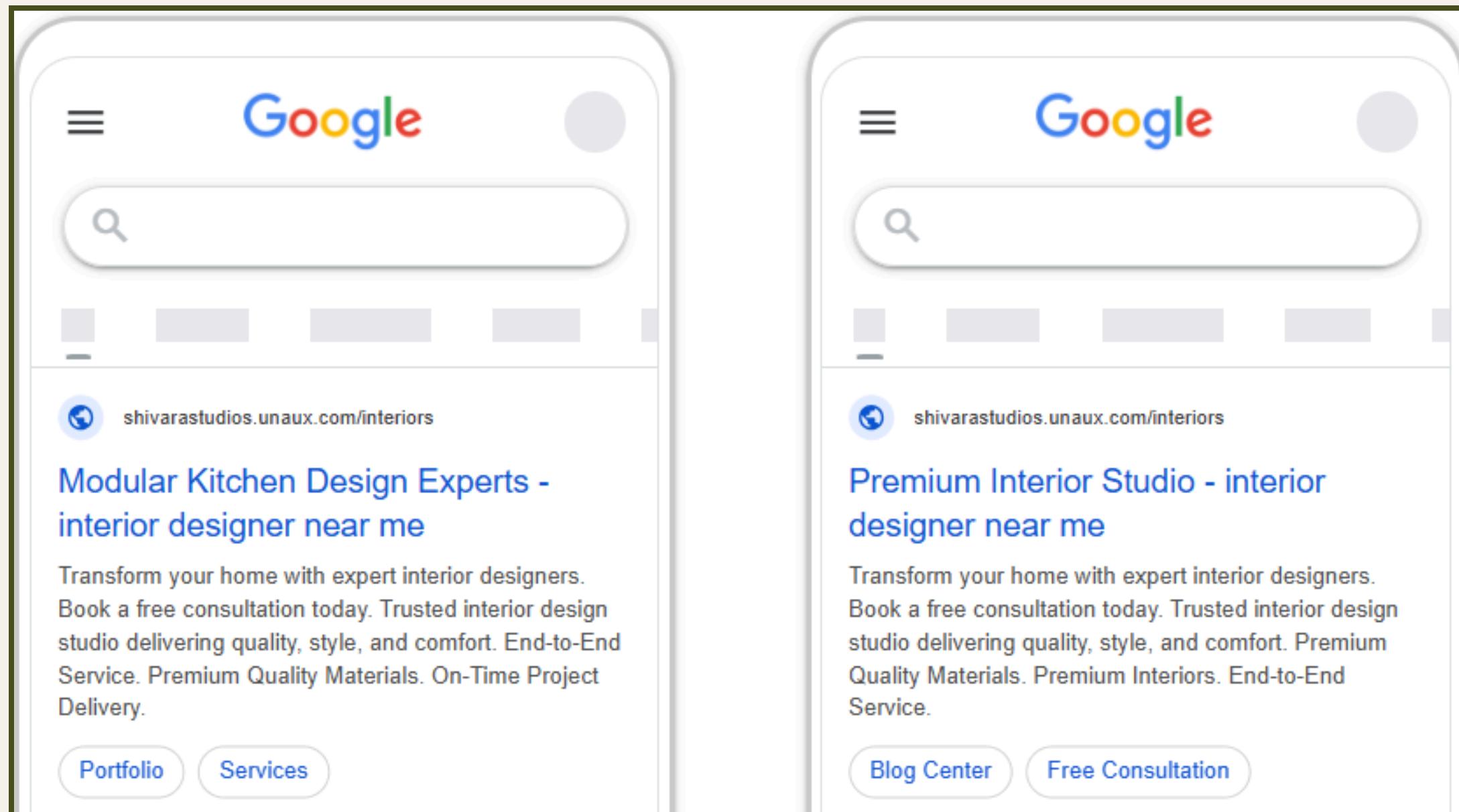
Campaign total budget BETA  
Set a budget for the duration of your campaign

₹ 30,000.00

Start date: January 13, 2026  
End date: February 12, 2026

# GOOGLE CAMPAIGNS

Desire - Google Search Ads (Website Traffic)



The image displays two side-by-side mobile phone screens, each showing a Google search result for a different keyword related to interior design services.

**Left Screen (Modular Kitchen Design Experts):**

- URL: shivarastudios.unaux.com/interiors
- Title: Modular Kitchen Design Experts - interior designer near me
- Description: Transform your home with expert interior designers. Book a free consultation today. Trusted interior design studio delivering quality, style, and comfort. End-to-End Service. Premium Quality Materials. On-Time Project Delivery.
- Buttons: Portfolio, Services

**Right Screen (Premium Interior Studio):**

- URL: shivarastudios.unaux.com/interiors
- Title: Premium Interior Studio - interior designer near me
- Description: Transform your home with expert interior designers. Book a free consultation today. Trusted interior design studio delivering quality, style, and comfort. Premium Quality Materials. Premium Interiors. End-to-End Service.
- Buttons: Blog Center, Free Consultation



**Weekly estimates**

Estimates are based on your keywords and daily budget 

---

**Ad group 1**

<b>Weekly conv.</b>	<b>Cost./Conv.</b>
192	₹127.40

---

**Weekly cost**

₹24,562.02

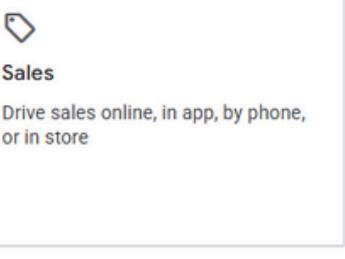
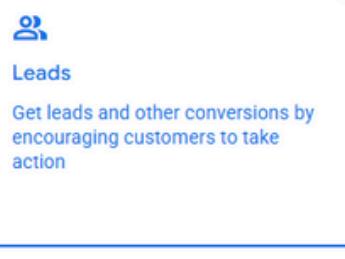
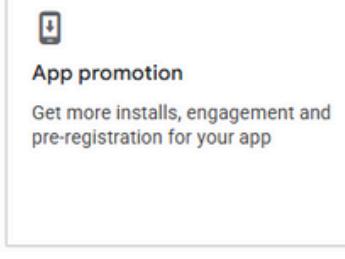
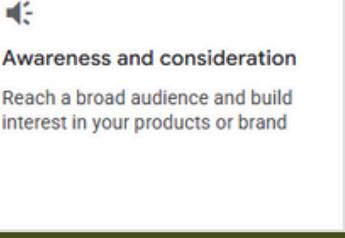
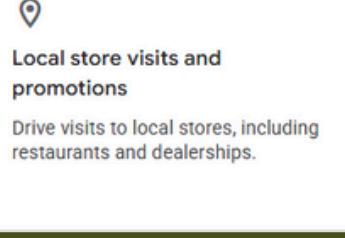
# GOOGLE CAMPAIGNS

## Action- Google Search Ads (Lead Generation)

What's your campaign objective?

**Choose your objective**

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

 <b>Sales</b> Drive sales online, in app, by phone, or in store	 <b>Leads</b> Get leads and other conversions by encouraging customers to take action	 <b>Website traffic</b> Get the right people to visit your website	 <b>App promotion</b> Get more installs, engagement and pre-registration for your app
 <b>Awareness and consideration</b> Reach a broad audience and build interest in your products or brand	 <b>Local store visits and promotions</b> Drive visits to local stores, including restaurants and dealerships.	 <b>Create a campaign without guidance</b> You'll choose a campaign next	

**Campaign settings**

To reach the right people, start by defining key settings for your campaign

<b>Networks</b>	Google Search Network, Search partners, Display Network
<b>Locations</b>	India (country)
<b>Languages</b>	All languages
<b>EU political ads</b>	Doesn't have EU political ads
<b>Audience segments</b>	Observing Married + 11 more
<b>Start and end dates</b>	Start date: January 20, 2026    End date: February 19, 2026
<b>Ad schedule</b>	Mon - Sat, 9:00 AM - 10:00 PM

**Budget**

Decide how much you want to spend.

(i) 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

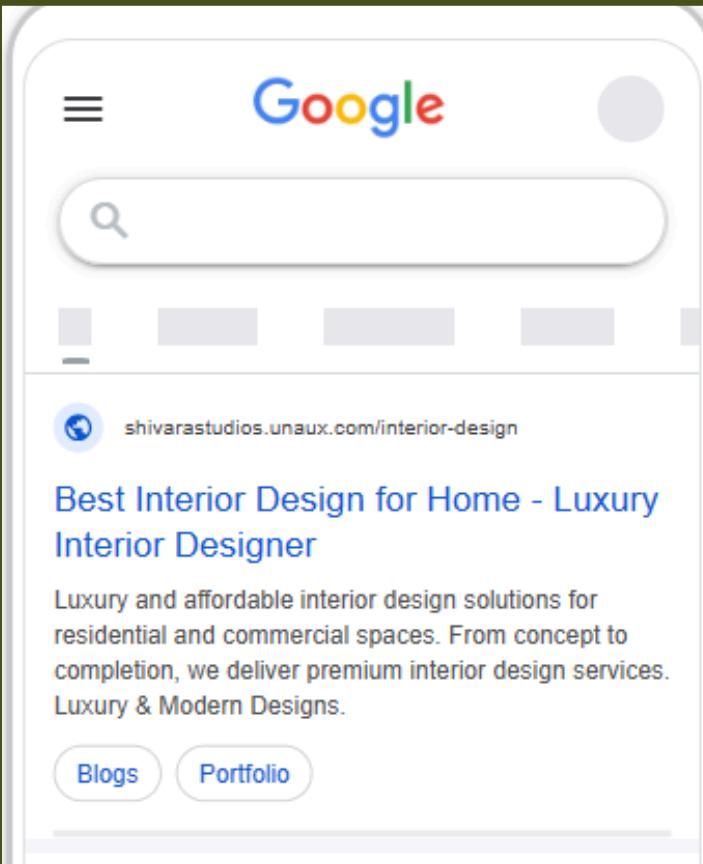
Start date: January 20, 2026    End date: February 19, 2026

Edit

This objective was chosen to capture direct enquiries from users actively looking to hire interior designers.

# GOOGLE CAMPAIGNS

## Action- Google Search Ads (Lead Generation)

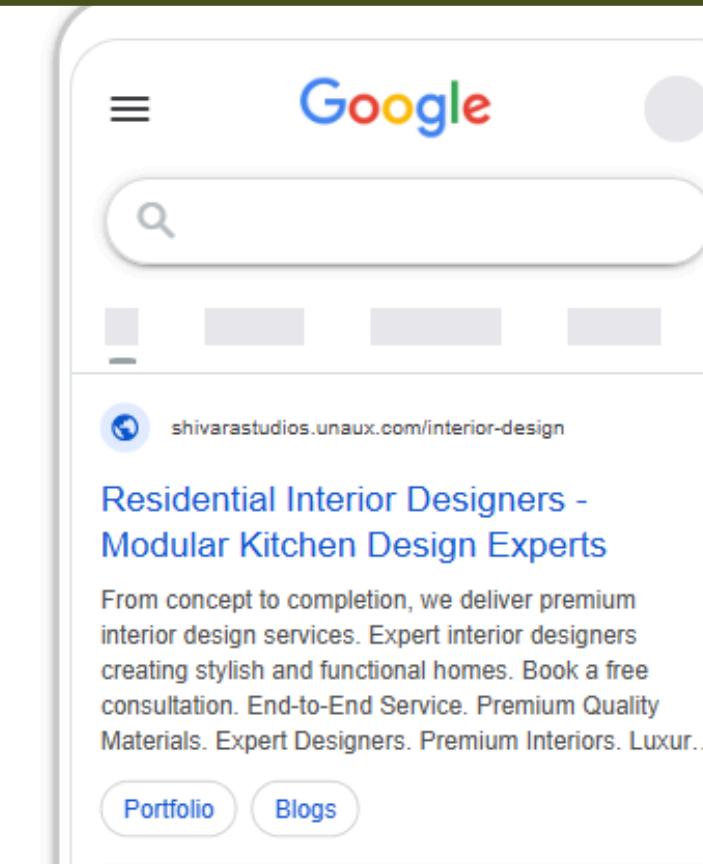


**shivarastudios.unaux.com/interior-design**

**Best Interior Design for Home - Luxury Interior Designer**

Luxury and affordable interior design solutions for residential and commercial spaces. From concept to completion, we deliver premium interior design services. Luxury & Modern Designs.

[Blogs](#) [Portfolio](#)



**shivarastudios.unaux.com/interior-design**

**Residential Interior Designers - Modular Kitchen Design Experts**

From concept to completion, we deliver premium interior design services. Expert interior designers creating stylish and functional homes. Book a free consultation. End-to-End Service. Premium Quality Materials. Expert Designers. Premium Interiors. Luxur...

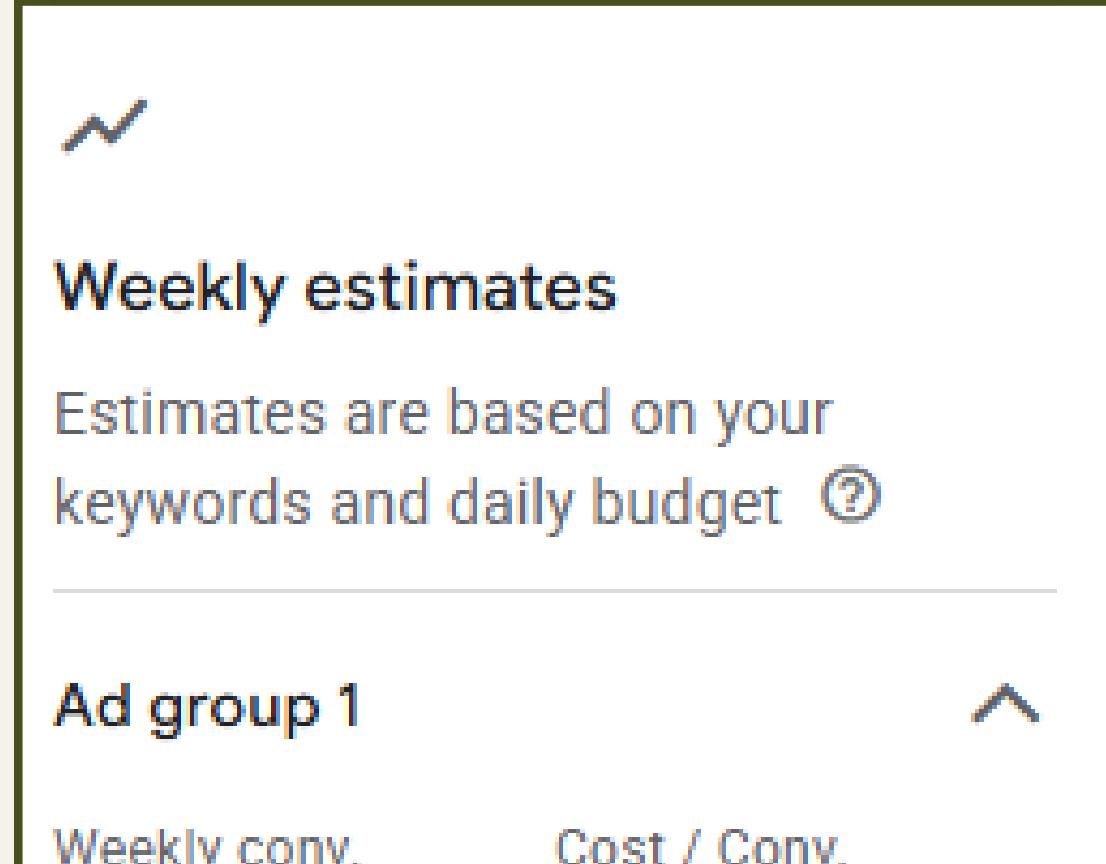
[Portfolio](#) [Blogs](#)

**Segment use**

Ad groups and campaigns that are targeting or excluding this segment

Targeting	Exclusions		
Campaign ↑	Ad group	Campaign type	Status
SS   Leads-Search   12 JAN 2026	-	Search	Campaign pending

1 - 1 of 1



**shivarastudios.unaux.com/interior-design**

**Residential Interior Designers - Modular Kitchen Design Experts**

From concept to completion, we deliver premium interior design services. Expert interior designers creating stylish and functional homes. Book a free consultation. End-to-End Service. Premium Quality Materials. Expert Designers. Premium Interiors. Luxur...

[Portfolio](#) [Blogs](#)

**Weekly estimates**

Estimates are based on your keywords and daily budget [?](#)

---

**Ad group 1**

<b>Weekly conv.</b>	<b>Cost / Conv.</b>
192	₹123.34
<b>Weekly cost</b>	
₹23,730.00	

# LINKEDIN CAMPAIGNS

## Awareness- LinkedIn

This objective was chosen to build professional brand credibility among business owners and working professionals.

**Select your objective**

Pick the business outcome you want this campaign to drive.

Awareness	Consideration	Conversion
 <b>Brand awareness</b> Reach more people with your post	 <b>Website visits</b> Get more clicks to your landing page	 <b>Lead generation</b> Gather info from people interested in your business
 <b>Engagement</b> Increase social engagement and page followers	 <b>Talent leads</b> Identify potential candidates interested in open positions	
 <b>Video views</b> Share your videos with more people	 <b>Website conversions</b> Capture leads or drive actions on your website	

**Budget and schedule**

Your campaign group is scheduled to run from 1/12/2026

**Budget**

**Daily budget**

\$10.00 Actual amount spent daily may vary

**Schedule**

Run campaign continuously

Set a start and end date

Start date: 1/13/2026 mm/dd/yyyy

End date: 2/12/2026 mm/dd/yyyy

Your campaign will run for 31 days starting from January 13, 2026. Your campaign will spend up to \$310.00 total. We recommend letting your campaign run until the end of the day for full budget utilization.

# LINKEDIN CAMPAIGNS

## Awareness- LinkedIn

**Audience** Saved Audiences   Audiences   Use Auto-Targeting

Audience: SS audience

Where is your target audience?

Locations (recent or permanent)

India 

Exclude people in other locations

Your audience has their Profile Language set to **English**  

Your audience size will vary depending on the language you select. By selecting English, your campaign will target all member accounts in the location your campaign is targeting, regardless of the language member accounts have selected on their profiles.\*

\*This does not apply for Sponsored Messaging.

Who is your target audience?

Add buyer groups

Reach more decision-makers and key stakeholders for your product to drive more sales conversions. [Learn more](#)

Include people who have **ANY** of the following attributes:

Company (Current Jobs)

Founder, Co-founders, Business Owner, Business Owner, AJANTA HOSPITAL AND IVF CENTRE PRIVATE LIMITED, Spectra Solutions, Own business, Business Owner, Entrepreneur, Business Owner, Small Business Owner, Own a Small Business, John Wick Homes, Business Owner, Visa Solutions USA, Managing Director, CEO - Managing Director, Managing Director, Managing Director, Entrepreneur Media, Tesla, The Walt Disney Company, Apple, Entrepreneur Magazine, YouTube, Salesforce, Netflix, LinkedIn, Meta, Insider, Inc., Entrepreneur Media India, Design Cafe, YourStory Media, The Young Entrepreneur - India, Indian Entrepreneurship Club, Indian Entrepreneur, Harvard Business Review, Franchise India Holdings Limited, Shuttl, Entrepreneur Georgia, Jewelry & luxury goods, Effy Jewelry, Retail Intuition, Jewelry Masters, Jewelry Television, Louis Vuitton, Satya Jewelry, Cartier, Harry Winston, Jewelry.com, CHANEL 

Narrow audience further

Exclude people by audience attributes and Matched Audiences

## Forecasted results ?

**Target audience size**  
**180,000,000+**

**1-day**   **7-day**   **30-day**

**30-day spend**  
**\$3,600.00 - \$6,000.00**

**30-day reach** Key Result  
**1,100,000 - 4,600,000**

**30-day cost per 1,000 member accounts reached**  
**\$2.67 - \$3.14**

**30-day average frequency**  
**3.1 - 4.8**

**Shivara Studios**  
1 follower  
Promoted

Interior design is more than creating beautiful spaces — it's about designing environments that support how people live and work.

From residential and commercial interiors to space planning, 3D visualisation, and turnkey projects, every service plays a role in creating spaces that feel balanced, functional, and personal.

Thoughtful design speaks quietly, but its impact is felt every day.

## Interior Design SERVICES

Design That Speaks to Your Soul

**OUR SERVICES:**

- Residential Interior Design
- Commercial Interior Design
- Space Planning & Layout
- 3D Visualization & Concepts
- Modular Kitchen & Furniture
- Renovation & Turnkey Projects

**CONTACT US :** [shivarastudios@gmail.com](mailto:shivarastudios@gmail.com)



Like Comment Repost

Comment as Shivara Studios... Smiley Face Image icon

**Shivara Studios**  
1 follower  
Promoted

Good interiors don't begin with décor—they begin with space planning. Before colours, furniture, or finishes come into play, the way a space is planned determines:

- How comfortably people move
- How efficiently the area is used
- How well the space supports daily routines

Strong space planning reduces future redesign costs and creates interiors that function effortlessly over time. Décor can enhance a space — but planning defines how well it works.

## WHY SPACE PLANNING MATTERS MORE THAN DECOR?



**INTERIOR DESIGN PRESENTATION OUTLINE**

**REDUCES FUTURE REDESIGN COSTS**

**IMPROVES MOVEMENT AND FLOW**

**ENHANCES COMFORT AND FUNCTIONALITY**

[shivarastudios.unaux.com](http://shivarastudios.unaux.com)

1 Reactions

Like Comment Repost

Comment as Shivara Studios... Smiley Face Image icon

# LINKEDIN CAMPAIGNS

Desire/Action- LinkedIn(Lead Gen)

This objective was chosen to generate premium leads from decision-makers interested in interior design services.

**Select your objective**

Pick the business outcome you want this campaign to drive.

Awareness	Consideration	Conversion
 <b>Brand awareness</b> Reach more people with your post	 <b>Website visits</b> Get more clicks to your landing page	 <b>Lead generation</b> Gather info from people interested in your business
 <b>Engagement</b> Increase social engagement and page followers	 <b>Talent leads</b> Identify potential candidates interested in open positions	
 <b>Video views</b> Share your videos with more people	 <b>Website conversions</b> Capture leads or drive actions on your website	

**Budget and schedule**

i Your campaign group is scheduled to run from 1/12/2026

**Budget**

Set a daily budget

Daily budget

\$10.00 Actual amount spent daily may vary ?

**Schedule**

Run campaign continuously

Set a start and end date

Start date: 1/20/2026 mm/dd/yyyy

End date: 2/19/2026 mm/dd/yyyy

Your campaign will run for 31 days starting from January 20, 2026. Your campaign will spend up to \$310.00 total. We recommend letting your campaign run until the end of the day for full budget utilization.

# LINKEDIN CAMPAIGNS

## Desire/Action- LinkedIn(Lead Gen)

Audience    Saved Audiences ▾     Audiences ▾    Use Auto-Targeting

Audience: SS audience

Where is your target audience?

Locations (recent or permanent) 

India

[Exclude people in other locations](#)

Your audience has their Profile Language set to **English**  

Your audience size will vary depending on the language you select. By selecting English, your campaign will target all member accounts in the location your campaign is targeting, regardless of the language member accounts have selected on their profiles.\*

\*This does not apply for Sponsored Messaging.

**Who is your target audience?**

**Add buyer groups**  
Reach more decision-makers and key stakeholders for your product to drive more sales conversions. [Learn more](#)

Include people who have **ANY** of the following attributes:

**Company (Current Jobs)**

Franchise India Holdings Limited, Small Business Owner, Satya Jewelry, Meta, Entrepreneur Georgia, Business Owner, Jewelry.com, Jewelry Television, The Walt Disney Company, Indian Entrepreneurship Club, Spectra Solutions, LinkedIn, Entrepreneur Media, Co-founders, Own a Small Business, Tesla, Jewelry & luxury goods, YouTube, Apple, CHANEL, Harry Winston, Harvard Business Review, Netflix, Entrepreneur Magazine, Business Owner, Entrepreneur, Insider, Inc., Own bussiness, CEO - Managing Director, Indian Entrepreneur, Design Cafe, Visa Solutions USA, AJANTA HOSPITAL AND IVF CENTRE PRIVATE LIMITED, Salesforce, Jewelry Masters, YourStory Media, John Wick Homes, Cartier, Louis Vuitton, Shuttl, Founder, Managing Director, Entrepreneur Media India, Managing Director, Effy Jewelry, Business Owner, The Young Entrepreneur - India, Business Owner, Retail Intuition, Business Owner, Managing Director

**OR Website**

SS | Web Audience

# LINKEDIN CAMPAIGNS

## Desire/Action- LinkedIn(Lead Gen)

**Get a Free Interior Design Consultation**

Discover personalized interior solutions for your home. Connect with our expert designers and get a free consultation today.

We will send this information to Shivara Studios subject to their [privacy policy](#). LinkedIn may also personalize, measure, and optimize ads based on your form submission.

Email address

Phone number

First name  
Anne

Last name  
Smith

City  
Sunnyvale

What type of space do you need design help with?

When are you planning to start your interior project?

**Submit**

their [privacy policy](#). LinkedIn may also personalize, measure, and optimize ads based on your form submission.

Email address

Phone number

First name  
Anne

Last name  
Smith

City  
Sunnyvale

What type of space do you need design help with?

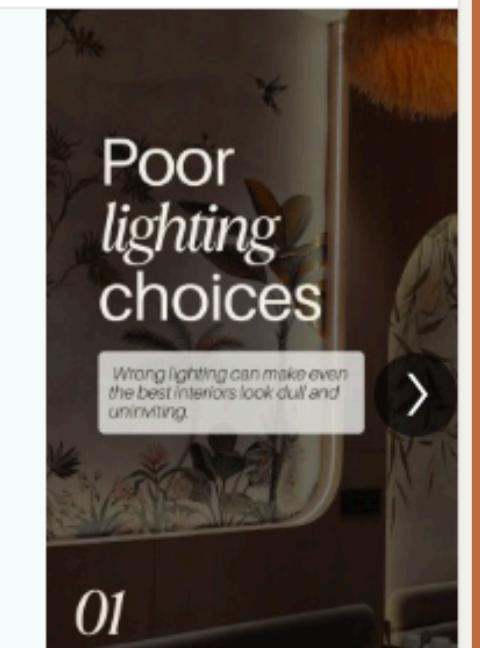
When are you planning to start your interior project?

**Submit**

**Shivara Studios**  
1 follower  
Promoted

Transform your space with luxury interior design tailored to your lifestyle. Get a free consultation today.

  
5 Interior Design Mistakes You Should Avoid  
By Shivara Studios

  
Poor lighting choices  
Wrong lighting can make even the best interiors look dull and uninviting.

Transform Your Space Elegantly [Get Quote](#)

Struggling With Poor Space Planning? [Get Quote](#)

Like Comment Repost

Comment as Shivara Studios... 

Forecasted results		
Target audience size		
1-day	7-day	30-day
30-day spend		
\$3,600.00 - \$6,000.00		
30-day impressions		
81,000 - 220,000		
CTR		
0.25% - 0.39%		
30-day clicks		
290 - 790		
30-day leads		
26 - 95		<b>Key Result</b>
30-day cost per lead		
\$97.75 - \$114.92		

# EMAIL MARKETING CAMPAIGN OVERVIEW

## Email Campaign Objective

- To increase customer engagement with Shivara Studio's interior design services.
- To encourage potential customers to book a free design consultation.
- To build brand awareness and trust through value-driven communication.

## Campaign Purpose

- To showcase Shivara Studio's expertise in interior design.
- To educate customers about the benefits of professional interior planning.
- To generate qualified leads through a clear call-to-action.
- To drive traffic to the website and increase consultation inquiries.

## Email Type

- Promotional & Engagement Email

## Target Audience

- Homeowners planning new interiors or renovations.
- Young couples and families interested in modern home design.
- Individuals aged 25–45 living in urban and semi-urban areas.
- Website visitors, social media followers, and potential interior design leads.

# EMAIL CAMPAIGNS

## email subject lines and campaign designs preview

**Subject**

Add a subject line for this campaign.

**Subject line \*** ⓘ

Transform Your Home with Smart Interior Design Ideas ⭐

😊 { }

**Use AI**

**Preview text** ⓘ

Get inspired by modern interiors from Shivara Studio

9:47

Inbox

Shivara Studios 17:45  
Transform Your Home with Smart Interior I  
Get inspired by modern interiors from Shivara Studio

Shivara Studios 17:45

**Shivara Studios**

Design Your Dream Space with Shivara Studio



Hello Shivara,

Your home is more than just walls and furniture — it's a reflection of your lifestyle, comfort, and personality. At **Shivara Studio**, we specialize in creating interiors that balance beauty, functionality, and elegance.

Whether you're designing a new home or planning a renovation, our team ensures a smooth and stress-free journey from concept to completion. Every space we design is thoughtfully planned to suit your needs and enhance everyday living.

**Why choose Shivara Studio?**

- Personalized interior design solutions
- Modern, elegant, and space-efficient designs
- End-to-end planning, execution, and support

If you're ready to transform your space into something truly special, we'd love to help.

**Book your free design consultation today**

**Shivara Studios**  
mumbai maharastra, 400001

This email was sent to [shivarastudios@gmail.com](mailto:shivarastudios@gmail.com)  
You've received this email because you've subscribed to our newsletter.

[Unsubscribe](#)

# DIGITAL MARKETING AND A.I TOOLS

## Website & SEO Tools

- WordPress – Website development and content management
- Elementor Plugin – Website page design and layout creation
- Yoast SEO Plugin – On-page SEO optimization and readability analysis
- HFCM Plugin – Header and footer code management
- Google Search Console – Website indexing, performance tracking, and SEO insights

## Social Media Platforms

- Instagram – Reels, posts, stories, and organic engagement
- Facebook – Brand visibility and audience engagement
- YouTube – Video content and brand storytelling
- LinkedIn – Professional branding and B2B presence

## Email Marketing Tool

- Brevo – Email campaign creation and contact management

## Paid Advertising Platforms

- Google Ads – Search and display ad planning
- Meta Ads (Facebook & Instagram Ads) – Paid social media campaigns
- LinkedIn Ads – Professional and B2B advertising strategy
- Google Search – Competitor research and content inspiration
- Google Keyword Planner – Keyword research, search volume, and competition analysis

## Content Creation & AI Tools

- Canva – Social media creatives, presentations, and visual designs
- ChatGPT – Content creation, captions, email copy, and strategy support
- Claude AI – Content refinement, ideation, and writing assistance

# CONCLUSION

- This project provided hands-on experience in implementing a complete digital marketing strategy for Shivara Studio.
- Learned how brand identity, competitor analysis, and SWOT analysis help in strategic planning.
- Understood the role of SEO and content marketing in building long-term organic visibility.
- Gained practical understanding of funnel-based marketing using the AIDA framework.
- Learned how paid campaigns on Meta, Google, and LinkedIn drive targeted traffic and quality leads.
- Explored how AI tools enhance content creation, campaign planning, and marketing efficiency.
- Overall, the project strengthened practical digital marketing skills and real-world application knowledge.



# THANK YOU