

# Case Study for a Digital Marketing



## Challenge

In today's Digital Era we all know how difficult it is to grow our own business. Our challenge was to grow a Digital Marketing Agency which was not so well established. We being in the same Digital Marketing Business it was quite challenging for us to grow another Digital Marketing Agency. We had to really conduct brainstorming sessions and design a strategy that is unique and out of the box.

## Goal

Our goal was to make their Digital Marketing Agency stand out from all the competitors in their Local Area and try to accumulate more audience organically to their website and social handles.

## Our Approach

We designed a customized strategy tailoring their needs. We started with building their online presence by showcasing details about the services they provide with appealing and innovative graphic styles.

Moving forward, we started focusing more on in-depth details where we include details about how exactly digital marketing can help in growing any size of business and why digital presence for any business is essential. As LinkedIn is a professional platform more eminent for B2B connections, we focused on targeting an audience with medium sized business owners, managers, CEO's, and CXO's.

## Results

In a very short span of time, just in a year or so we were able to target a larger audience compared to all the previous years. We were gradually able to make their profile innovative and attractive which made them stand out of the crowd.

## Campaign Performance

## Solution & Process

Since it was a Digital Marketing Agency our approach was to increase their brand visibility with some engaging and unique style of content. We started with creating unique content related to audience preference and inter-linked them with their service benefits.

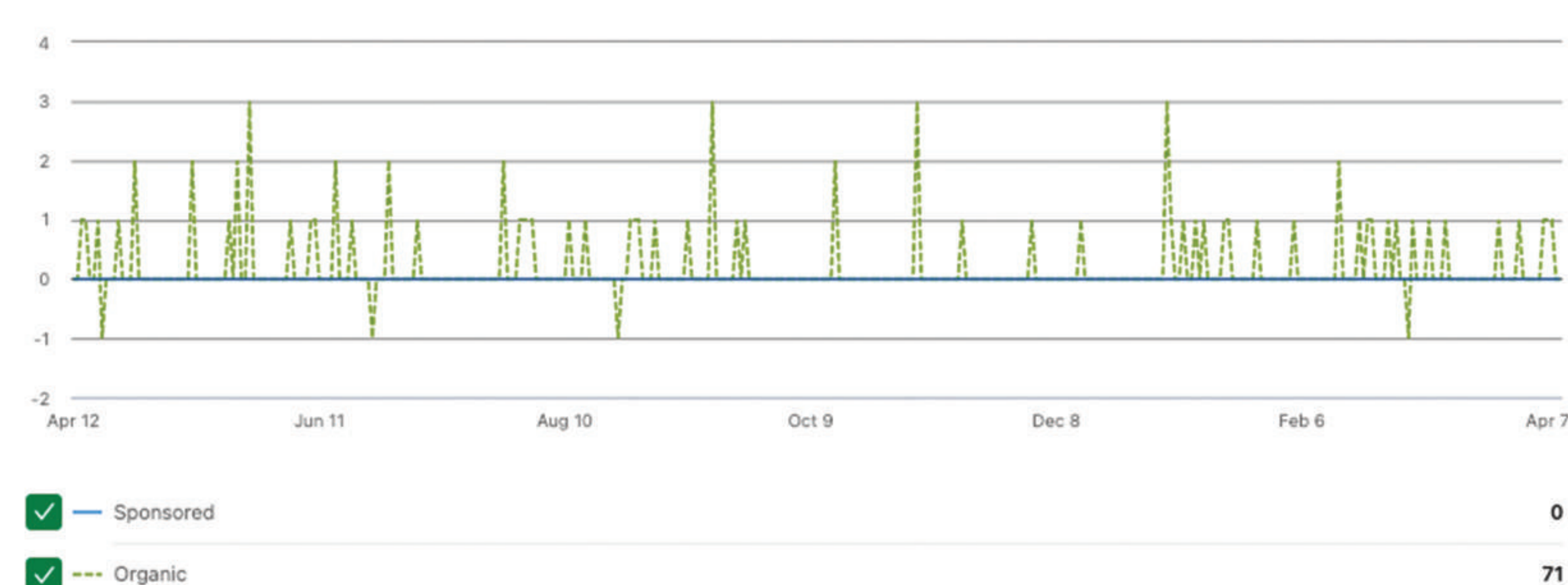
Follower analytics Apr 12, 2022 - Apr 11, 2023

Export

### Follower highlights

135 Total followers 71 New followers in the last 364 days

### Follower metrics



Visitor analytics Apr 12, 2022 - Apr 11, 2023

Export

### Visitor highlights

1,219 Page views 534 Unique visitors 20 Custom button clicks

### Visitor metrics

