

Digital Marketing Manager



Sanjukta Paul

Portfolio 2020 - 2025

Sanjukta Paul Portfolio

Make Me Your Brand's Best 
Own Website:

<https://recipeoftravel.com/>
www.indiannomad.co.in

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Sanjukta Paul

I am a results-driven digital marketing strategist specializing in SEO, PPC, content marketing, and brand strategy. With expertise in competitor research, keyword optimization, and data segmentation, I craft high-impact campaigns that drive brand visibility, lead generation, and revenue growth.

I build SEO-optimized WordPress websites with EEAT & silo structures, integrating Contact Form 7 and Tawk.to for seamless lead capture. My approach blends organic and paid media, leveraging social media campaigns, WhatsApp/email remarketing, and CRM tools like Knowlarity and Zoho for performance tracking.

From campaign strategy to execution, I create data-driven, audience-focused marketing solutions that ensure measurable success and brand growth.

About Me



Specialized in (Marketing Services)



Onboarding Process

How I onboard My clients:

Onboarding	Description
Step 1: Initial Conversation	Quick chat to understand the client's needs and discuss their business.
Step 2: Detailed Meeting	In-depth discussion to gain a comprehensive understanding of the client's business.
Step 3: Strategy Presentation	Present the proposed strategy to the client and confirm alignment.
Step 4: Payment Setup	Set up payment methods and terms for the services.
Step 5: Weekly and Monthly Reporting	Provide regular weekly updates and comprehensive monthly reports on project progress and performance.

Campaigns



Campaigns & Achievements

- **SEO Success:** Boosted keyword visibility from 20% to 60%, ranking top 3 for 20+ keywords, increasing organic traffic by 50% in 6 months.
- **Google Ads Excellence:** Optimized PPC campaigns, driving 35% higher conversions and 40% ROI growth.
- **Social Media Growth:** Increased engagement by 60% and followers by 45% through targeted campaigns.
- **Influencer & Affiliate Marketing:** Expanded brand reach through strategic collaborations and affiliate programs.

Case Studies

- **Protinex Strategy:** Positioned the brand for non-gym users, boosting adoption via QR authentication & email marketing.
- **Facebook Ads:** Ran an awareness campaign, reaching 38K+ users with 1K+ clicks on a limited budget.
- **SEO & Content:** Led end-to-end SEO (Yoast, schema, backlinks) for blogs & business sites, enhancing visibility.
- **E-commerce & Branding:** Designed marketing plans for Uber, Swiggy, Airbnb, and Teltek, focusing on PR, SMM & engagement.

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Experience



Professional Roles & Expertise

As a digital marketing strategist, I have spearheaded SEO, PPC, content marketing, and social media strategies across multiple industries. I specialize in competitor research, keyword optimization, and data-driven marketing, leveraging tools like Google Ads, SEMrush, and Zoho CRM to drive brand growth, engagement, and lead generation.

Certifications

- Advanced Certification in Digital Marketing & Communication – MICA x upGrad (Top 1% in DM 44 Batch).
- Diploma in Multimedia & Graphic Design – ZEDCA (Zee Network Academy).
- Master's in English Literature – Rabindra Bharati University.

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Experience



Technical & Strategic Expertise

- SEO & Content Marketing: EEAT-based strategies, silo structuring, backlinking, and keyword research.
- Paid Advertising: Google Ads, Facebook Ads, retargeting campaigns, and social media promotions.
- Marketing Automation & Analytics: CRM integration via Zoho, Knowlarity, and campaign tracking via Google Analytics.
- WordPress & Website Optimization: SEO-focused web design with Contact Form 7 & Tawk.to live chat integration.

Let's Grow Together

Contact Me:

Location	Email	Website	Social Media	WhatsApp
Kolkata, India	sanjuktadigimarketing@gmail.com	www.recipeoftravel.com	https://www.facebook.com/people/The-Recipe-of-Travel/100075917530249/	+91-6289449512 +91-9903408022

Projects we have worked

with:



BRAND STRATEGY

Comprehensive Brand Strategy Framework

1. Brand & Competitor Research

- Analyze the brand's website and key competitors.
- Identify target audience & create detailed **buyer personas**.
- Research worldwide & Indian **market size** using tools like **Craft.co**.
- Conduct **SWOT analysis** for strategic insights.

2. Digital Marketing Approach & Campaign Strategy

- Develop a **campaign workflow** based on brand research and user journey.
- Design a **content architecture** for blogs, brand messaging, and e-commerce campaigns.
- Define **target audiences** based on **demographics, behavior, interests, and psychographics**.
- Identify **consumer pain points, goals, and top priorities** to shape the marketing approach.
- Create a **competitor analysis chart** and assess their digital marketing strategies.

3. Multi-Channel Marketing & Ad Strategy

- Implement a **mix-and-match digital strategy** across paid and organic channels.
- Establish clear **digital marketing objectives** per channel.
- **Organic Strategy:** Hashtag campaigns, social media content, blog posts, WhatsApp circulation.
- **Paid Strategy:**
 - **Awareness Stage:** Facebook, Instagram, YouTube ads.
 - **Consideration Stage:** PPC Google Ads, LinkedIn Ads.
 - **Remarketing Stage:** WhatsApp & Email campaigns.

Comprehensive Brand Strategy Framework

4. Website Optimization & SEO Strategy

- Revamp websites using **SEO-driven content strategy (EEAT & Silo Structure)**.
- Implement **on-page, off-page, and technical SEO** to boost visibility.
- Set up **omnichannel CRM software (Knowlarity, Zoho)** for customer support & lead tracking.

5. Competitive Analysis & Benchmarking

- Use **Ad Library (Facebook, Google, LinkedIn)** to study competitor ad strategies.
- Develop **performance tracking & optimization plans** based on ad insights.

6. Advanced Brand Growth Strategies

- **Affiliate Marketing** for e-commerce expansion.
- **Influencer Marketing** for B2C brand engagement.
- **Rebranding Strategy**: Conduct **gap analysis, brand restructuring**, and boost online presence.

7. Deliverables & Performance Tracking

- Create a **content marketing framework** with:
 - **Content Channels** (Blog, Social Media, Paid Ads, Email, WhatsApp).
 - **Content Themes** (Educational, Promotional, Engagement).
 - **Content Formats** (Articles, Videos, Infographics, Webinars).
 - **KPIs** (Traffic, Engagement, Conversion Rate).

This **data-driven brand strategy** ensures targeted outreach, optimized campaigns, and long-term brand growth. 🚀

Take a glimpse of my renowned project

Click the link in below slide and found my innovative strategy for brand persona.



Sept'24 - Continuing



Apr'24 - Sept'24



Feb'23 – Apr'24



Sept'24 - Continuing



Sept'24 - Continuing

Lead Management Brochure:

<https://drive.google.com/file/d/1GciE-R1fZKOvRYZPVws6abIT3012NiQe/view?usp=sharing>

Comprehensive Online Offline Strategy:

https://docs.google.com/document/d/1DbRbaiW6kjqfBoWbZzyiYxImwPqUVJGe/edit?usp=drive_link&oid=104814471047393283352&rtpof=true&sd=true

BDG Digital marketing Strategy:

https://drive.google.com/file/d/1uSPkSJ_Jh9g8c9TkFWLDJWxiz0aXYZYB/view?usp=sharing

BDG Comfex Funnel Strategy:

<https://drive.google.com/file/d/1ypvq1YIVR48vZRs44386uBzV7tRZFIKY/view?usp=sharing>

Integrated DM strategy for IWLPL:

<https://drive.google.com/file/d/19ZABxtxINRG32eyVhHyb9wOzqN7M1ZyS/view?usp=sharing>

Inland SEO Work Link:

https://docs.google.com/spreadsheets/d/1R5v6M3VQJy9wKsa2JBjM0dB_Qs05yIlC/edit?usp=drive_link&oid=110081927579431263171&rtpof=true&sd=true

Reddogzone integrated Marketing DM Strategy:

https://drive.google.com/file/d/1fgqU1Zx0SVzyF1T8bee_aHD4kFpDdnVZ/view?usp=drive_link

SEO Strategy:

https://drive.google.com/file/d/1Hzhvk8MJQVYrKWuPhe16c5ph-EJJjgRu/view?usp=drive_link

Bhavani School lead Strategy:

https://drive.google.com/file/d/1Rk1TJzAoPofTJHTz2z7PP0TpZRLG2Hwt/view?usp=drive_link



Sept'24 - Continuing

Integrated Marketing Strategy:

<https://drive.google.com/file/d/1061hVbhY8EO0litp1YGJCeXZwuzUwNec/view?usp=sharing>

SEO Strategy:

<https://drive.google.com/file/d/1zcMw5Q64hWKqZ55fst31G-yw7mMIPU5l/view?usp=sharing>

Knowlarity Integration Strategy:

[https://drive.google.com/file/d/168yx9YrXkLzptphZKGwm8nOxRRkf0VvY/vi
ew?usp=drive_link](https://drive.google.com/file/d/168yx9YrXkLzptphZKGwm8nOxRRkf0VvY/vi
ew?usp=drive_link)

CRM Processed Road Map

[https://drive.google.com/file/d/1Vf2Y-
8mb_OLzrABRYIfEd7cpC9REO1fm/view?usp=drive_link](https://drive.google.com/file/d/1Vf2Y-
8mb_OLzrABRYIfEd7cpC9REO1fm/view?usp=drive_link)

Knowlarity Overview:

[https://drive.google.com/file/d/1fWO1iWkTjr67-
wOpt3WUEnhoQM8EMaeT/view?usp=drive_link](https://drive.google.com/file/d/1fWO1iWkTjr67-
wOpt3WUEnhoQM8EMaeT/view?usp=drive_link)



Sept'24 - Continuing

Integrated Marketing Strategy:

<https://drive.google.com/file/d/1o1cfz5WSqTsl-4n7al8ndHbNQvBLxXBD/view?usp=sharing>

S.A. HANDICRAFTS

DM Strategy:

<https://drive.google.com/file/d/1inhXSqRjLHuwtsKhgNcakTTgFWk6PMC8/view?usp=sharing>

Sept'24 - Continuing

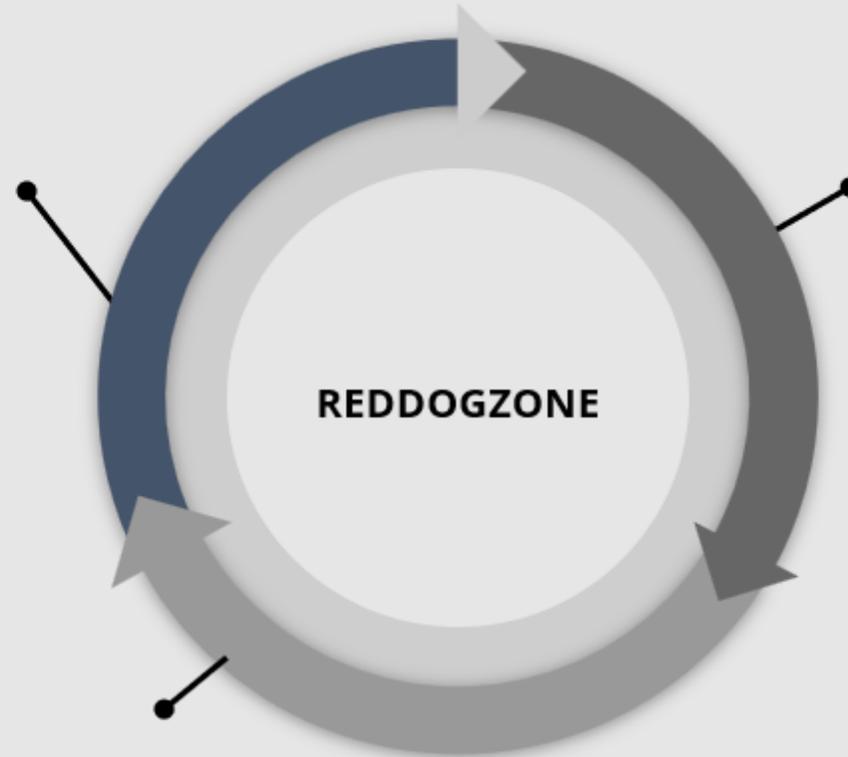
Objectives:

Awareness

Raise awareness and interest in the brand's multifaceted offerings amongst existing and potential stakeholders

Build Brand Credibility

Build and enhance credibility and sustain visibility for the brand through relevant digital marketing initiatives. Building brand visibility through an impactful omni-channel strategy



Drive sales

Create visibility and increase the positive sentiment and engagement of the brand through strategic content development across digital touchpoints to result in sales

Strengths

- Strong product portfolio, including a wide range of machinery tools (sandblasters, shop presses, planishing hammers, etc.).
- High-quality industrial-grade products catering to a niche market.
- Skilled workforce and industry expertise in heavy machinery tools.
- Competitive pricing and value for money in comparison to established competitors.
- Established online presence through RedDogZone.com, providing convenient e-commerce.
- Growing brand reputation for durable, long-lasting tools in Canada.

Opportunities

- Expanding e-commerce channel, reaching new customers beyond Canada.
- Increased demand for DIY and industrial tools post-pandemic.
- New product development and diversification of offerings (e.g., eco-friendly tools).
- Opportunity to collaborate with Canadian government on infrastructure and manufacturing projects.
- Increased awareness of sustainable and recycled materials in tools, which could open a new market segment.
- Online marketing and SEO improvements can significantly boost traffic and sales.

SWOT Analysis of REDDOGZONE



Weaknesses

- Limited brand recognition compared to established players like Princess Auto, Northern Tool.
- Heavy competition from both local and international brands.
- Smaller market share due to a relatively new brand.
- Lower digital marketing investments leading to reduced visibility.
- Logistical challenges associated with shipping heavy machinery across Canada.
- Dependency on third-party suppliers for certain product components.
- Lack of physical retail presence limiting brand reach.

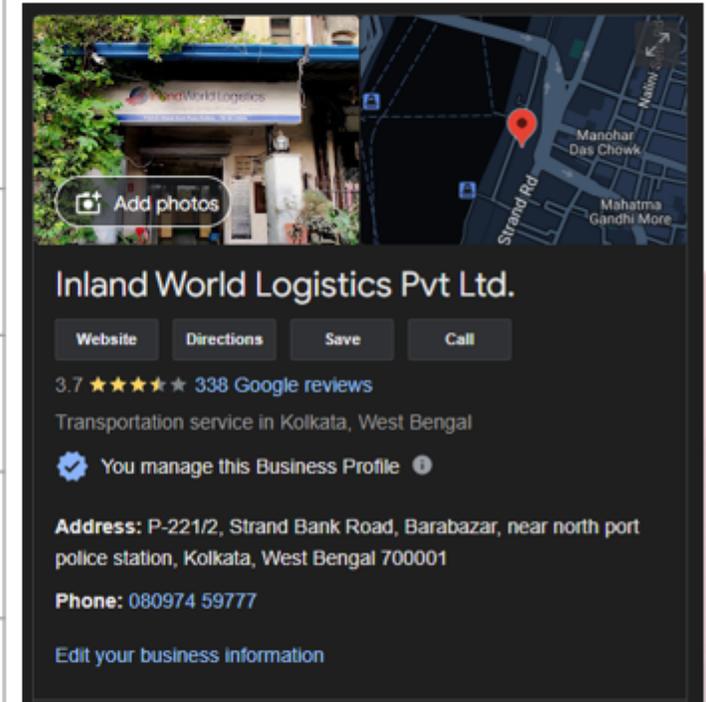
Threats

- Intense competition from well-established brands with larger marketing budgets.
- Price-sensitive consumers may opt for cheaper, lower-quality alternatives.
- Economic uncertainty affecting industrial sectors.
- Rising production costs, especially with raw materials, could impact profitability.
- Changes in trade policies or tariffs impacting supply chain costs.
- Technological advancements by competitors leading to product obsolescence.

Google My Business: Optimization for REDDOGZONE



Key Area	Benefits	Action Steps
Important for SEO	Boosts local search rankings, increases visibility in local search results, enhances local pack listing chances	Optimize GMB profile with accurate business information and relevant keywords
Redirect to Destination	Guides customers accurately, provides direct links to website or landing pages	Ensure business name, address, phone number, and operating hours are up-to-date; add direct links
Encourage Reviews	Increases credibility, influences potential customers	Ask satisfied customers for reviews; respond to reviews promptly
Showcase Social Proof	Demonstrates reliability and quality, makes profile appealing	Highlight positive reviews; add photos and videos of products, services, and customer experiences
Build Authority	Keeps customers informed and engaged, enhances local SEO authority	Regularly update profile with new posts, offers, and events; use relevant keywords and categories



Define the content themes/idea we would like to use for each channel the content formats for each channel and then define the KPIs of each channel.



Content Idea	Content Theme	Content Channel	Content Format	KPIs
Introduction to <u>RedDogZone</u> Tools for Auto Repair #Your Ultimate Auto Repair Companion: <u>RedDogZone</u> Tools at Your Service	Comprehensive Tool Overview	Facebook, Instagram	Informative Images, Reels	Awareness: Impressions, Reach, Video Views, CTR, CPC, CPM
Precision Tools for Auto Body Repair #Fix with Finesse: <u>RedDogZone's</u> Precision Tools for Flawless Auto Repairs	Highlighting Tool Durability & Precision	YouTube, Google Ads	Video Ads	Consideration: Views, Clicks, Shares, CPV, CPA, CTR
Customer Success Stories with <u>RedDogZone</u> #Real Results, Real Tools: How <u>RedDogZone</u> Drives Success in Auto Repair	Showcasing Customer Experiences & Testimonials	LinkedIn	Testimonial Videos	Engagement: Shares, Comments, Reach, Clicks, Brand Mentions, CPV
<u>RedDogZone's</u> Range of Auto Body Tools #The Tools You Trust: Explore <u>RedDogZone's</u> Full Auto Body Range	Versatility & Applications in Auto Body Shops	Display Ads, SEM	Banner Ads, Display Ads	Lead Generation: Impressions, CTR, CPC, Bounce Rate, Average Time on Page, CPA
Behind the Scenes: Tool Manufacturing #Crafted for Perfection: Inside <u>RedDogZone's</u> Tool Manufacturing Excellence	Quality Assurance, Advanced Manufacturing	YouTube	Behind-the-Scenes Video	Awareness: Impressions, Engagement Rate, Click-through rate (CTR), Average Watch Time

Mention which brands/influencers REDDOGZONE can collaborate with for increasing awareness and consideration for Services



Co-Brand:

Powering Performance: RedDogZone x [Partner Brand] – A Collaborative Strength

We're excited to announce our latest co-brand collaboration, bringing together RedDogZone's industry-leading tools and machinery with Canada's top automotive repair brands and marketplaces. Through this powerful partnership, we aim to provide professionals and enthusiasts alike with unmatched access to high-quality products and innovative solutions.

Partner with Car Repair Brands:

Collaborate with Canadian giants like **Canadian Tire** or **KMS Tools & Equipment**, combining our extensive range of shop presses, planishing hammers, and transmission jacks with their expansive retail networks. This joint effort ensures that RedDogZone's premium tools are easily accessible in-store and online across the country.

Tools and Accessories Marketplaces:

Through a cross-marketing campaign with **Northern Tool + Equipment** or **Princess Auto**, we'll reach a broader audience by showcasing exclusive bundles of RedDogZone products paired with top-tier accessories, from hydraulic lifts to automotive tool sets. This collaboration strengthens both brands' positions as leaders in the tools and accessories market.

Joint Promotions & Discounts:

Offer co-branded seasonal promotions, giving Canadian consumers a chance to upgrade their garages and workshops with bundled deals. RedDogZone and its partners can feature joint advertising across social media, email newsletters, and online marketplaces, driving traffic and engagement.

Collaborating to Build a Better Future for Automotive Tools

Together with these powerhouse brands, we're committed to delivering the best tools, increasing customer convenience, and ensuring every Canadian has access to professional-grade equipment for their automotive projects.

SEO PROJECT

SEO Content Strategy:

1. Competitor Research & Analysis

- Identify top-ranking competitors in the digital marketing niche.
- Analyze their **content structure, keyword strategies, and backlink profiles** using SEMrush.

2. Keyword Research & Trend Analysis

- Use **Google Keyword Planner** to analyze search trends from the last 6 months.
- Identify **primary, secondary, and LSI keywords** for better search intent targeting.
- Choose **trending and evergreen topics** based on audience interest.

3. AI-Assisted & EEAT-Optimized Content Creation

- Create **high-quality, EEAT-compliant content** showcasing **Expertise, Experience, Authoritativeness, and Trustworthiness**.
- Use **AI tools** like ChatGPT, Perplexity, DeepSeek, and Gemini for content research and ideation.
- Ensure **fact-checking, author credibility, and real-world insights** in every post.

4. Silo Content Strategy (Pillar-Cluster Model)

- Develop a **Pillar Page** (broad topic, long-form content).
- Link supporting **Cluster Blogs** (specific subtopics) internally for **SEO and user experience**.
- Maintain a clear **URL structure and content hierarchy** to boost rankings.

SEO Content Strategy:

5. On-Page SEO Optimization

- Optimize with **Yoast SEO** for **meta tags**, **headings**, and **content readability**.
- Implement **internal linking** for strong website architecture.
- Use **structured schema markup** and ensure the correct **robots.txt setup**.

6. Off-Page SEO & Authority Building

- Build **no-follow backlinks** by submitting high-quality articles to **relevant, authoritative sites**.
- Secure **do-follow backlinks** by guest posting on DA/PA 30+ websites ("**Write for Us**" opportunities).
- Focus on **credibility**, **trust signals**, and **brand authority improvement**.

7. Performance Tracking & Continuous Optimization

- Monitor rankings, traffic, and engagement through **Google Analytics**, **Search Console**, and **SEMrush**.
- Regularly update content for **freshness** and **improved SEO performance**.
- Optimize underperforming pages with **new keywords**, **insights**, and **better UX**.

By integrating **EEAT principles**, **AI-driven content creation**, and the **Pillar-Cluster model**, your **digital marketing portfolio** will stand out as a high-authority, search-friendly resource. 🚀

Project No. 1: Dolmabahce Palace

Dolmabahce Palace, on the European side of the Bosphorus in Istanbul, was the Ottoman Empire's main center in the 1800s. It's famous for its grand interiors and a mix of Ottoman and European architecture, featuring styles like Baroque and Rococo.

Objective of the project:

To increase website traffic, improve search engine rankings, and boost online bookings for Dolmabahce Palace through targeted SEO strategies and content optimization.

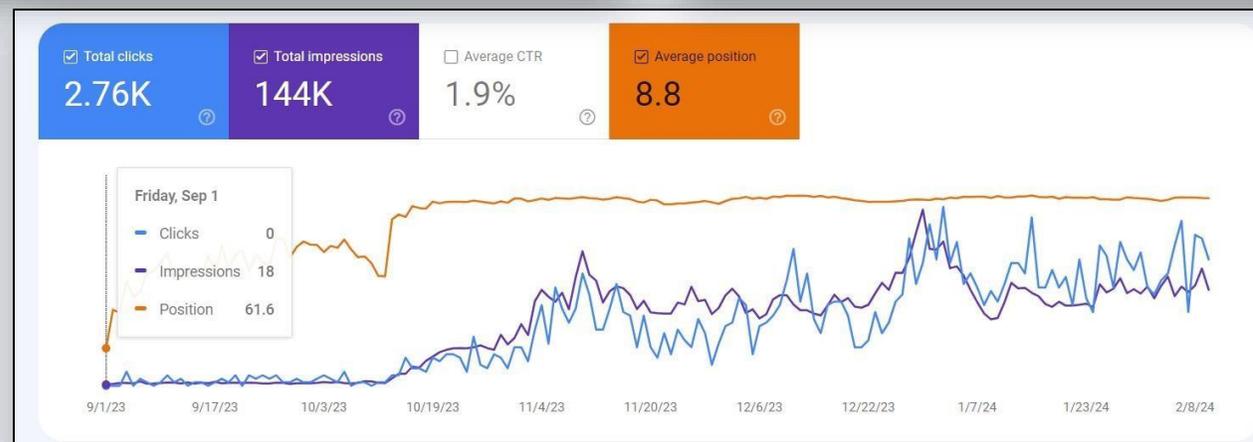
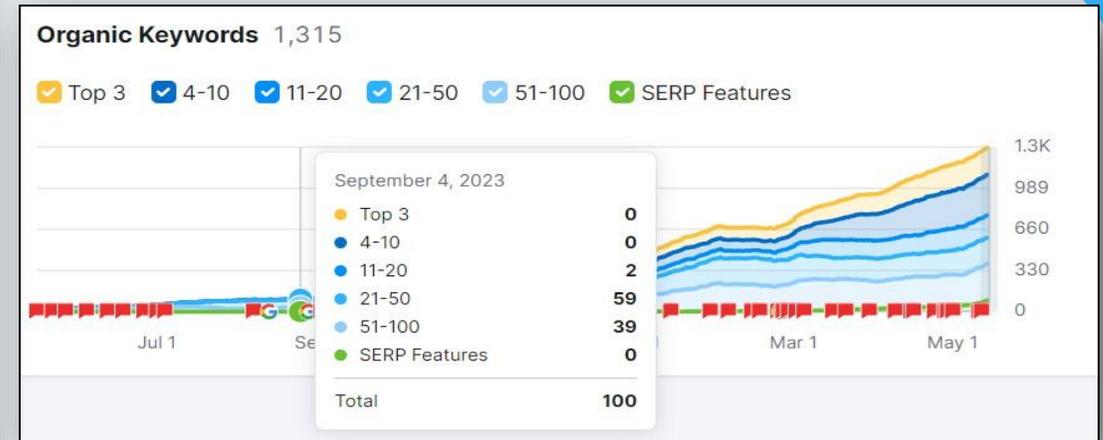
Website URL: www.dolmabahce-palace.com

Website Insights Overview (Sept 2023 to June 2024):

Particulars	Traffic	Avg. Website Ranking	Ranking Keywords (Top 3)	Ranking Keywords (Top 100)
September, 2023	9	61	1	112
June, 2024	14500	8	215	1285
% Change	161011.11%	86.89%	21400.00%	1047.32%

Project No. 1: Dolmabahce Palace

Visual Data Insights (Sept 2023 to June 2024):



Project No. 1: Dolmabahce Palace

Objective of the project:

To increase website traffic, improve search engine rankings, and boost online bookings for Dolmabahce Palace through targeted SEO strategies and content optimization.

Website URL: www.dolmabahce-palace.com

Overview of Top Ranking Keywords (Sept 2023 to June 2024:

[View all Keywords Report](#)

Keyword	Position	Search Volume	Keyword Difficulty	Traffic
dolmabahçe sarayı	1	165000	46	4125
dolmabahce palace	4	60500	52	3025
dolmabahce palace	2	4400	49	580
dolmabahce museum	1	880	30	116
dolmabahce palace tickets	8	2900	29	87
dolmabahce museum	1	880	30	15
dolmabahce ticket price	1	140	31	3

Project No. 2: Thrillophilia.com

Objective of the project:

To improve the search engine rankings for various keywords related to Kerala tour packages. with the goal of increasing visibility, traffic, and bookings from different regions.

Website URL: www.thrillophilia.com/states/kerala/tours

Overview of Top Ranking Keywords (Jan 2024 to June 2024):

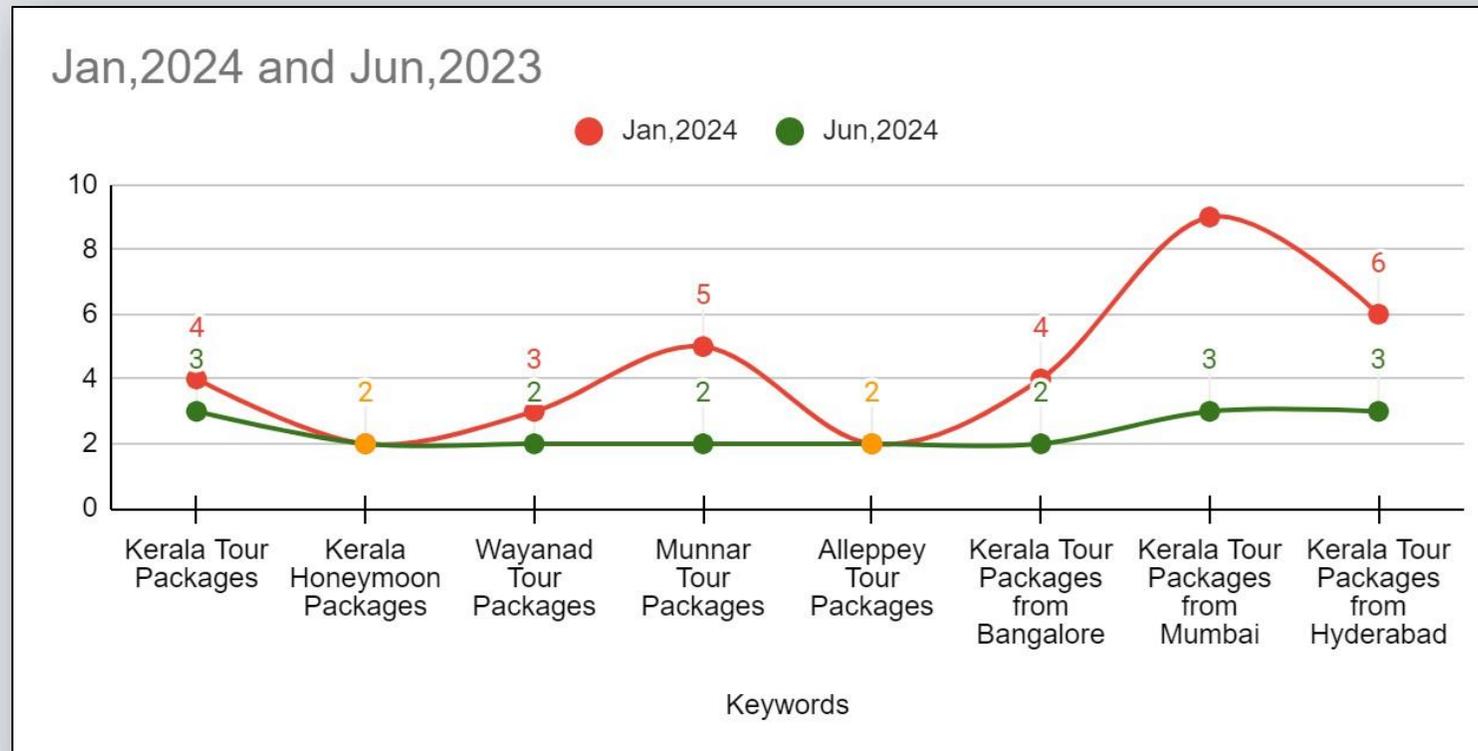
Keywords	Search Vol.	Jan,2024	Jun,2024
Kerala Tour Packages	49500	4	3
Kerala Honeymoon Packages	1300	2	2
Wayanad Tour Packages	8100	3	2
Munnar Tour Packages	9900	5	2
Alleppey Tour Packages	1000	2	2
Kerala Tour Packages from Bangalore	2900	4	2
Kerala Tour Packages from Mumbai	2900	9	3
Kerala Tour Packages from Hyderabad	2400	6	3

Project No. 2: Thrillophilia.com

Ranking Keywords Trend (Jan 2024 to June 2024):

Improved the search engine rankings for various keywords related to Kerala tour packages. with the goal of increasing visibility, traffic, and bookings from different regions.

Website URL: www.thrillophilia.com/states/kerala/tours



SEM PROJECT

Campaign Management:

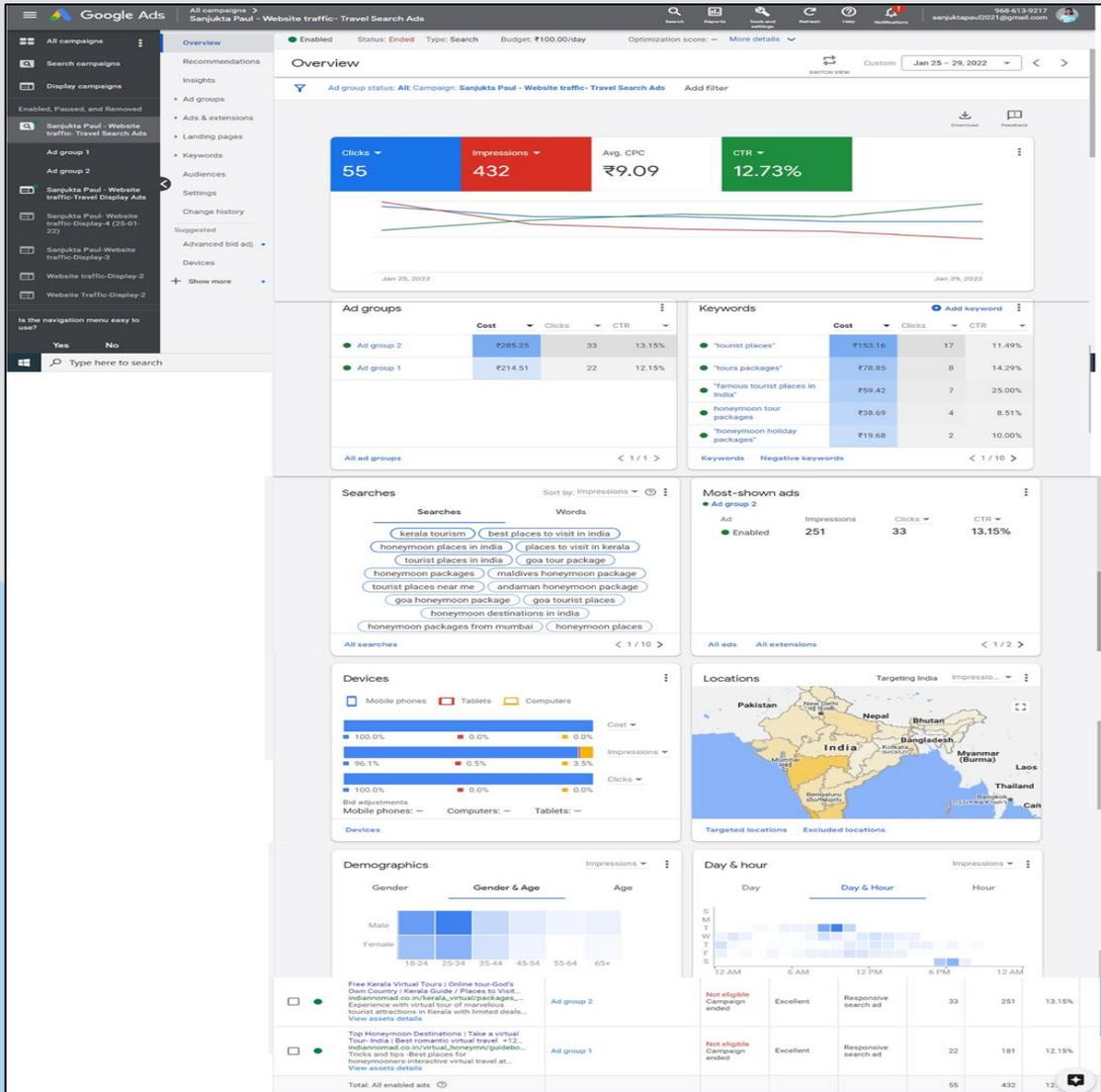
Paid Advertising: Effectively managed and optimized PPC campaigns on platforms such as Google Ads and Facebook Ads, resulting in a 30% increase in website traffic.

A/B Testing: Implemented A/B testing for ad creatives, landing pages, and email campaigns to identify the most effective strategies and improve click-through rates (CTR).

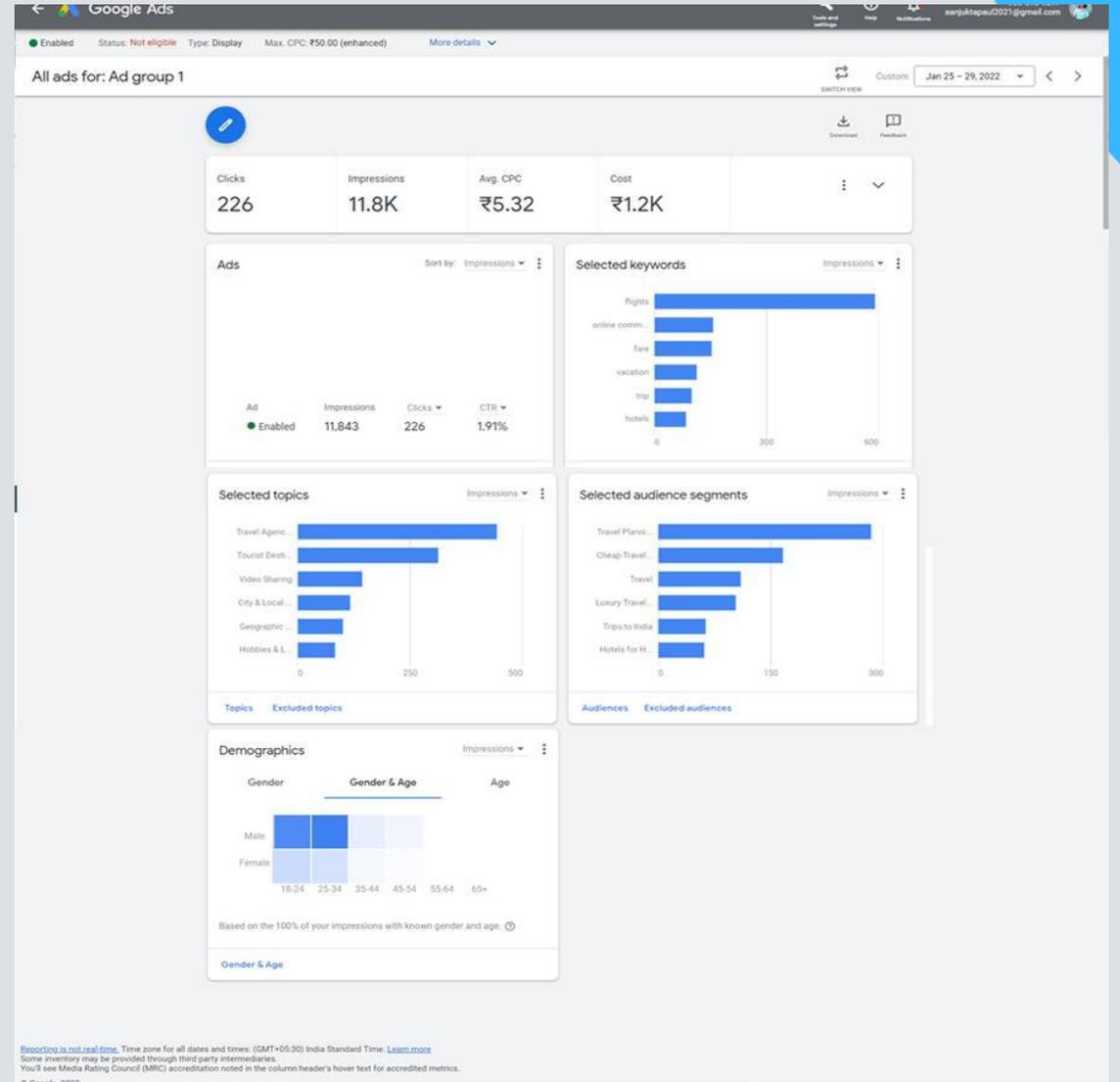
My Own Travel Website <http://indiannomad.co.in/>

SEM campaign Report Link: <https://drive.google.com/file/d/18Uq3hQw8zCQ0m5G0s69MYUpY-lpMYged/view?usp=sharing>

Search Paid Ads



Display Paid Ads



Reporting is not real-time. Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#)
 Some inventory may be provided through third party intermediaries.
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
 © Google 2022.

TECHNICAL SEO

Technical SEO:

Website Optimization: Ensured the website was mobile-friendly, fast-loading, and technically optimized to improve user experience and search engine rankings.

Structured Data: Implemented structured data (schema markup) to enhance search engine understanding and visibility of website content.

My Own Travel Website <http://indiannomad.co.in/>

SEO Technical Report Link: https://drive.google.com/file/d/1ALXa_CsmjayUk5oCNzFHhRPmhcXd8thv/view?usp=sharing

Results and Achievements:

Achieved a 30% increase in website traffic through targeted social media campaigns and content marketing efforts at BDG Goyal Group.

Boosted conversions by 20% through the implementation of effective SEO techniques and email marketing strategies.

Successfully grew the online business of Inland World Logistics by over 40% through comprehensive digital marketing strategies, including paid advertising and retargeting campaigns.

ONLINE BRAND REPUTATION MANAGEMENT



Sept'24 - Continuing



Apr'24 - Sept'24



Feb'23 – Apr'24



Apr'23 - Continuing



Sept'21 - Continuing

- With hands-on expertise in graphic design, I personally create all ad creatives for my brand, ensuring visually compelling and high-converting content. From Facebook Ads to YouTube Ads, every creative—static and video or Reels—is strategically designed by me to maximize engagement and conversions. Click logo and check my online brand reputation management.
- Online Brand Reputation management Report:
- https://drive.google.com/file/d/1NTEF_kOTIOxHCs6X0kkR26ZZbKEIlgG-/view?usp=drive_link

Like share comments Followers Increased in Minivet Own Brand: 610 likes, 681 followers in 4 months



The banner features a dark blue background with glowing blue circuit lines. On the left, the text 'SOFTWARE DEVELOPMENT SERVICES' is written in white. The top left lists 'PHP FRAMEWORK' and '.NET FRAMEWORK' in blue. The top right shows the 'Minivet System' logo with the tagline 'Quality Defines Excellence'. A 'CONTACT NOW' button with a download icon is on the right. Contact information includes the phone number '033 4073 5131' and email 'info@minivetsystem.com'. A list of technologies follows: 'HYBRID APP', '☆ UI/UX', '☆ MONGODB', '☆ EXPRESS JS', '☆ ANGULAR JS', '☆ NODE JS', '☆ REACT JS', and '☆ DIGITAL MARKETING'. The Minivet System logo is also shown in a circular profile picture on the bottom left.

PHP FRAMEWORK

.NET FRAMEWORK

HYBRID APP

☆ UI/UX

☆ MONGODB

☆ EXPRESS JS

☆ ANGULAR JS

☆ NODE JS

☆ REACT JS

☆ DIGITAL MARKETING

Minivet System
Quality Defines Excellence

CONTACT NOW

033 4073 5131

info@minivetsystem.com

SOFTWARE DEVELOPMENT SERVICES

Minivet System LLP

610 likes • 681 followers

FB ADS PROJECT

Core Competencies in Social Media Marketing:

Content Strategy:

- Developed comprehensive content calendars aligned with marketing goals and brand voice.
- Executed cross-platform campaigns to maintain a consistent brand message.
- Minivet FB ads Content Strategy: https://drive.google.com/file/d/1GTQ3Yj1jhUPvc8MYrqKX8B3fxRa43unJ/view?usp=drive_link
- Minivet FB ad Detailed Reports: https://drive.google.com/file/d/1Rc3ZucmTd5S0esgcxUc4aDYnEYnbgkK/view?usp=drive_link
- Minivet remarketing WhatsApp Reports:
https://docs.google.com/document/d/1fuSJQPURLbswcJYh22lhqeuuOki5_mUj/edit?usp=drive_link&oid=104814471047393283352&rtf=true&sd=true

- Inland FB ads Content strategy:
https://docs.google.com/presentation/d/1Jefhd68BYK2aM8jweypl254w71ZU5Gpx/edit?usp=drive_link&oid=110081927579431263171&rtf=true&sd=true

Audience Targeting:

- Conducted audience research to understand demographics, interests, and online behavior.
- Customized content and ad targeting to maximize relevance and engagement.
- Link: BDG Goyal Group Digital Marketing Strategy:
https://drive.google.com/file/d/1uSPkSJ_Jh9g8c9TkFWLDJWxiz0aXYZYB/view?usp=sharing
- Link: Inland World Logistics DM Strategy:
https://drive.google.com/file/d/19ZABxtxlNRG32eyVhHyb9wOzqN7M1ZyS/view?usp=drive_link
- BDG Comfex Funnel Strategy: https://drive.google.com/file/d/1ypvq1YlVR48vZRs44386uBzV7tRZFIKY/view?usp=drive_link

Analytics & Reporting:

- Monitored key performance indicators (KPIs) such as engagement rates, click-through rates (CTR), and conversion rates.
- Generated detailed reports to track progress and inform strategic adjustments.
- Link For FB Ads analysis Report for Inland Transport: https://docs.google.com/presentation/d/1MjbJFqGb9-cUuntC_jOICuA-r644D7-E/edit?usp=drive_link&oid=110081927579431263171&rtpof=true&sd=true
- Analytical Report Of Inland World Logistics: https://docs.google.com/spreadsheets/d/1ge-QZqA_g42i7fxRyqjG_bevAK1nrTVCHVC6efK4Vbw/edit?usp=sharing

Engagement & Community Management:

- Fostered online communities by responding to comments, messages, and mentions promptly.
- Organized social media contests and interactive campaigns to boost engagement.
- Overall Digital Marketing Plan For Inland: https://docs.google.com/presentation/d/1voOOEeh6EDyPb2-yANy_YKIsuiw69kk1/edit?usp=sharing&oid=110081927579431263171&rtpof=true&sd=true

Ad Management:

- Created, managed, and optimized paid social media campaigns to ensure cost-effective results.
- A/B tested ad creatives and copy to determine the most effective strategies.
- Link For FB Ad campaign for HYD for Inland World Logistics:
https://docs.google.com/spreadsheets/d/1ge-QZqA_g42i7fxRyqjG_bevAK1nrTVCHVC6efK4Vbw/edit?usp=sharing

Results & Achievements:

- Achieved a 30% increase in website traffic and a 20% boost in conversions through targeted social media campaigns.
- Successfully grew the online business of Inland World Logistics by over 40% through strategic digital marketing efforts.
- Consistently improved engagement rates and follower growth across all managed platforms.

Conclusion:

My extensive experience in social media marketing across various platforms demonstrates my capability to create, manage, and optimize effective digital campaigns. My strategic approach, combined with a deep understanding of audience engagement and performance analytics, positions me well to contribute significantly to any digital marketing team of BDG Group as well as Inland World Logistics.

MINIVET FB ADS REPORT

FB Lead – Generation campaign Ads Reports: Minivet

Campaigns 101330803715872 (101330...) Updated 8 minutes ago Discard Drafts Review and publish (7)

Search and filter

Campaigns Ad sets Ads This month

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export Charts

Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	Christmas New Lead ad For Minivet <small>View Charts Edit Duplicate ...</small>	Active	Using ad set bid str...	Using ad set budget	7-day clic...	7 Facebook leads	3,466	3,913	₹240.28 Per on-Facebook leads	₹1,681.96	Ongoing
<input type="checkbox"/>	Christmas New Lead ad For Minivet – Copy <small>View Charts Edit Duplicate Compare ...</small>	Off	Using ad set bid str...	Using ad set budget	7-day clic...	— Facebook leads	—	—	— Per on-Facebook leads	₹0.00	Ongoing
<input type="checkbox"/>	New Leads campaign <small>View Charts Edit Duplicate Compare ...</small>	Off	Using ad set bid str...	Using ad set budget	7-day clic...	— Facebook leads	—	—	— Per on-Facebook leads	₹0.00	Ongoing
<input type="checkbox"/>	New Leads campaign	Off	Using ad set bid str...	Using ad set budget	7-day clic...	— Facebook leads	—	—	— Per on-Facebook leads	₹0.00	Ongoing
<input type="checkbox"/>	Christmas Lead generation ads	Off	Using ad set bid str...	Using ad set budget	7-day clic...	— Facebook leads	—	—	— Per on-Facebook leads	₹0.00	Ongoing
Results from 5 campaigns					7-day clic...	7 On-Facebook leads	3,466 Accounts Centre acco...	3,913 Total	₹240.28 Per on-Facebook leads	₹1,681.96 Total Spent	

FB Lead Ads Reports: Minivet

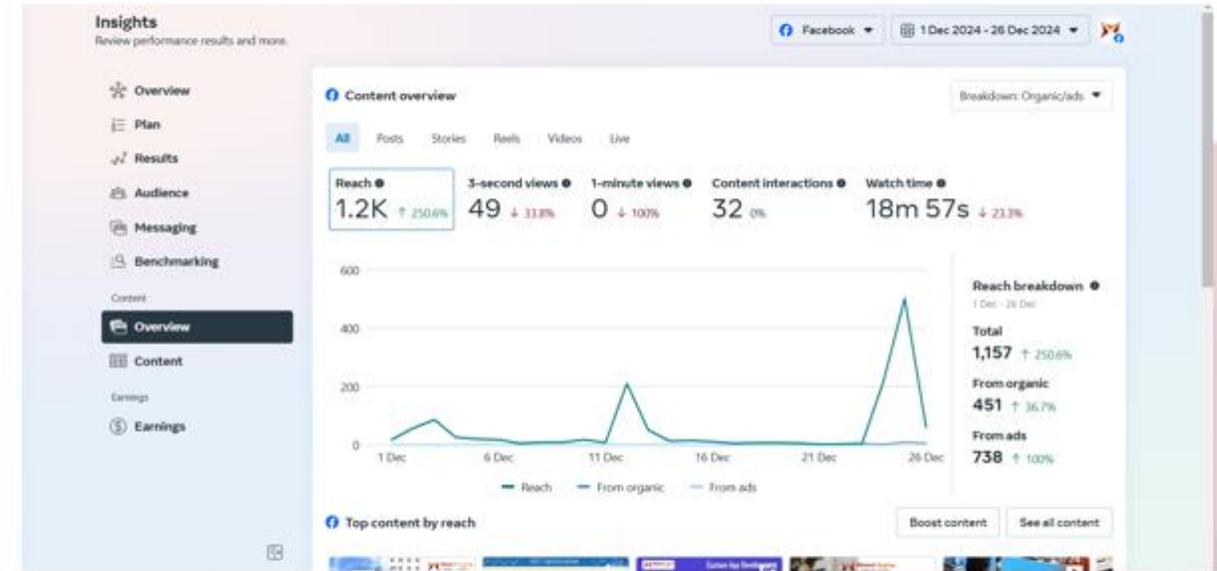
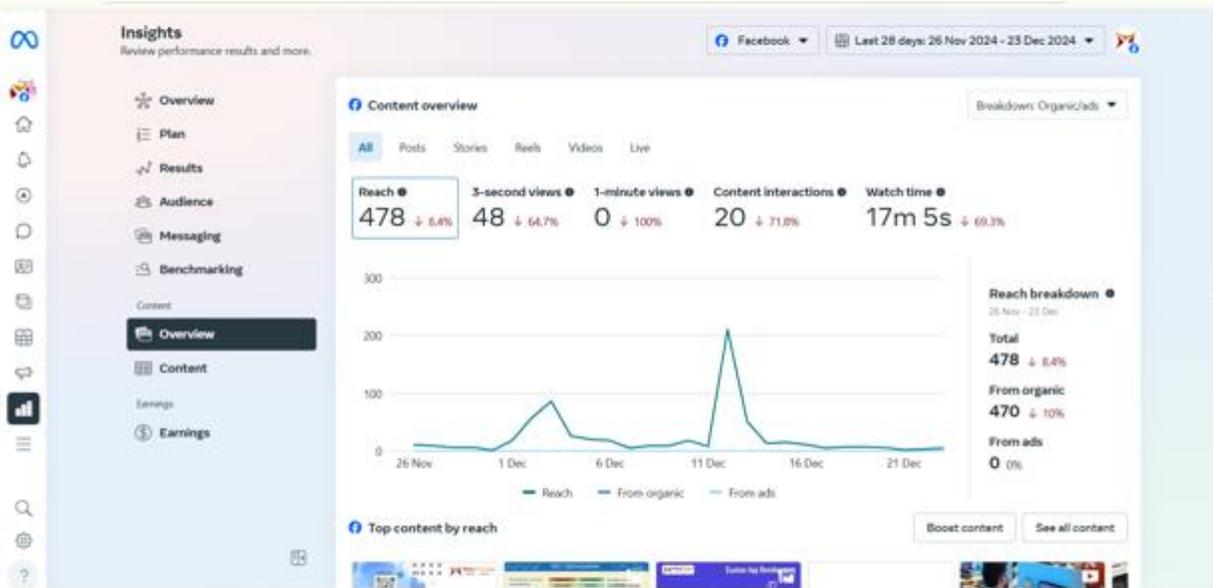
FB AD CAMPAIGN_MINIVET_CHRISTMAS_DEC'2024
File Edit View Insert Format Data Tools Extensions Help
100%
20
B I A
Share

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	FB AD CAMPAIGN - DEC 2024																			
2	25-Dec'2024																			
3	Christmas Brand Image Ads:																			
4	id	created_time	ad_id	ad_name	adset_id	adset_name	campaign_id	campaign_name	form_id	form_name	is_organic	platform	what_service	could_you_provide	your_feedback	would_you_like	full_name	phone_number	email	city
5	l:572445515577	2024-12-25T23:45:00	ag:12021518244	Christmas Brand	as:12021518244	Christmas Ad set	c:120215181082	Christmas New	f:115489522931	Christmas Offer	FALSE	ig	custom_software	Confirm on call	Confirm on call	Confirm on call	Mrs. Shaaya Kur	p:+91923073105	kochi@gmail.com	Kolkata
6	l:789791607364	2024-12-25T13:45:00	ag:12021518244	Christmas Brand	as:12021518244	Christmas Ad set	c:120215181082	Christmas New	f:115489522931	Christmas Offer	FALSE	ig	website_development	7021039077	Webrizon.com	Yes	Kshitij Doraje	p:+917021039077	kshitijdoraje25@gmail.com	Mumbai
7	l:925469656344	2024-12-25T12:45:00	ag:12021518244	Christmas Brand	as:12021518244	Christmas Ad set	c:120215181082	Christmas New	f:115489522931	Christmas Offer	FALSE	ig	mobile_applications	https://github.com	App	Yes	Mr.Mukul-Rat	p:+91769605433	raturimukul33@gmail.com	Ludhiana
8	l:142877069141	2024-12-25T11:45:00	ag:12021518244	Christmas Brand	as:12021518244	Christmas Ad set	c:120215181082	Christmas New	f:115489522931	Christmas Offer	FALSE	ig	website_development	Sanjivsagar	Sanjivsagar	Sanjivsagar	Sanjiv Jatav Sagar	p:+91735146823	sanjivjatav792@gmail.com	Nagina
9																				
10																				
11																				
12	Christmas service ads:																			
13	id	created_time	ad_id	ad_name	adset_id	adset_name	campaign_id	campaign_name	form_id	form_name	is_organic	platform	what_service	could_you_provide	your_feedback	would_you_like	full_name	phone_number	email	city
14	l:875169088021	2024-12-26T07:45:00	ag:12021518237	Christmas Service	as:12021518108	Christmas Ad set	c:120215181082	Christmas New	f:131225313981	Christmas Offer	FALSE	fb	website_development	hhhhhhhhh	hhhhhhh	uhhhhhhhh	hiy	p:+18287637305	kuhimarsujhibi	hi
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18	Christmas Brand Reel Ads:																			
19	id	created_time	ad_id	ad_name	adset_id	adset_name	campaign_id	campaign_name	form_id	form_name	is_organic	platform	what_service	could_you_provide	your_feedback	would_you_like	full_name	phone_number	email	city
20	l:997063655590	2024-12-26T10:45:00	ag:12021518108	Christmas Brand	as:12021518108	Christmas Ad set	c:120215181082	Christmas New	f:131225313981	Christmas Offer	FALSE	ig	custom_software	J	B	B	Prem	p:8294146708	kanil427242@gmail.com	Hajipur
21																				
22	Christmas Offer Ads:																			
23	id	created_time	ad_id	ad_name	adset_id	adset_name	campaign_id	campaign_name	form_id	form_name	is_organic	platform	what_service	could_you_provide	your_feedback	would_you_like	full_name	phone_number	email	city
24	l:934756568258	2024-12-25T10:45:00	ag:12021518244	Christmas Offer	as:12021518244	Christmas Ad set	c:120215181082	Christmas New	f:131225313981	Christmas Offer	FALSE	ig	custom_software	Confirm on call	Confirm on call	Confirm on call	Mrs. Boudi Roy	p:+91905133696	roy@gmail.com	Kolkata
25																				

FB Ads Leads and Reports till now

Before 25th Dec'24

After 25th Dec'24



CONTENT MARKETING

Content Marketing:

Blog Management: Created and managed a company blog, publishing regular, engaging, and SEO-optimized content that attracted and retained visitors.

Guest Blogging: Collaborated with industry-related blogs for guest posting opportunities, generating high-quality backlinks and driving referral traffic.

Inland Blog Page with SEO content: <https://www.inlandworldlogistics.com/logistics-technology-and-supply-chain-innovations/>

My Own Travel Website <http://indiannomad.co.in/> Blog Content creation Report Link:

https://drive.google.com/file/d/1sLbpYauwVI_1pE6sMU9Sk9puVXNsf3qh/view?usp=sharing

EMAIL-MARKETING & GOOGLE ANALYTICS

Email Marketing:

Campaign Design: Designed and executed targeted email marketing campaigns with compelling calls-to-action (CTAs) that directed recipients to the website.

Segmentation: Utilized audience segmentation to deliver personalized content, improving open rates and driving traffic.

My Own Travel Website <http://indiannomad.co.in/>

Email campaign Report Link: https://drive.google.com/file/d/1qO9u_axoVibr-lkqeO64lgfJ-qnY8xKW/view?usp=sharing

Analytics and Reporting:

Google Analytics: Monitored website performance using Google Analytics to track traffic sources, user behavior, and conversion rates.

Data-Driven Decisions: Analyzed data to make informed decisions on optimizing traffic generation strategies and improving user experience.

Web Analytics Project Link: <https://drive.google.com/file/d/1KqqOBxTBvQbLvoCsfZFzTLedZTwp8VuY/view?usp=sharing>

Collaborations and Partnerships:

Influencer Marketing: Partnered with influencers to promote content and products, driving their audience to the website.

Affiliate Marketing: Developed and managed an affiliate marketing program to incentivize external sites to drive traffic through referral links.

Digital Marketing Overview - My Portfolio Summary

I have comprehensive expertise in **digital marketing strategies**, covering all key channels to drive revenue independently.

- My process involves **data segmentation** and CRM integration, ensuring smooth lead management through **Knowlarity CRM** and **Zoho** for digital marketing reporting.
- I specialize in building **user-friendly WordPress websites** optimized for SEO, including **Contact Form 7 setup** and **Tawk.to live chat dashboard integration** for direct lead collection.
- My approach to brand promotion combines **organic hashtag campaigns** with **paid advertising strategies** across **social media** and **Google PPC lead ads**.
- To ensure measurable success, I leverage **Google Analytics and Search Console**, making **data-driven decisions** that translate marketing efforts into real, tangible results. 🚀

Thank You

Contact Us:

Location	Email	Website	Social Media	WhatsApp
Kolkata, India	sanjuktadigimarketing@gmail.com	www.recipeoftravel.com	https://www.facebook.com/people/The-Recipe-of-Travel/100075917530249/	+91-9903408022 +91- 6289449512

Projects we have worked with



Sanjukta Paul

Portfolio 2020 - 2025

Get In
Touch



WEBSITE

www.recipeoftravel.com



CONTACT

+91- 6289449512
+91-9903408022



EMAIL

sanjuktadigimarketing@gmail.com