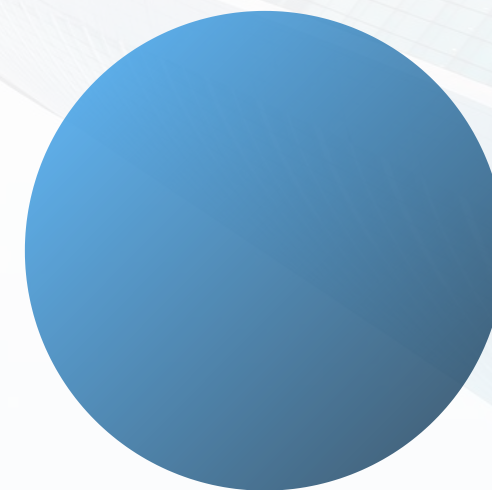
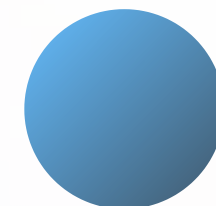


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About Us

We at DigiBySR, are a New Delhi, India-based digital agency filled with ambitious, driven, and talented professionals. We are a pan-global outsourcing partner to companies with digital needs. We are here to help you scale your business by ensuring quality, timeliness, and cost efficiency. At DigiBySR, we love our work and we take pride in it.

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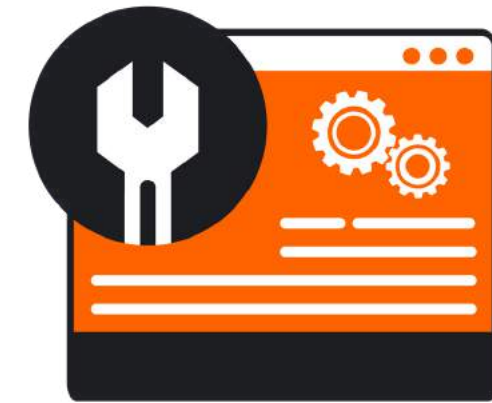
SERVICES



Web Design & Development



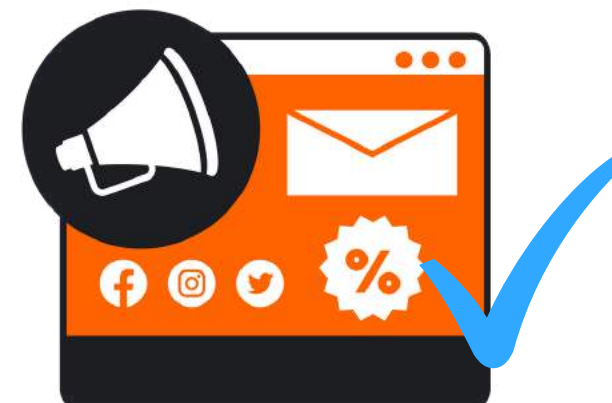
Web Hosting



Web Maintenance



Data Management



Digital Marketing & Branding

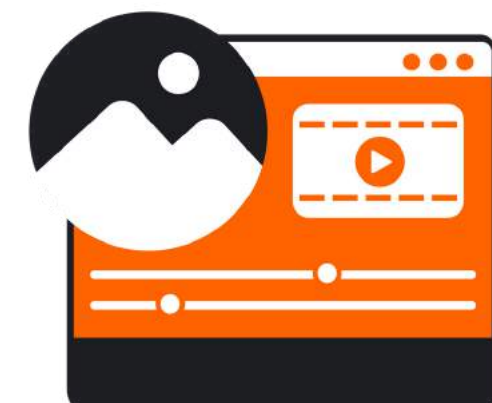
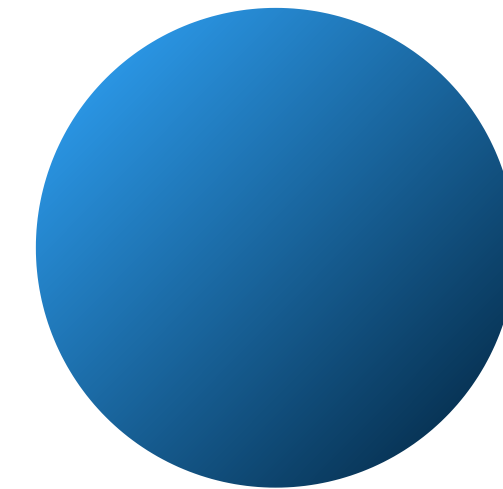
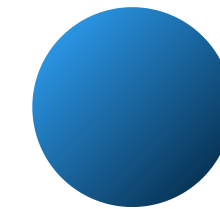


Photo & Video Editing

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D I G I T A L M A R K E T I N G

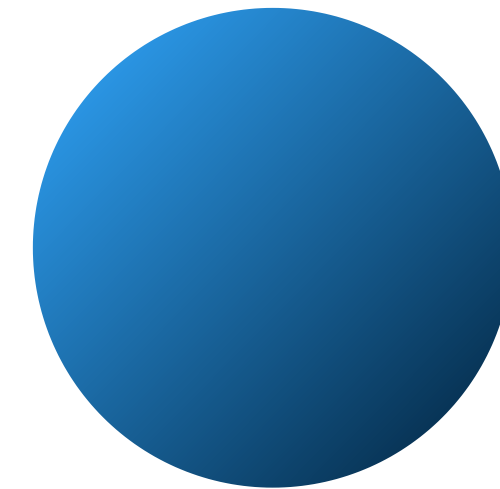
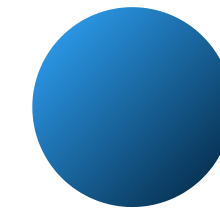


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Case Study A

PART I.

S O C I A L M E D I A M A R K E T I N G





PHARMACEUTICAL INDUSTRY

PROCESS



01

CLIENT BRIEF

The Client was going through a complete rebrand, so highlighting the brand's revised image and values were crucial.

02

RESEARCH

The Pharmaceutical space was studied carefully, especially on how the competitors established their presence online.

03

LINKEDIN PAGE SETUP

The client provided a design book with the revised brand guidelines, basis which the page fundamentals were created. It was important to integrate all crucial stakeholders on the page, along with the companies employees.

04

OPTIMIZATION & PROPAGATION

The page was first optimized for effective brand communication, posts were strategized, and slowly began rolling out in a pre-defined manner for optimal information dissemination about the firm.

PAGE ANALYTICS

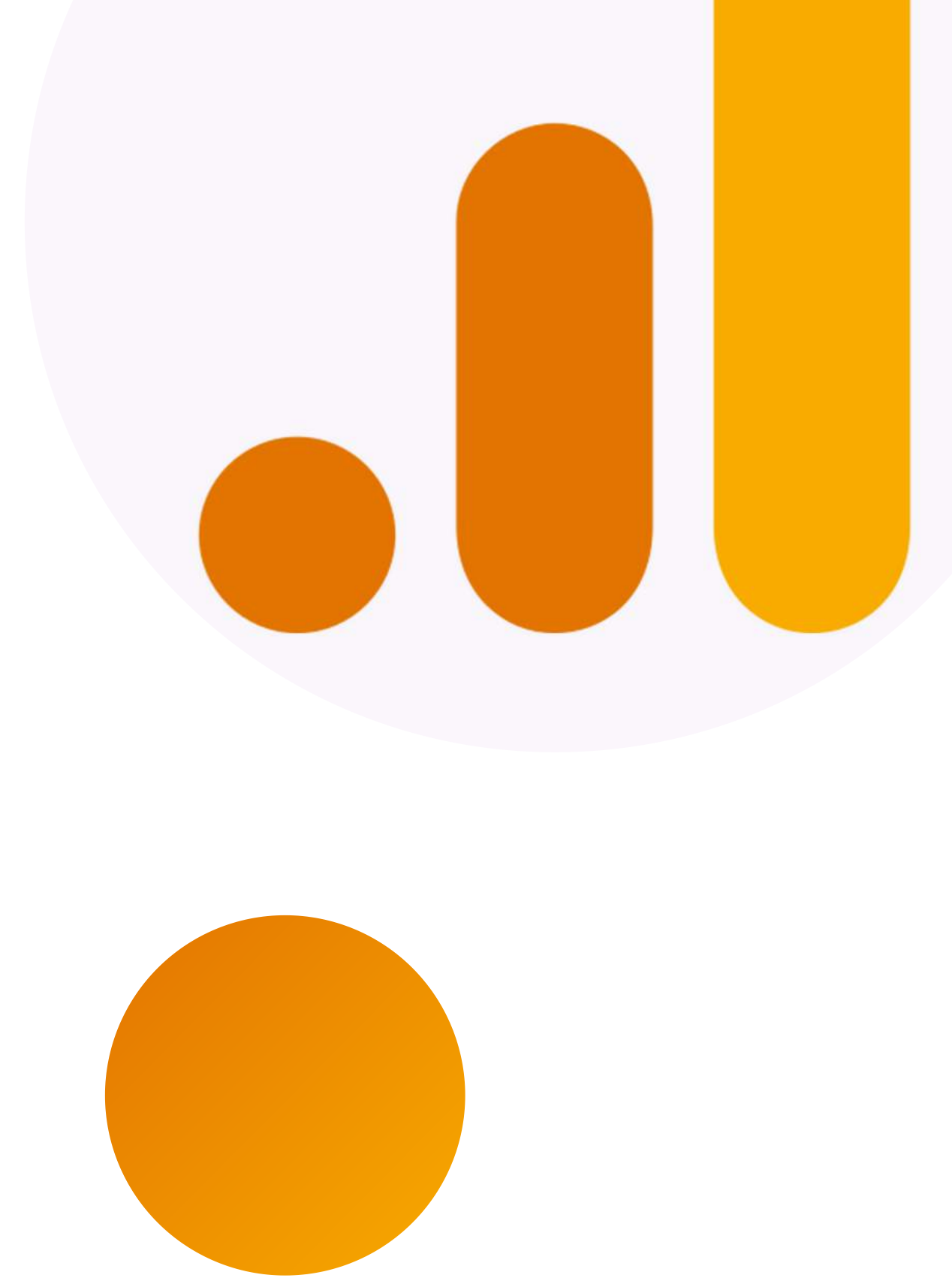
This tool by LinkedIn was used regularly to study the post engagement metrics - click through rates, demographics, comments, likes and shares. It was also important to understand the hashtag performance for each post through this tool, in order to use apt ones. Visitor analytics also allowed for content to be made appropriate to the intended audience.



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Case Study **PART II.**

SEARCH ENGINE OPTIMIZATION



PROCESS



01

ON PAGE SEO

The client's website was developed keeping On Page SEO practices in mind - Adding Alt tags in images, using Meta Descriptions, structuring content with proper Header tags etc.

02

BEST PRACTICES

The website itself also followed best practices when being developed including making the UX intuitive, making it mobile friendly, ensuring fast page load speeds and using HTTPS connection for data safety.

03

MONITORING

Tools like Google Analytics and Google Search Console were made use of to track the website's performance. Additionally, Google Keyword planner was also used to optimize the website.

04

WEBSITE RANKING

After applying the on-page and website optimization SEO practices, the website ranking was monitored time to time using Google Search Console to gauge the effectiveness.

GOOGLE ANALYTICS

Google Analytics was implemented on the client's website as it provided in-depth insights into user behavior, traffic sources, and key performance metrics, Google Analytics enabled us to make data-driven decisions that significantly improved their website's effectiveness.



KEYWORD PLANNER

Utilizing the Google Keyword Planner for the client's website proved invaluable in several ways. By conducting comprehensive keyword research and analysis, relevant keywords and phrases were identified that aligned with the client's business goals and target audience. This strategic keyword selection informed content creation and SEO efforts, resulting in improved search engine rankings and increased organic traffic.

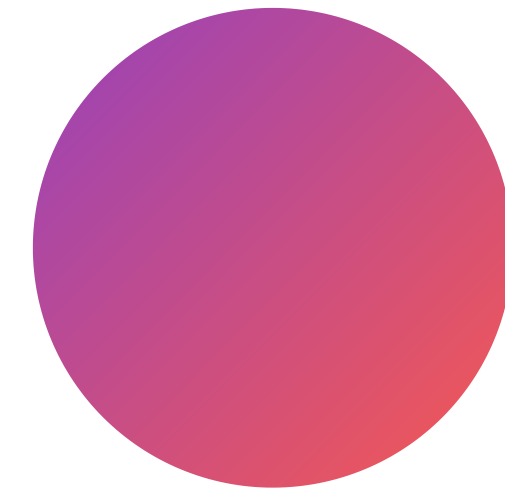
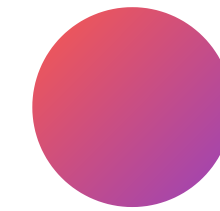


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Case Study B

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S O C I A L M E D I A M A R K E T I N G





EDUCATION INDUSTRY

PROCESS



01

CLIENT BRIEF

The Client was a kindergarten school in Bahrain looking to grow its online presence and to increase its visibility in the area.

02

RESEARCH

Kindergarten and other schools in Bahrain were looked at through the lens of the social campaigns they were running, and the type of efforts they were investing on social platforms to market.

03

INSTAGRAM PAGE SETUP & OPTIMIZATION

The next step was gathering the school's ethos, and conveying it in an appropriate tone to the young parents. The page was built with instantly accessible school coordinates, and important information available at foremost priority.

04

WEEKLY POSTING

A frequency of 3 posts a week was mutually decided with the client, to send gentle reminders to new potential joiners and yet oversell. Each post was carefully crafted with the young parents and their offspring in mind.

META ADVERTISING

In order to grow a presence online, apart from creating an organic audience, it was also important to ensure, the school gets known by all young parents living in Bahrain, and therefore, paid advertising campaigns were run through META to increase visibility on Instagram.





Thank You

LOOKING FORWARD TO WORKING WITH YOU

