

Digital Marketing

www.savtixdigital.com



Introduction

I'm Sidra Yousaf – Founder of Savtix Digital, a digital marketing strategist helping businesses grow through intelligent marketing systems and impactful online presence.

I specialize in social media marketing, paid campaigns, lead generation, and content strategies that actually convert. My work spans across platforms like Instagram, Facebook, LinkedIn, and YouTube, where I execute structured and data-backed campaigns that align with business goals.

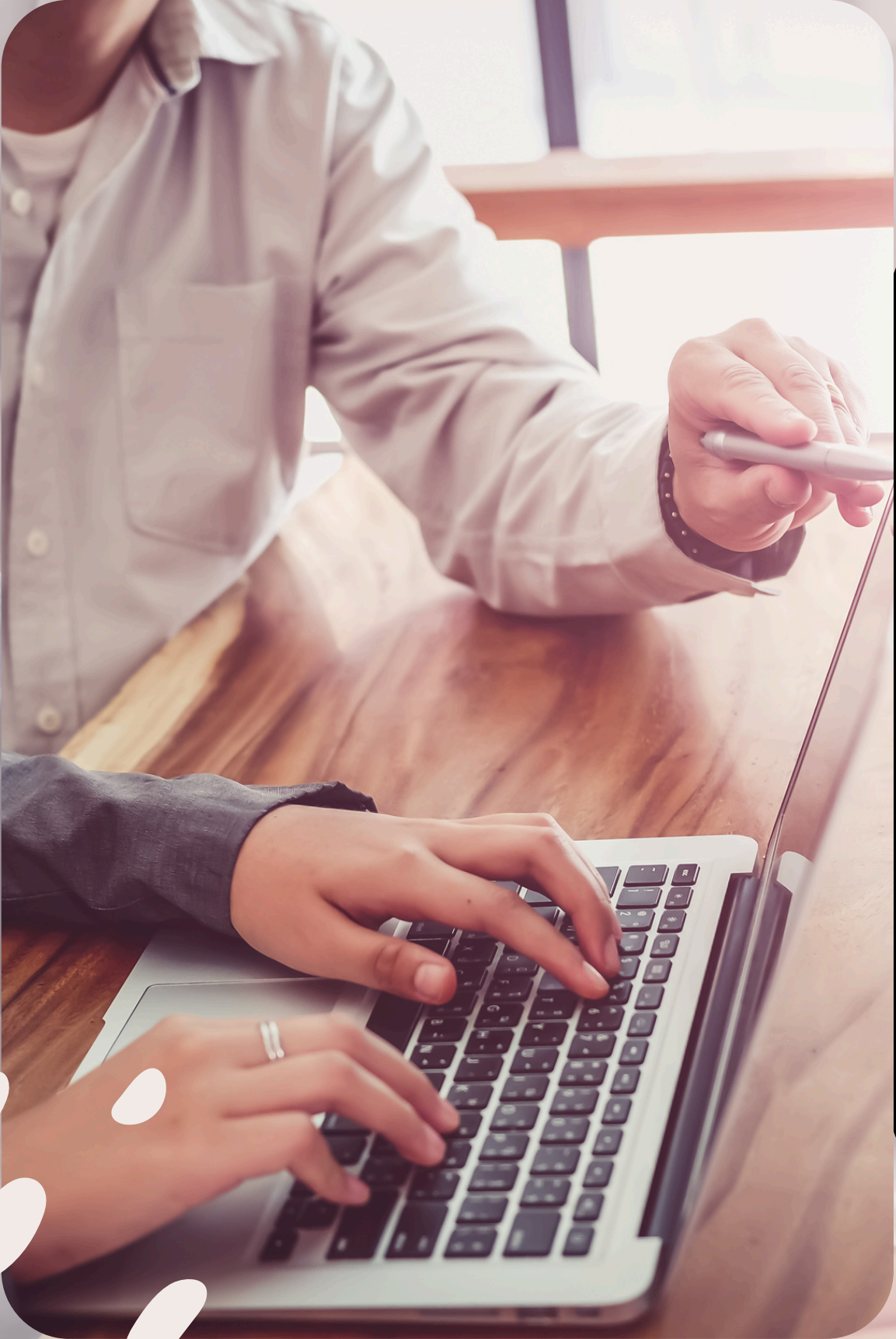
With expertise in LinkedIn personal branding, Sales Navigator outreach, and organic content growth, I help professionals and small businesses connect with their ideal audience and build trust consistently. From SEO-optimized content to funnel-based marketing strategies, I focus on performance, visibility, and long-term success.



Understanding Digital Marketing

- Define digital marketing as the utilization of digital technology to promote products or services.
- Highlight its broad scope, encompassing online channels such as websites, social media
- Search engines, email, and mobile applications.





Case Study #1 – Organic Growth + Meta Ads (Beauty Brand, UAE)

- Business: Organic Skincare Brand – Dubai, UAE
- Goal: Increase Instagram engagement, educate customers, and online sales using Meta Ads.
- **Result:** Reels reach increased by 300% within 3 weeks
- Organic engagement rate reached 9.2%
- Meta Ads achieved a 3.1% CTR with \$0.14 CPC
- Conversion campaign delivered an impressive 4.2x ROI
- Influencer collaboration video reached 85K organic views

Advantages of Digital Marketing

- Wider audience reach
- Cost-effectiveness
- Precise targeting
- Measurable results
- Interactive engagement





Case Study #2 – LinkedIn B2B Campaign + Content Strategy (Tech SaaS, Canada)

We collaborated with a cloud-based SaaS company based in Toronto, Canada, to drive B2B lead generation and position their brand as a trusted voice in the tech industry. Our approach focused on a dual strategy: targeted LinkedIn Sales Navigator outreach and a tailored content marketing plan. We optimized the client's LinkedIn profile for professional branding, established a consistent posting schedule, and created value-driven content including thought leadership posts, client success stories, carousel explainers, and short-form videos.

Website and SEO

- Importance of a well-designed website
- Role of SEO in optimizing websites for search engines, improving visibility, and driving organic traffic



Social Media Marketing (SMM)

- Power of social media platforms
- Creating compelling content
- Two-way communication
- Leveraging analytics for better results



Meta Ads Campaign for E-commerce Brand (USA)

Business: Fashion E-commerce Store – New York, USA.

Objective: To drive targeted traffic, boost product page visits, and increase online sales through strategic Meta (Facebook + Instagram) advertising.

Key Results: Reach: 240,000+ targeted users.
CTR (Click-Through Rate): 4.1%



Content Marketing

Significance of content marketing

Providing valuable information

Building brand authority

Creating and distributing relevant and engaging content



Pay-Per-Click Advertising (PPC)

Concept of PPC advertising
Driving immediate and targeted traffic
Platform ads
Setting up campaigns
Optimizing keywords
Monitoring performance



GET IN TOUCH

Looking to grow your brand online with strategy, creativity, and results?

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