

W E L C O M E T O

DIGITAL MARKETING

Go to Next Slide

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.

Go to Next Slide

Core Services

- Social Media Marketing (SMM)
- Paid Advertising (Meta Ads, LinkedIn Ads, Google Ads)
- Lead Generation Strategy
- Content Creation & Planning
- LinkedIn Personal Branding
- Sales Navigator
- Video Marketing (Reels, Shorts)
- Branding & Visual Identity
- Email Marketing
- Influencer & UGC Campaigns



Case Study: Social Media Growth for a Pakistani Fashion Brand

- **Client:** Local Fashion Brand – Pakistan
- **Platforms:** Instagram & Facebook
- **Industry:** Fashion & Apparel
- **Service:** Social Media Management
- **Timeline:** 2 Months

Results Achieved

- 60% boost in engagement (likes, comments, saves)
- Increased inbound DMs & product inquiries
- Reels reach increased by over 85% within 6 weeks
- Consistent community interaction through stories and comments



[Go To Next](#)

Paid Ads Campaign (Meta Ads)

- **Client:** Handmade Jewelry Brand – USA
- **Platforms:** Instagram & Facebook
- **Goal:** Generate website traffic and sales
- **Result:**
- Click-Through Rate (CTR): 2.3%
- Cost Per Click (CPC): \$0.17
- Return on Investment (ROI): 3.5x
- Website Sessions: Increased by 80%
- Conversion Rate: 4.1% (up from 1.7%)
- Email List Growth: +500 subscribers in 30 days



[Go To Next](#)



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LinkedIn Lead Generation Campaign

- **Client:** IT Services Agency – UK
- **Approach:** Sales Navigator filtering
- **Goal:** Personalised outreach messages
- **Result:**
 - 80+ replies in 4 weeks
 - 5 booked calls
 - CTR (Click Through Rate): 2.3%
 - CPC: \$0.17
 - ROI: 3.5x
 - Website Sessions: ↑ 80%
 - Conversion Rate: ↑ from 1.7% to 4.1%



[Go To Next](#)

Email Marketing

- **Platform:** Mailchimp
- **Campaign:** Product Launch
- **Goal:** Personalised outreach messages
- **Open Rate:**
- 32%
- **CTR:** 2.3%
- **CPC:** \$0.17
- **Booked Calls:** 5 high-quality leads
- **ROI:** 3.5x
- **Email List Growth:** +400 subscribers during campaign



[Go To Next](#)

Testimonials

Rehana, Business
Owner

Sidra helped us double
our leads in just one
month. Her creative
visuals and paid ad
strategies are next-level.

Ahmad, E-commerce
Store Owner

Very cooperative,
understands branding,
and always meets
deadlines. Highly
recommend!"

James Carter

Working with Sidra Yousaf from
Savtix Digital completely changed
the way I show up on LinkedIn.
Within a month, my profile was not
only optimized but also attracting
the right kind of engagement from
potential clients and collaborators.

Marketing In Mobile Era

Optimize Your Mobile Devices

To optimize your mobile devices for better performance, ensure your website is mobile-friendly by using responsive design. This will allow your site to automatically adjust and display properly across various screen sizes, from smartphones to tablets. Additionally, focus on speed optimization by reducing image sizes, simplifying code, and leveraging caching techniques.

[**Go To Next**](#)

Invest In Mobile Advertising

Investing in mobile advertising is crucial for reaching a larger audience in today's mobile-driven world. To optimize your mobile devices for better performance, ensure your website is mobile-friendly by using responsive design. This allows your site to automatically adjust and display properly across various screen sizes, from smartphones to tablets.

[**Go To Next**](#)

Personalization

Personalization in digital marketing allows businesses to tailor their messaging and content to individual users, enhancing their experience and increasing engagement.



The Role Of AI In Digital Marketing

AI plays a pivotal role in transforming digital marketing by enhancing efficiency, personalization, and data analysis. From automated content creation to advanced customer insights, AI empowers marketers to optimize campaigns and improve decision-making processes.

[Go to Next](#)



Tools I Use

- Meta Ads Manager
- Canva Pro
- Trello / Notion
- Google Analytics
- LinkedIn Sales Navigator
- CapCut (Reels Editing)
- ChatGPT + Copywriting Tools
- Google Tag Manager
- Mailchimp / Klaviyo
- Meta Business Suite






Let's Work Together

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

 **Email: info@savtixdigital.com**

 **WhatsApp: 0333-0715930**

Thank You For Attention

See You Soon