

# *Digital Marketing*

[www.savtixdigital.com](http://www.savtixdigital.com)



# *Introduction*

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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.



# *Case Study #1 – LinkedIn B2B Campaign + Content Strategy (Tech SaaS, Canada)*

**Case Study:** Personal Branding for Real Estate Business Owner (USA)

**Platform:** LinkedIn

**Goal:** Generate inbound leads and build authority in the market

**Problem:**

- Low post engagement
- No defined content pillars
- No clear target audience
- No inbound lead system

# *Case Study #1 – LinkedIn B2B Campaign + Content Strategy (Tech SaaS, Canada)*

## **Solution:**

### **We started by completely revamping the client's LinkedIn presence**

- Optimized their profile headline, bio, and featured section
- Identified their Ideal Client Profile (ICP): First-time home buyers & property investors
- Created a 30-day content strategy focused on Value, Trust, and Authority
- Designed branded visuals and wrote compelling content for each post
- Implemented a manual outreach system using LinkedIn Sales Navigator
- Added soft CTAs and built a follow-up message sequence



# *Case Study #1 – LinkedIn B2B Campaign + Content Strategy (Tech SaaS, Canada)*

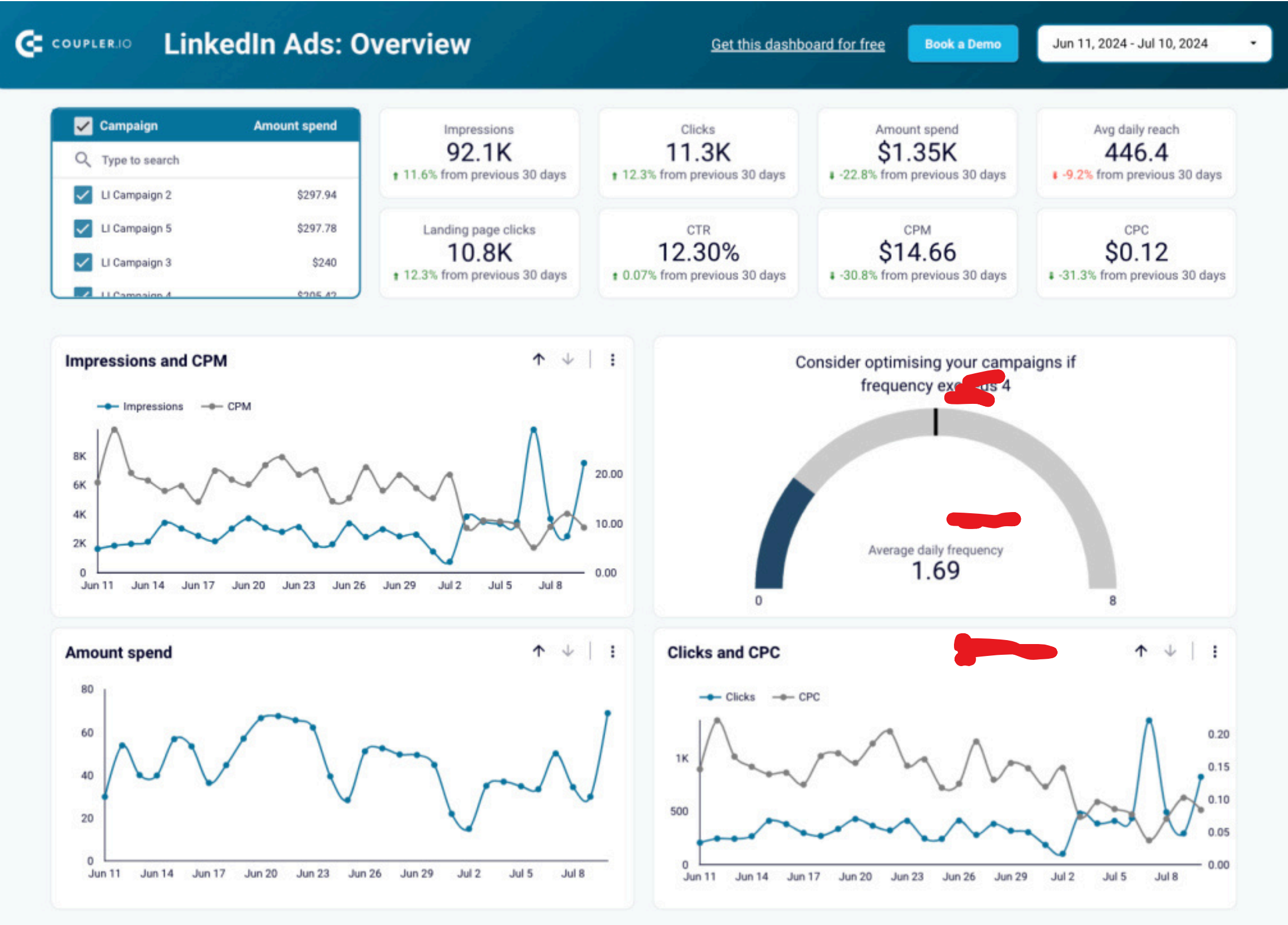
## **Results Within 4 Weeks:**

- 3,200+ profile views
- 60+ new qualified connections
- 14 warm leads
- 3 consultation calls booked
- Increased content engagement by 5x

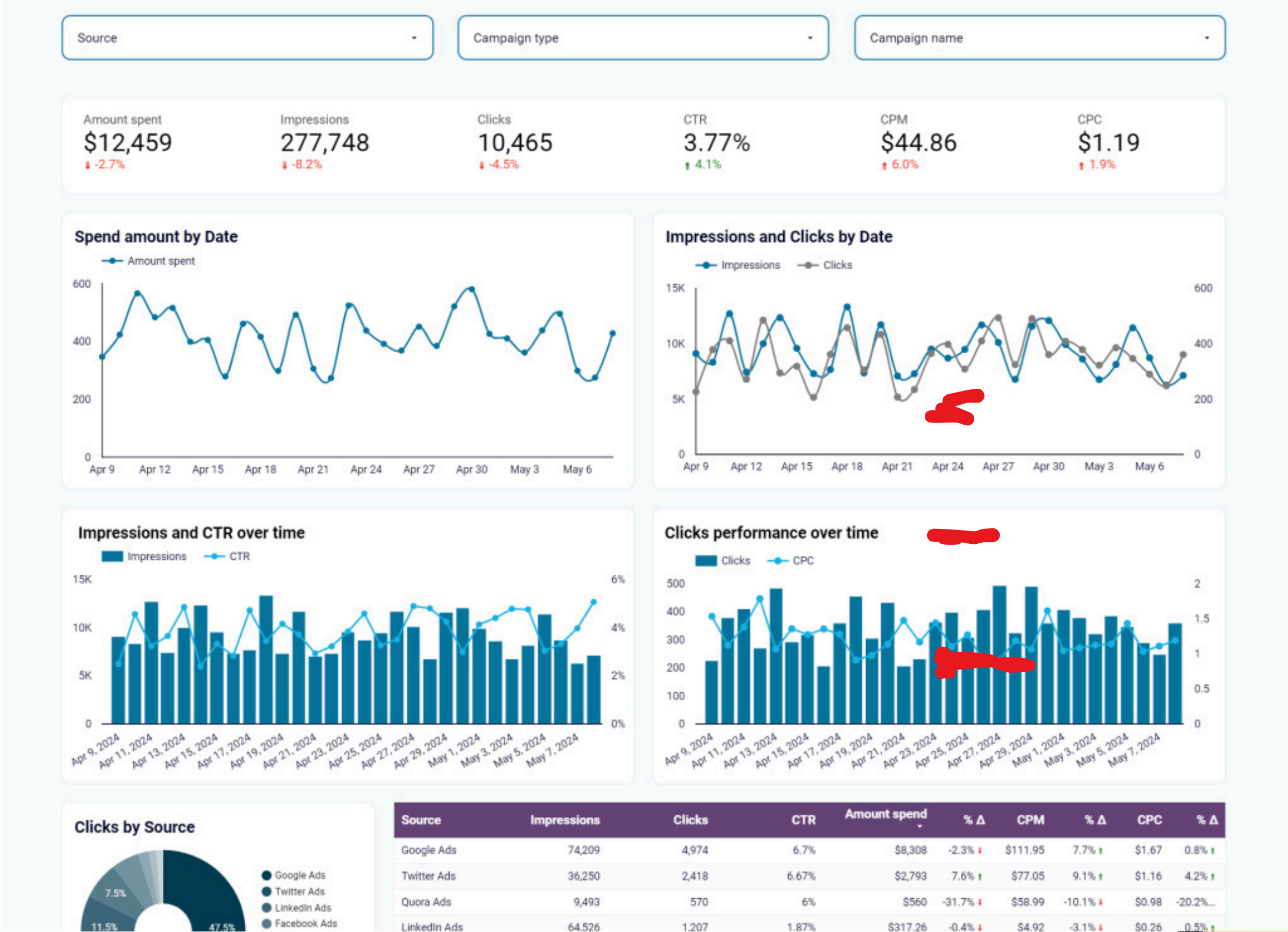
## **Client Feedback:**

"Sidra's strategy made me visible to the right audience. I started receiving DMs from potential buyers within the first 10 days. Absolutely recommended!"

# Campaign Results



# Campaign Results



# *Case Study #2 – LinkedIn Authority Building for Business Coach (USA)*

**Case Study:** Business Coaching

**Platform:** LinkedIn

**Goal:** Attract coaching clients through organic content & positioning

**Problem:**

The client was active on LinkedIn but wasn't generating any real leads or conversations. Their content lacked direction, and they weren't positioned as an expert. Key issues

- No content pillars or plan
- Inconsistent messaging
- Not reaching decision-makers
- No strategic call-to-actions



# *Case Study #2 – LinkedIn Authority Building for Business Coach (USA)*

## **Solution:**

To build a strong personal brand, we:

- Audited & restructured the LinkedIn profile for clarity and authority
- Defined content pillars around “Mindset, Strategy, and Results”
- Created 20 content pieces for the month (value-driven posts, storytelling, carousels)
- Used Sales Navigator to connect with business owners and startup founders
- Designed engaging visuals with quotes, results, and behind-the-scenes moments

# *Case Study #2 – LinkedIn Authority Building for Business Coach (USA)*

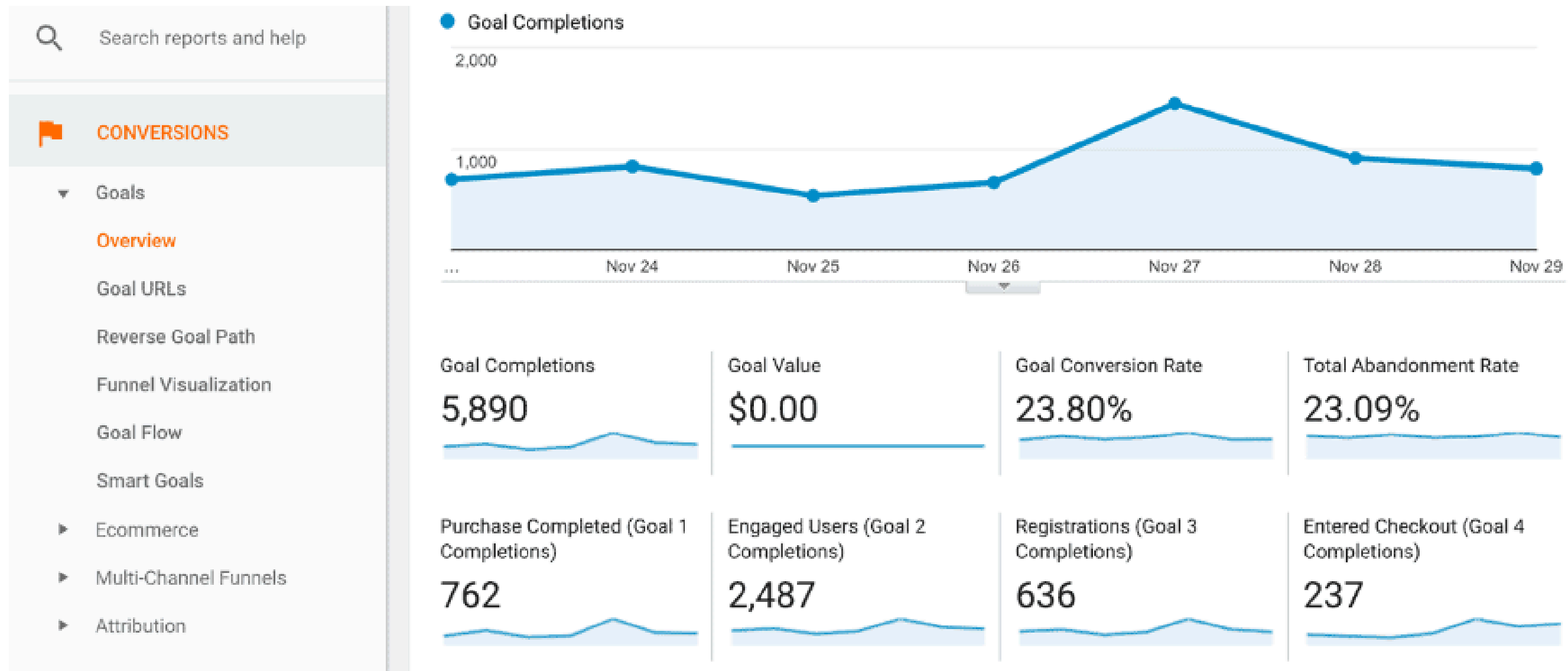
## Results Within 4 Weeks:

- 4,500+ post impressions
- 22 new DMs from potential clients
- 5 consultation bookings
- 3 consultation calls booked
- 10x increase in profile views

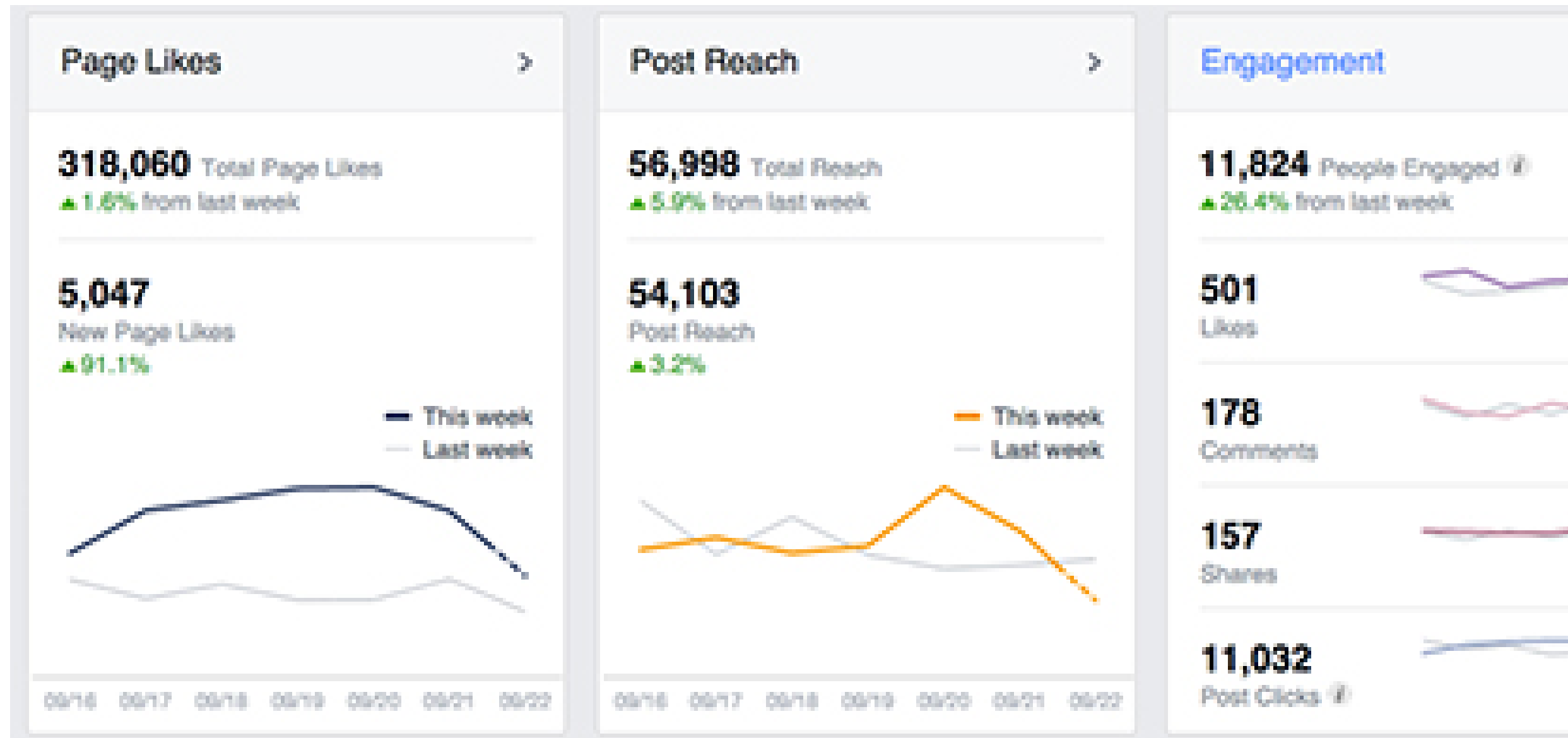
## Client Feedback:

"Before working with Sidra, I was just posting for the sake of it. Now, every post gets me real conversations, and I feel seen by the right people. Highly satisfied!"

# *LinkedIn adds Result*



# *LinkedIn adds Result*





# *Content Marketing*

- LinkedIn Organic Growth
- Industry research and competitor content analysis
- Defined target audience personas (B2B buyers, retailers, skincare professionals)
- Used industry hashtags and optimized post timing for maximum reach



# *Case Study #3 – Content Strategy for a Personal Finance Educator (USA)*

**Case Study:** Finance / Education

**Platform:** Instagram & LinkedIn

**Goal:** Build audience trust and generate organic leads through high-value content

## **Problem:**

The client had valuable knowledge but no clear content plan or visual identity. Their posts were inconsistent, lacked engagement, and didn't convert followers into leads.

- No brand voice or visual consistency
- Low engagement (average 5–7 likes per post)
- No clear strategy to build trust or drive action
- No strategic call-to-actions

# *Case Study #3 – LinkedIn Authority Building for Business Coach (USA)*

## **Solution:**

We developed a clear, structured content plan:

- Created 3 Content Pillars: Educational Tips, Storytelling & Client Results
- Built a Monthly Content Calendar (20 posts/month including reels, carousels, and quotes)
- Designed eye-catching Canva templates aligned with the brand tone
- Wrote persuasive copy with strong CTAs (calls to action)
- Conducted hashtag research using paid tools to boost reach
- Added a Reels strategy to tap into trending formats with finance hacks

# *Case Study #3– LinkedIn Authority Building for Business Coach (USA)*

## **Results in 45 Days:**

- 200% growth in average engagement
- Reached 150K+ accounts organically
- 5 consultation bookings
- Gained 2,300 new followers
- 30+ inbound DMs asking for 1:1 finance coaching

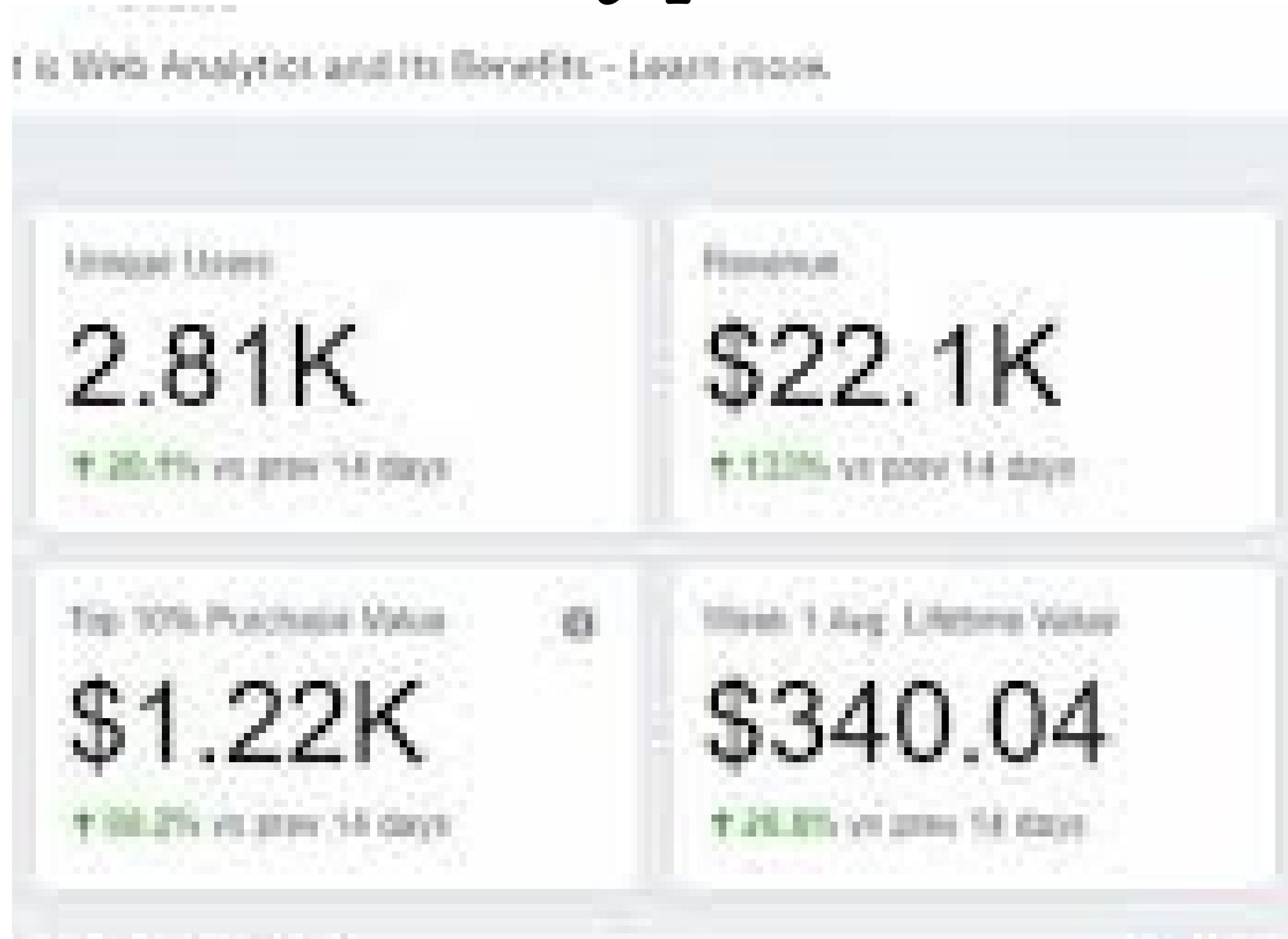
## **Client Feedback:**

**"I never imagined content could do this much. My inbox is full of people asking for help. Sidra's strategy and designs gave me visibility and trust I couldn't build for months!"**



# *Linkedin one day post result*

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# *Website and SEO*

- Conducted full website audit to identify technical and on-page SEO issues
- Optimized website structure for better user experience and crawlability
- Implemented keyword research targeting high-intent search terms

# *Case Study #4 – SEO Revamp for a Custom Furniture Brand (UK)*

**Case Study:** Interior Design / E-commerce

**Platform:** Instagram & LinkedIn

**Goal:** Improve search engine visibility and drive qualified traffic to increase product inquiries and sales

## **Problem:**

The client had a beautiful website, but it wasn't ranking on Google. Despite running paid ads, they weren't getting consistent organic traffic or local leads.

- Poor keyword optimization
- No on-page SEO structure
- Slow mobile load speed
- No Google My Business (GMB) setup

# *Case Study #4 – SEO Revamp for a Custom Furniture Brand (UK)*

## **Solution:**

We executed a complete SEO strategy focused on both technical and content-based improvements:

- Identified high-intent keywords through paid tools (SEMRush & Ahrefs)
- Optimized all product and service pages (H1, meta titles, descriptions, alt tags)
- Created 4 SEO-optimized blog articles per month targeting local search queries
- Set up and optimized Google My Business with location-specific keywords
- Built high-quality backlinks through niche guest posts and business directories
- Improved website speed and mobile responsiveness (load time reduced to 2.4s)



# *Case Study #4 – SEO Revamp for a Custom Furniture Brand (UK)*

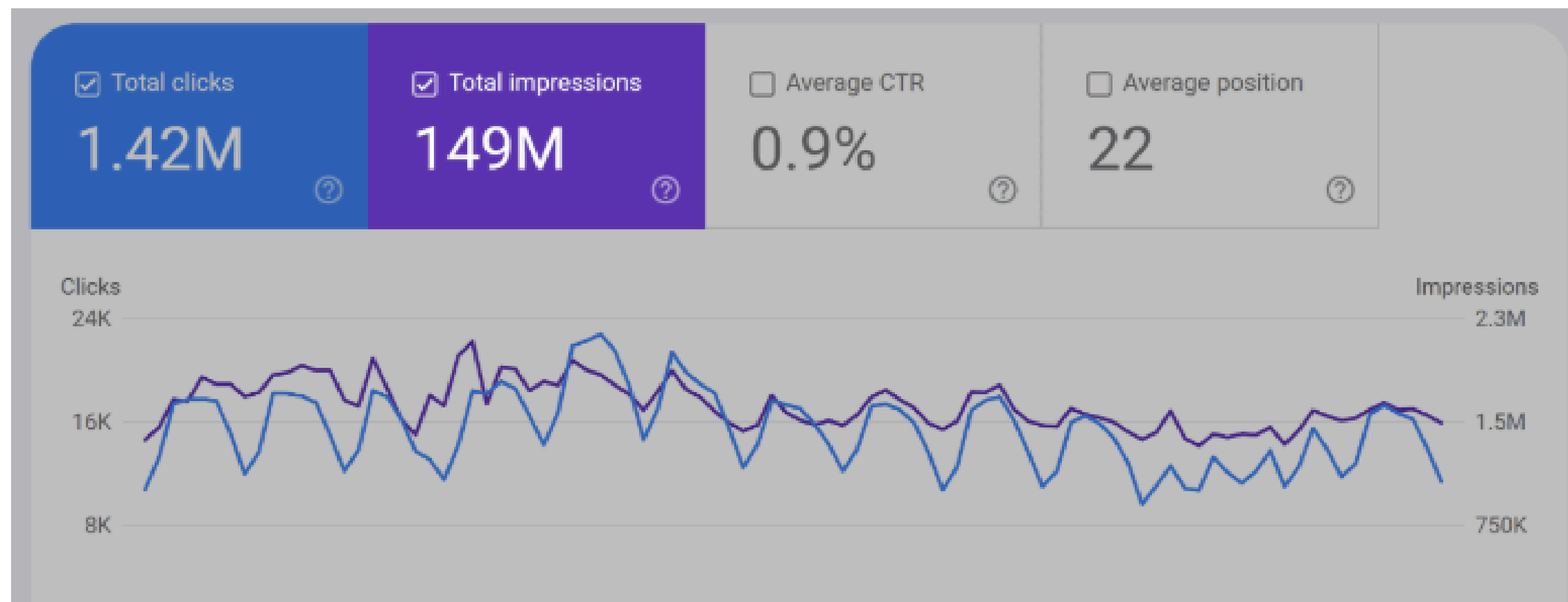
## **Results in 60 Days:**

- Ranked on the 1st page of Google for 12 competitive keywords
- Increased organic traffic by 310%
- 5 consultation bookings
- Bounce rate dropped by 42%
- Gained 28 new local inquiries and 5 bulk orders directly from search

## **Client Feedback:**

**"We had no idea SEO could bring such strong leads. Sidra helped us go from invisible to ranking on Google. Our showroom is now getting traffic from people who found us online!"**

# *Website Seo performance*



# *Case Study #5 – Helping a Niche Fashion Brand Dominate Local Search*

**Case Study:** Interior Design / E-commerce

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**Goal:** Improve search engine visibility and drive qualified traffic to increase product inquiries and sales

## **Problem:**

The client had a beautiful website, but it wasn't ranking on Google. Despite running paid ads, they weren't getting consistent organic traffic or local leads.

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# *Case Study #5– Helping a Niche Fashion Brand Dominate Local Search*

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# *Case Study #5 – Helping a Niche Fashion Brand Dominate Local Search*

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# Result of Meta Ads





# *Advantages of Digital Marketing*

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



# *Case Study #6 – SEO for a Fitness Coach Website*

**Case Study:** Personal Fitness Trainer

**Location:** California, USA

**Industry:** Health & Wellness

**Goal:** Get more organic traffic and leads through Google, without running ads

**Challenge:**

**Mark is a certified fitness trainer who launched his personal website but wasn't getting any visibility.**

- His site wasn't ranking even for his own name
- Zero traffic from search engines
- Blog was inactive and had no keywords
- No local presence on Google



# *Case Study #5 – Helping a Niche Fashion Brand Dominate Local Search*

## **Solution:**

Created a clear Ideal Buyer Persona (young, fashion-forward women in the UK)

- **Performed a complete website audit (technical & content)**
- Optimized on-page SEO: titles, meta descriptions, H1s, images
- Added location-based keywords like “personal fitness trainer in California”
- Built backlinks through guest blogs and fitness directories
- Integrated lead capture forms on high-intent pages



# *Case Study #5– Helping a Niche Fashion Brand Dominate Local Search*

## **Results in 90 Days:**

- **From 0 to 1,500+ monthly organic visitors**
- Ranked on Google for 20+ fitness-related keywords
- Got 40+ leads via his contact form
- Secured 5 new long-term clients without any paid ads
- Google Business listing brought in 35% of traffic

## **Client Feedback:**

**"You've literally helped me build a digital gym. People find me without me chasing them. I'm focusing on training while leads come in automatically."**

# *Social Media Marketing (SMM)*

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





# *GET IN TOUCH*

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

✉ Email: [info@savtixdigital.com](mailto:info@savtixdigital.com)

📱 WhatsApp: 0333-0715930

