

Marketing Portfolio





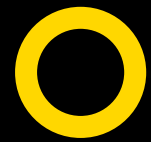
Introduction

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.

Marketing Agenda



Market
Overview



Market
Research



Target
Audience



Marketing
Objectives



Marketing
Strategies



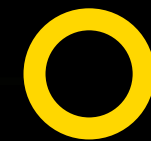
Budget
Plan



Digital
Marketing



Social
Media



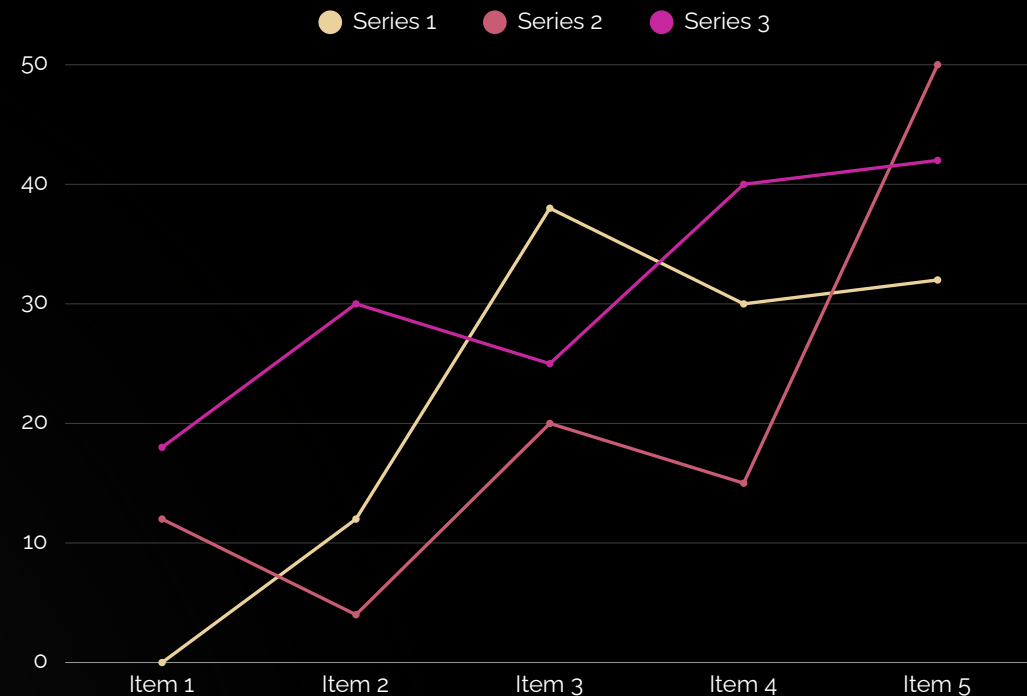
Influencer
Marketing



Content
Marketing



(USA-Based LED/PC Brand)



- **Business Type:** eCommerce store specializing in LED strips and PC components – USA-based
- **Objective:** Set up a lead generation system targeting both direct consumers and wholesale B2B clients.

- **Work Delivered:**
 - Lead magnet with email automation
 - Meta Ads + retargeting campaigns
 - Landing pages for targeted segments

- **Result in 60 Days:**
 - Bounce rate reduced to 41%
 - +1,200 new email subscribers
 - 85+ qualified B2B leads

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Target Audience

PC builders in the USA

PC builders and tech enthusiasts in the USA are always on the lookout for high-performance, visually striking accessories that enhance both the functionality and aesthetics of their setups

Small tech businesses Startup Offices

Small tech businesses and startup offices are increasingly focused on creating workspaces that not only boost productivity but also reflect their modern, innovative culture





Client Testimonial

Sidra Yousaf and the Savtix Digital team delivered impressive results for our digital marketing campaigns. Their strategy for lead generation through Meta Ads and LinkedIn outreach brought us consistent, high-quality leads within just a few weeks. The team's communication, performance tracking, and creative direction made a noticeable impact on our conversions. We're seeing real ROI and growth — exactly what we were aiming for.

**Operations Manager, USA-Based
LED & PC Accessories Brand**



LinkedIn Lead Generation + SEO for Engineering Business (UK)



Business: Civil & Structural Engineering Consultancy – London, UK

Goal: Generate B2B leads, increase online visibility, and establish authority in the construction and infrastructure sector.

Results:

- 120+ qualified leads in 6 weeks through personalized LinkedIn outreach
- 10 booked discovery calls with decision-makers
- LinkedIn post engagement rate increased by 230%
- Organic search traffic rose by 65%



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Marketing Strategies

LinkedIn Outreach for B2B Lead Generation

To directly connect with contractors, developers, and project managers, a complete LinkedIn outreach campaign was launched using Sales Navigator filters.

Educational Thought Leadership Content

We crafted a 30-day content calendar focused on thought leadership, showcasing technical insights, case studies, and civil engineering trends.

SEO Optimization for Niche Services

The website's service pages were optimized with industry-specific keywords like "structural design consultancy London" and "civil engineering experts UK."

Trust Building Through Project Highlights

Real project breakdowns with before-after visuals, site walkthrough videos, and client testimonials were shared across LinkedIn and email newsletters.





Budget Plan

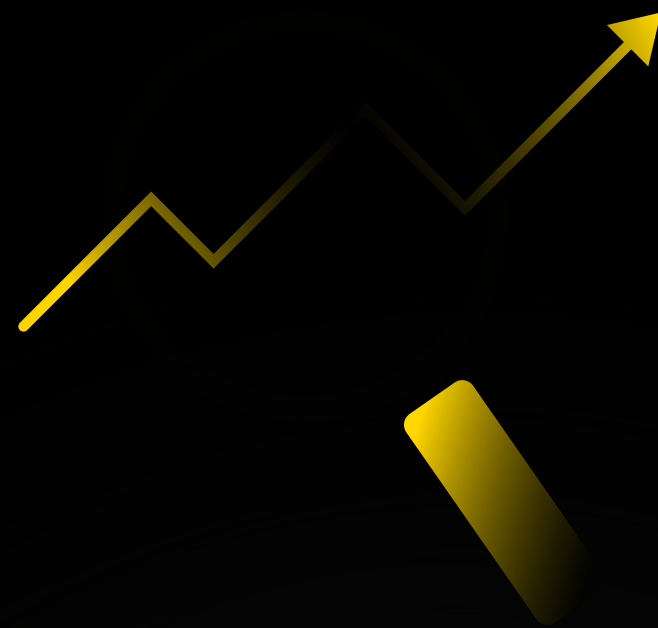
We offer flexible plans tailored to your business needs — available in 3-month and 6-month durations. Each plan includes our full service charges with no hidden costs.

To ensure smooth and timely payments, your card will be securely attached to the system, and charges will be automatically processed each month.

This setup ensures full transparency and consistency, allowing you to focus on your business while we handle the rest.



Digital Marketing



SEO

As part of our services, we focus on Search Engine Optimization (SEO) to improve your website's visibility on Google through keyword optimization, technical SEO, content marketing, and link-building strategies.



PPC Campaigns

Alongside SEO, we manage Pay-Per-Click (PPC) campaigns across platforms like Google Ads and Meta Ads to drive targeted traffic, generate leads, and maximize your return on ad spend. From audience research to ad copywriting and performance tracking, we ensure your campaigns are data-driven and results-focused.



Social Media



■ Platform Selection

Our social media management services are designed to build a strong and engaging online presence for your brand. We develop customized content strategies meet to your audience across platforms like Instagram, Facebook, LinkedIn, and TikTok.

■ Engagement Tactics

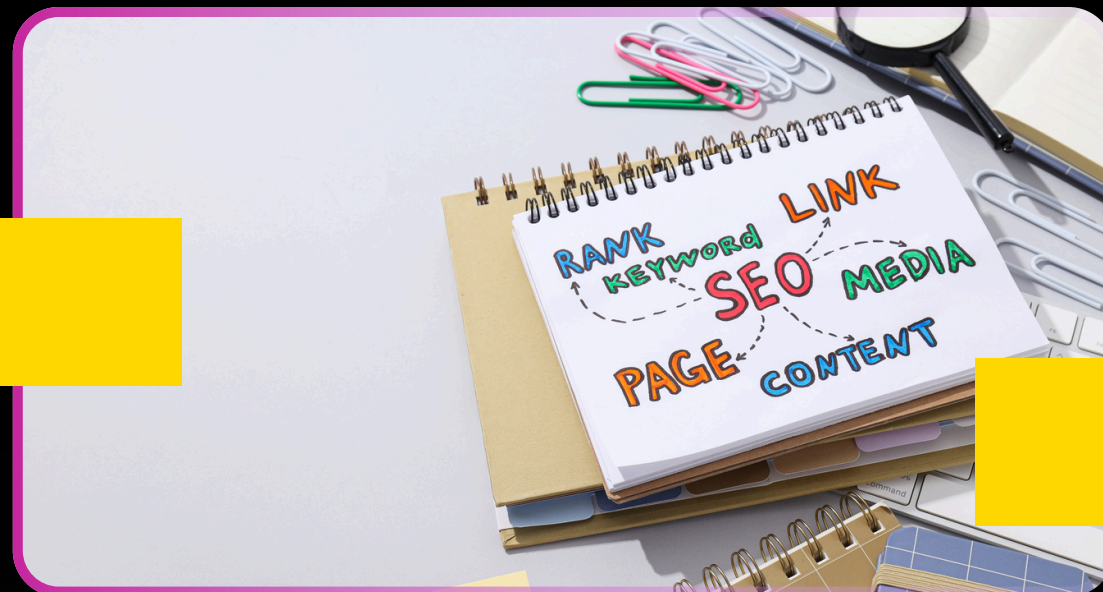
We also track performance metrics to continuously optimize engagement, reach, and follower growth. Whether your goal is brand awareness, community building, or lead generation.



Influencer Marketing



Content Marketing



○ Content Marketing Isn't Just About Posting — It's About Positioning.

If your content isn't driving engagement, leads, or trust... it's time to rethink the strategy.

Content marketing is more than nice visuals and captions — it's storytelling, strategy, and value combined.

Here's what works in 2025:

- Content that solves problems, not just sells
- Strategic distribution across the right platforms
- SEO-backed blogs & newsletters
- Thought leadership content on LinkedIn
- Repurposed content that keeps working for you

Let's talk. Sidra Yousaf | Savtix Digital



○ Why Video Marketing Matters in 2025

- Instagram Reels & YouTube Shorts
- Product Demos & Explainer Videos
- Brand Stories with emotional connection
- UGC-style content for relatability & reach

Let your visuals speak louder than words.

Start turning scrolls into sales—with video.

Ready to scale with strategic storytelling?

Message us to create high-converting video campaigns.

Video Marketing



Next Slide



Thank You!

Our marketing plan positions us for success in the Metaverse.
Thank you for your attention; let's move forward together.

