

DIGITAL PORTFOLIO MARKETING

Name of Project:

Digital Marketing Portfolio

Presented By:

Megha Choudhary





INTRO- DUCTION

I graduated in 2023 and somehow went from being curious about how brands grow online to actually managing ads, content, and data every day. I like being around greenery and flowers, and that's probably why I prefer building things gradually instead of chasing quick wins.

Hello, I'm
Megha choudhary!

I work on paid ads, lead generation, SEO, and content execution. My role involves planning campaigns, optimizing performance, and supporting brand growth through structured processes, data-driven decisions, and consistent improvement.



VISION & MISSION OF MY LIFE

I believe meaningful growth comes from consistency, curiosity, and clear goals. My approach to work and life is driven by learning, improving every day, and creating impact through skills that solve real problems for businesses and people.

Vision

To become a well-rounded digital marketing professional who delivers measurable results, builds strong brand presence, and grows alongside the businesses I work with.

Mission

To apply strategy, creativity, and data-driven thinking to help brands reach the right audience, generate quality leads, and build long-term digital value.



Make a target

Set clear, achievable goals backed by research, insights, and a strong understanding of audience behavior.

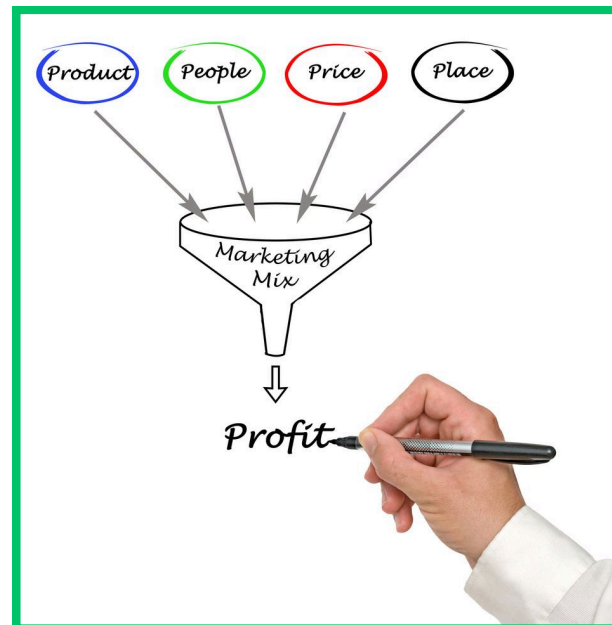
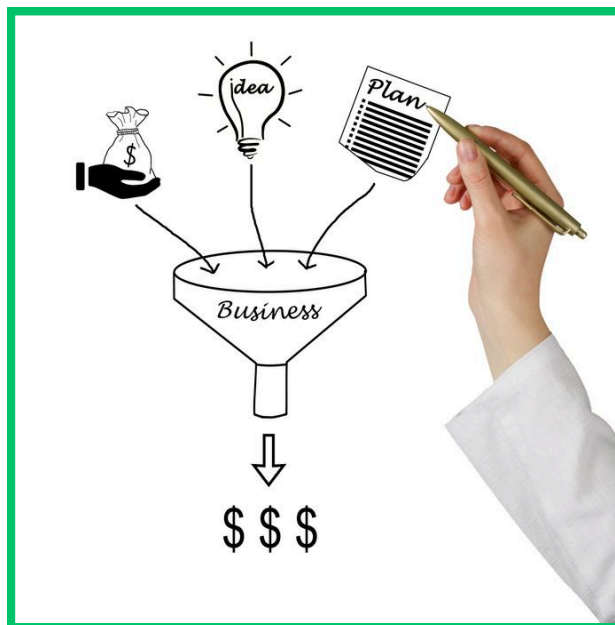
Achieve a target

Execute with focus, track performance closely, and refine strategies continuously to turn goals into consistent outcomes.



MARKETING STRATEGY

I approach marketing with a performance-first mindset. Strategy starts with understanding real intent, not assumptions. Every decision is guided by data, tested in live environments, and refined continuously to deliver consistent, scalable growth.



Audience Intelligence

Identify and segment audiences based on behavior, demand stage, and platform intent to reach users when they are most ready to take action.

Message & Funnel Design

Craft clear messaging and campaign structures that remove friction, align with user intent, and guide prospects smoothly through each stage of the funnel.

Performance Control

Track the metrics that matter, eliminate underperforming elements, and optimize continuously to improve lead quality and overall return on spend.





MY EXPERIENCE

Over time, my role has evolved from hands-on execution to owning the complete digital marketing process. I now focus on planning, coordination, and performance oversight across channels, ensuring that strategies are executed efficiently and aligned with business goals. My approach is centered on structure, clarity, and measurable outcomes.

Search Engine Optimization

I plan SEO initiatives by identifying high-impact keywords and defining content and backlink strategies. Execution is carried out through organized workflows, while I track rankings, traffic, and visibility to ensure steady and sustainable organic growth.

Campaign Management

I manage campaigns from strategy to optimization, including goal setting, budget planning, audience structure, and performance review. Continuous monitoring allows timely adjustments to improve efficiency, lead quality, and overall campaign results.

Social Media Marketing Content

I oversee content planning and campaign direction, setting clear briefs for scripts, shoots, and edits. By aligning creative output with campaign objectives, I ensure content remains consistent, engaging, and performance-focused across platforms.

Ecom Inventory Management

I manage eCommerce operations across platforms such as Flipkart, Amazon, 1mg etc.. This includes coordinating inventory flow, overseeing store setup, and aligning ads with product availability to support smooth operations and scalable growth.



MY DAILY TOOLS

The tools I use every day to plan strategy, manage execution, track performance, and drive results.



PORTFOLIO PROJECTS

10+ Client

Worked across multiple business categories including retail chain stores, interior design brands, dental clinics, and baby food supplement companies. Delivered consistent lead generation, visibility, and performance-driven results through focused strategy and execution.



Bhajanlal Commercial Pvt. Ltd.

Dec 2024 - Jun 2025

Bhajanlal Commercial Pvt. Ltd. is a retail-focused business with a strong offline presence and a wide range of consumer products. The objective was to strengthen the brand's digital visibility and attract potential customers through consistent and engaging content. My responsibility involved planning and creating short-form video content designed to gain views, improve engagement, and drive lead generation. By aligning product messaging with audience interest and platform behavior, the content helped convert visibility into inquiries and business opportunities.

The Challenge

The main challenge was coordinating with store managers to align on ongoing offers and discounts while planning content. In addition, content creation was difficult due to heavy in-store crowd, which limited cooperation during shoots and made it challenging to capture clean, distraction-free visuals.

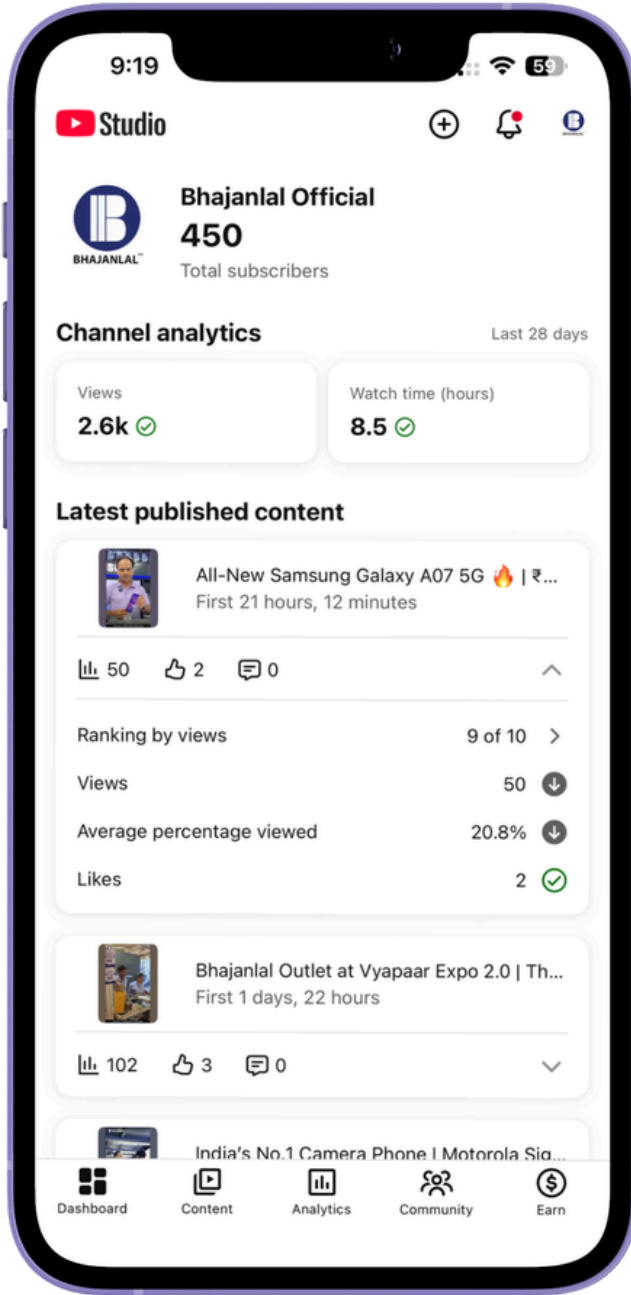
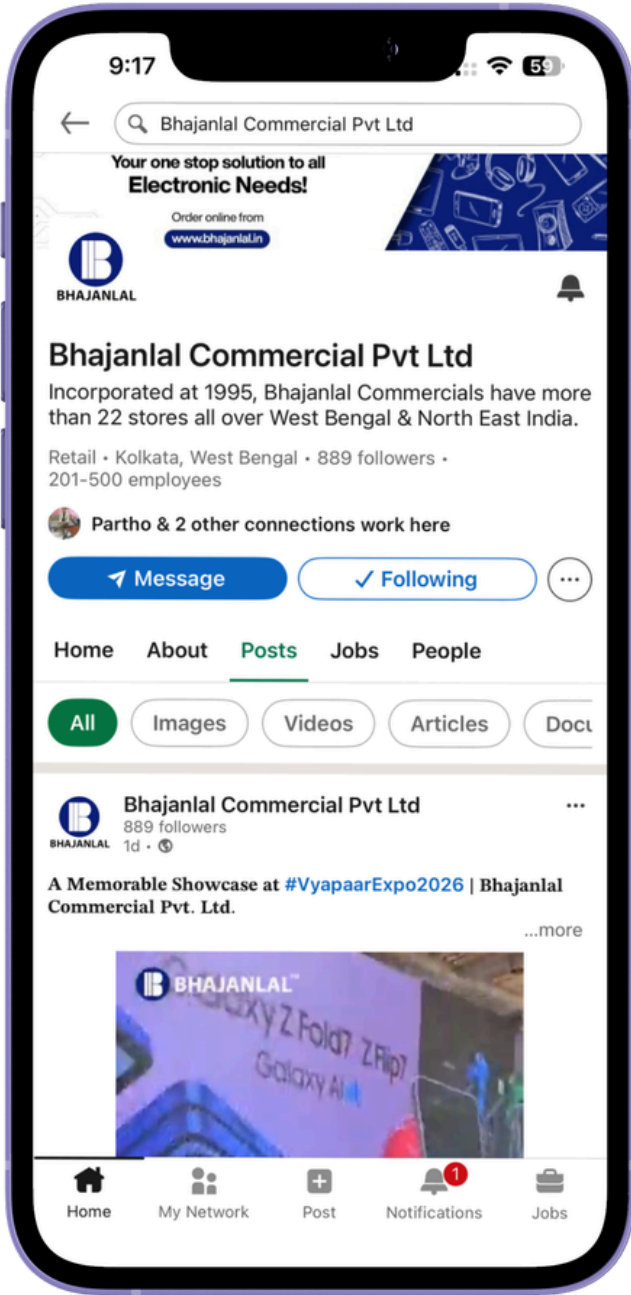
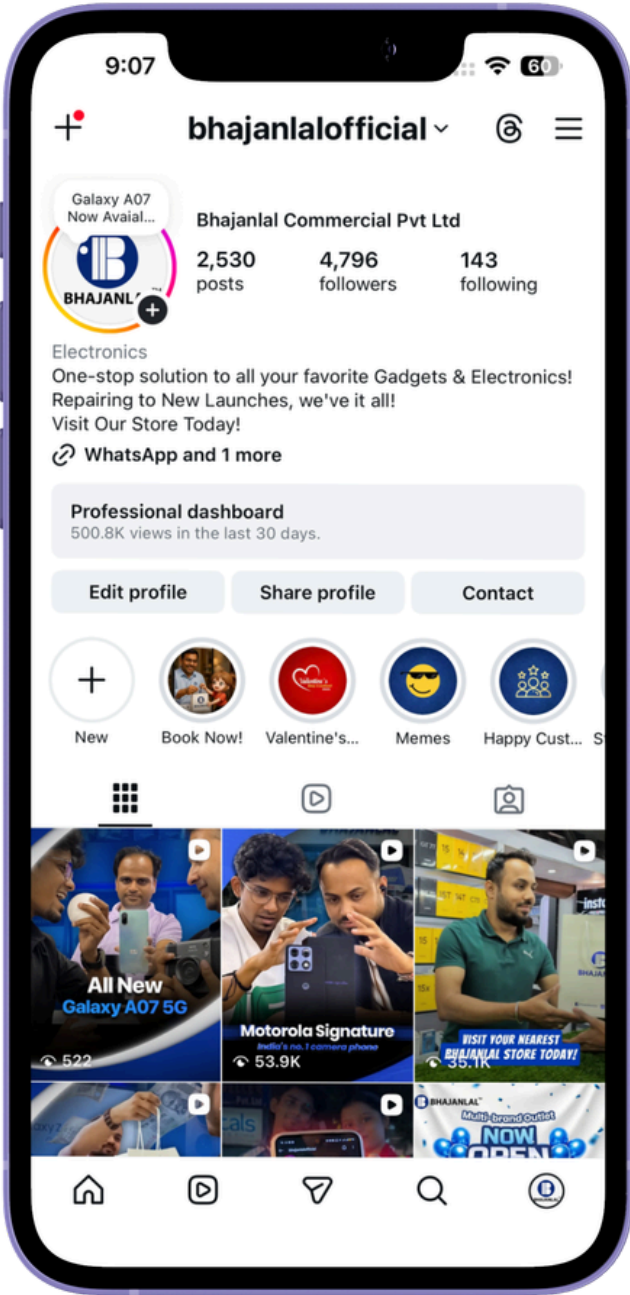
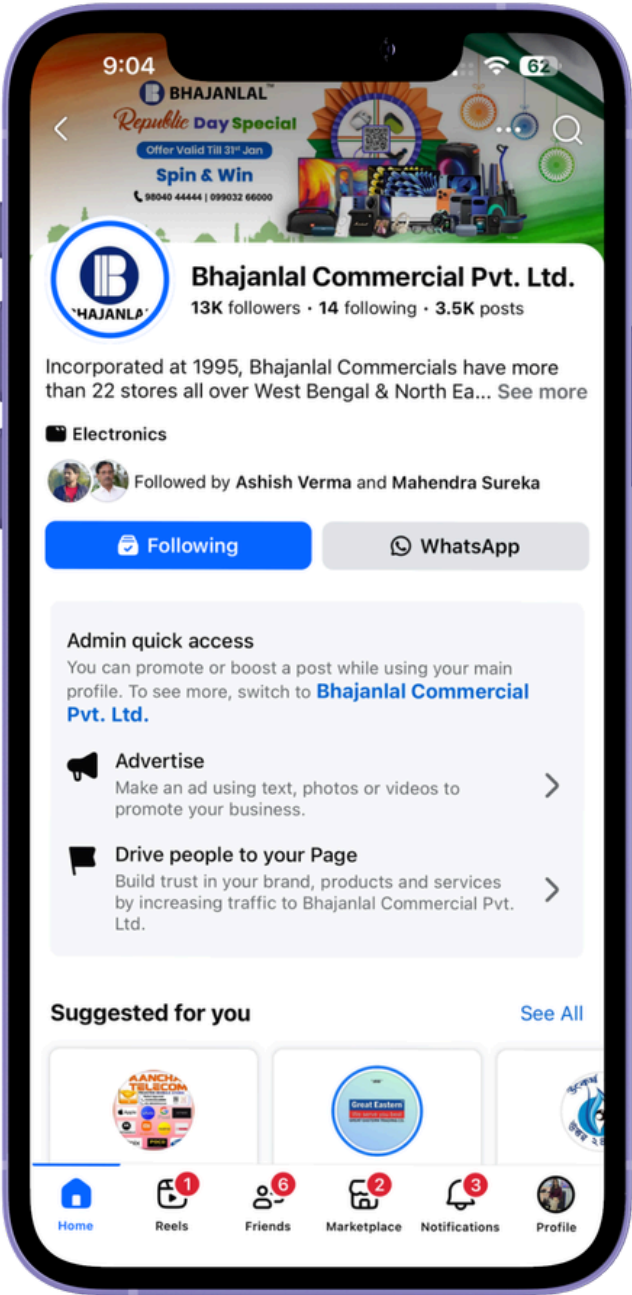
Our Action

We coordinated with store managers to finalize offers and planned shoots during low-footfall hours. Product-focused videos were created and optimized for reach, helping drive visibility and lead generation despite in-store crowd limitations.



Bhajanlal Commercial Pvt. Ltd.

Social Media Presence



Content I Made!



Views ①

Views

1,341

Followers

66.8%

Non-followers

33.2%

Accounts reached

343

Interactions ①

12

Followers

92.9%

Non-followers

7.1%

India Gets Moving by Apple



Views ①

Views

51,959

Followers

0.4%

Non-followers

99.6%

Accounts Center accounts reached

45,276

Interactions ①

157

Followers

14.5%

Non-followers

85.5%

Samsung S25 Promo



Views ①

Views

128,449

Followers

0.7%

Non-followers

99.3%

Accounts Center accounts reached

120,867

Interactions ①

1,717

Followers

7.8%

Non-followers

92.2%

Vivo V50 Promo



Views ①

Views

204,717

Followers

0.3%

Non-followers

99.7%

Accounts reached

533

Interactions ①

2,531

Followers

0.6%

Non-followers

99.4%

Google Pixel 9A



Views ①

Views

20,962

Followers

4.4%

Non-followers

95.6%

Accounts Center accounts reached

18,062

Interactions ①

1,318

Followers

2.2%

Non-followers

97.8%

Poila Baishakh Offer Announcement



Views ①

Views

192,363

Followers

1.2%

Non-followers

98.8%

Accounts Center accounts reached

36,337

Interactions ①

44

Followers

43.1%

Non-followers

56.9%

Bhajanlal Tollygunge MBO



Views ①

Views

848

Followers

44.6%

Non-followers

55.4%

Accounts reached

537

Interactions ①

95

Followers

84.2%

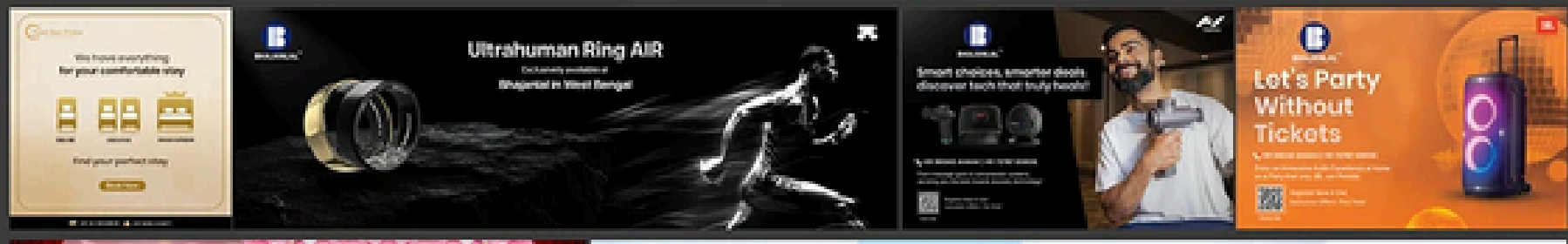
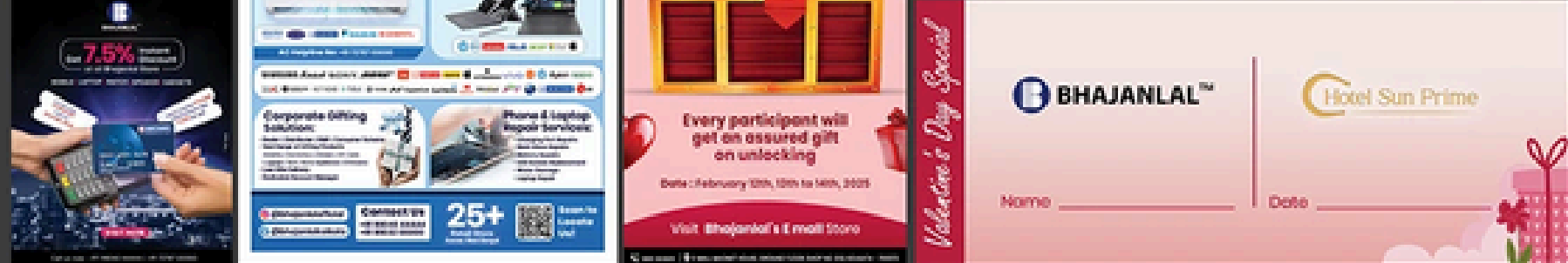
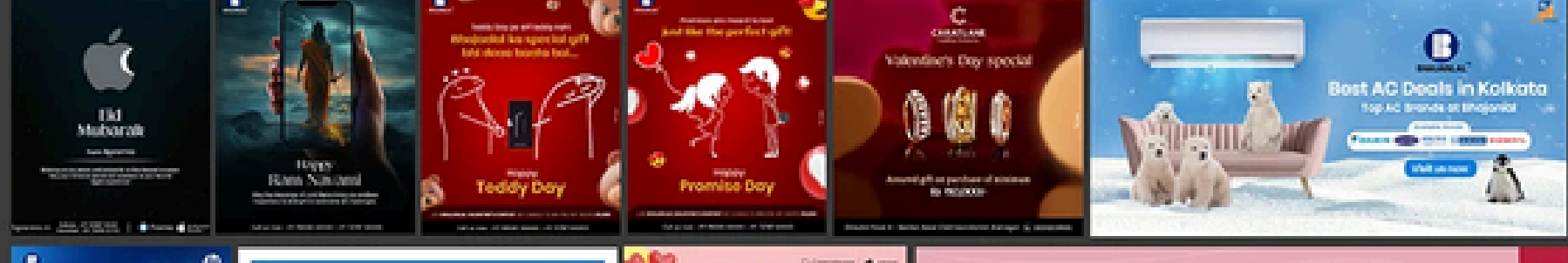
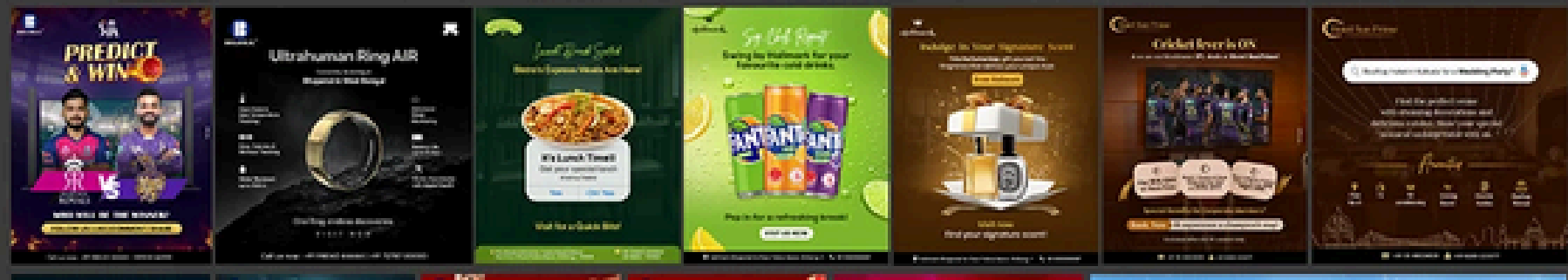
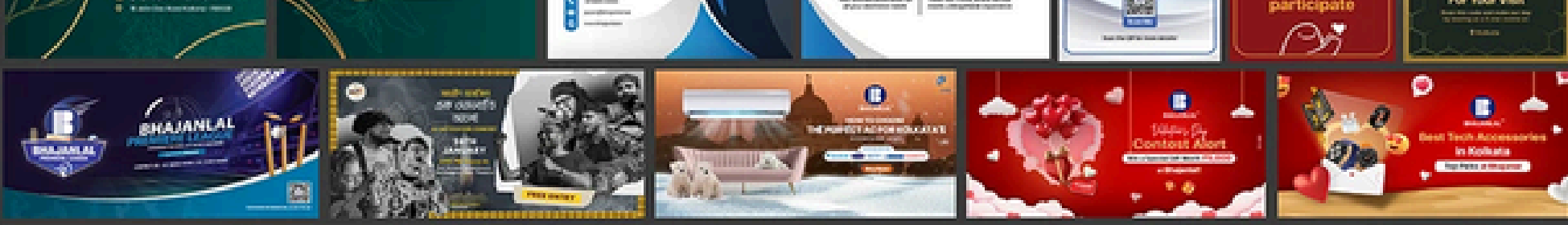
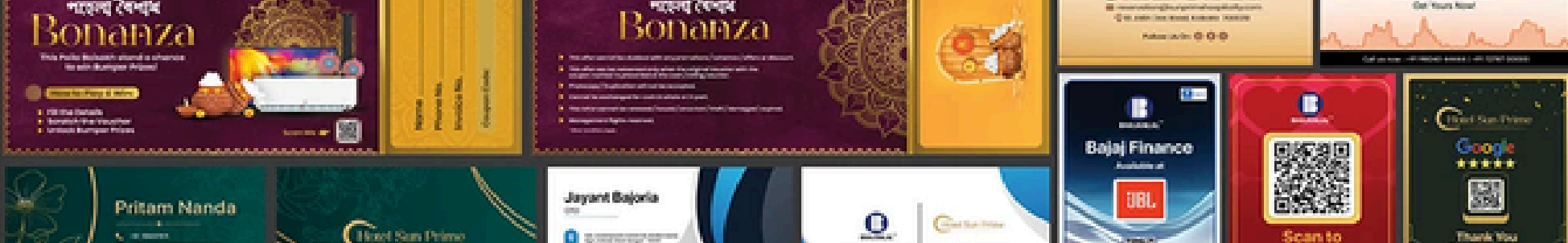
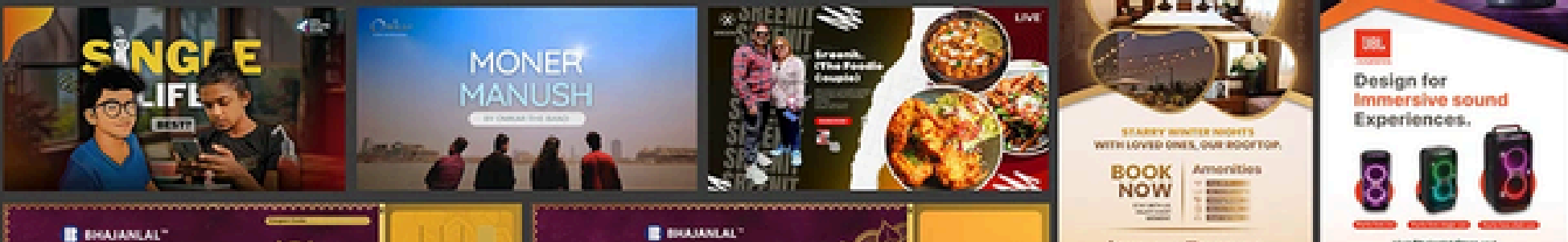
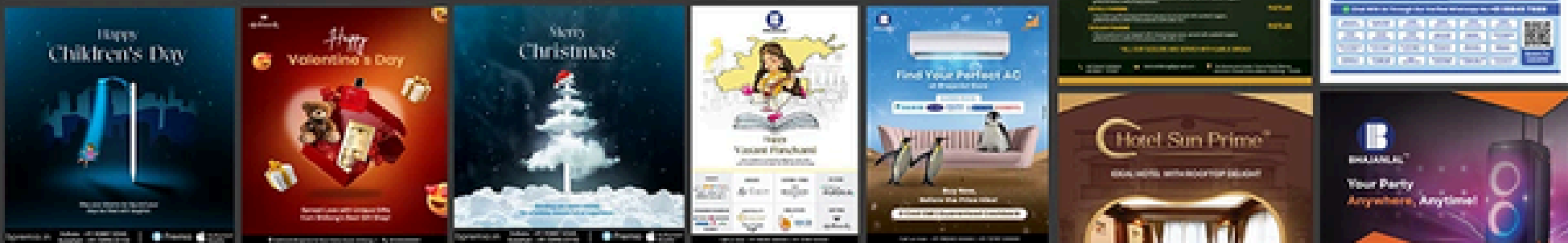
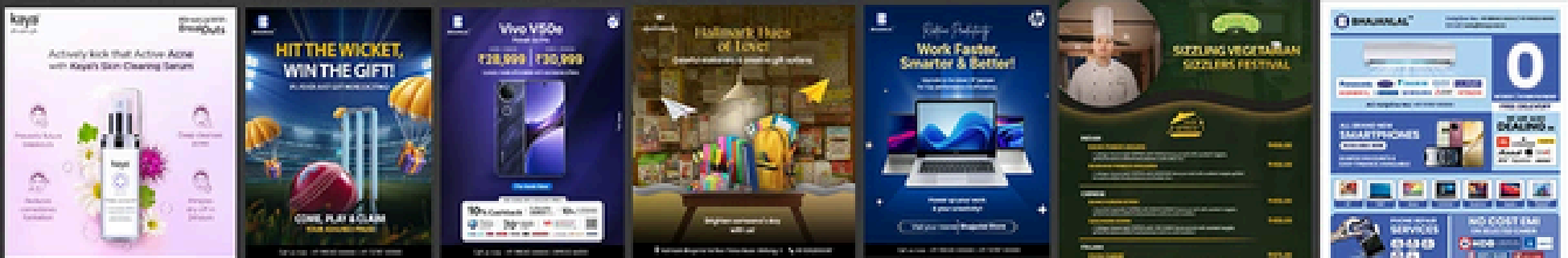
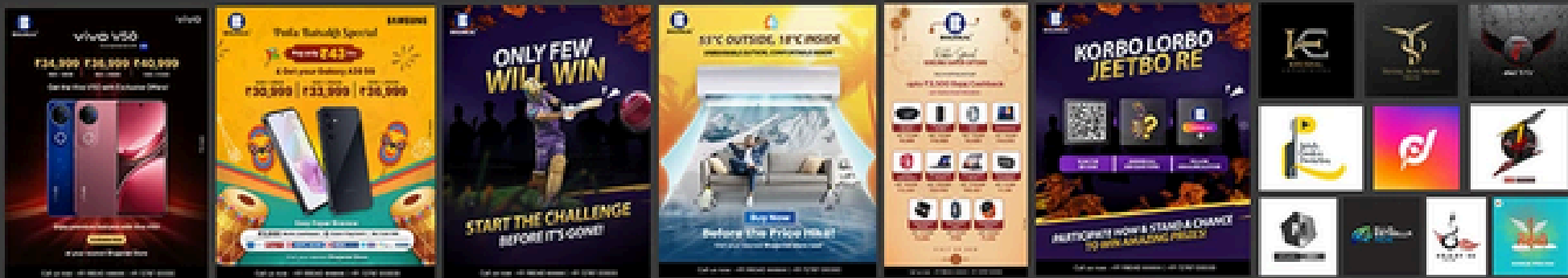
Non-followers

15.8%

Oneplus 13S Promo

All reels shown here were scripted, created, and promoted by me for promotional campaigns.

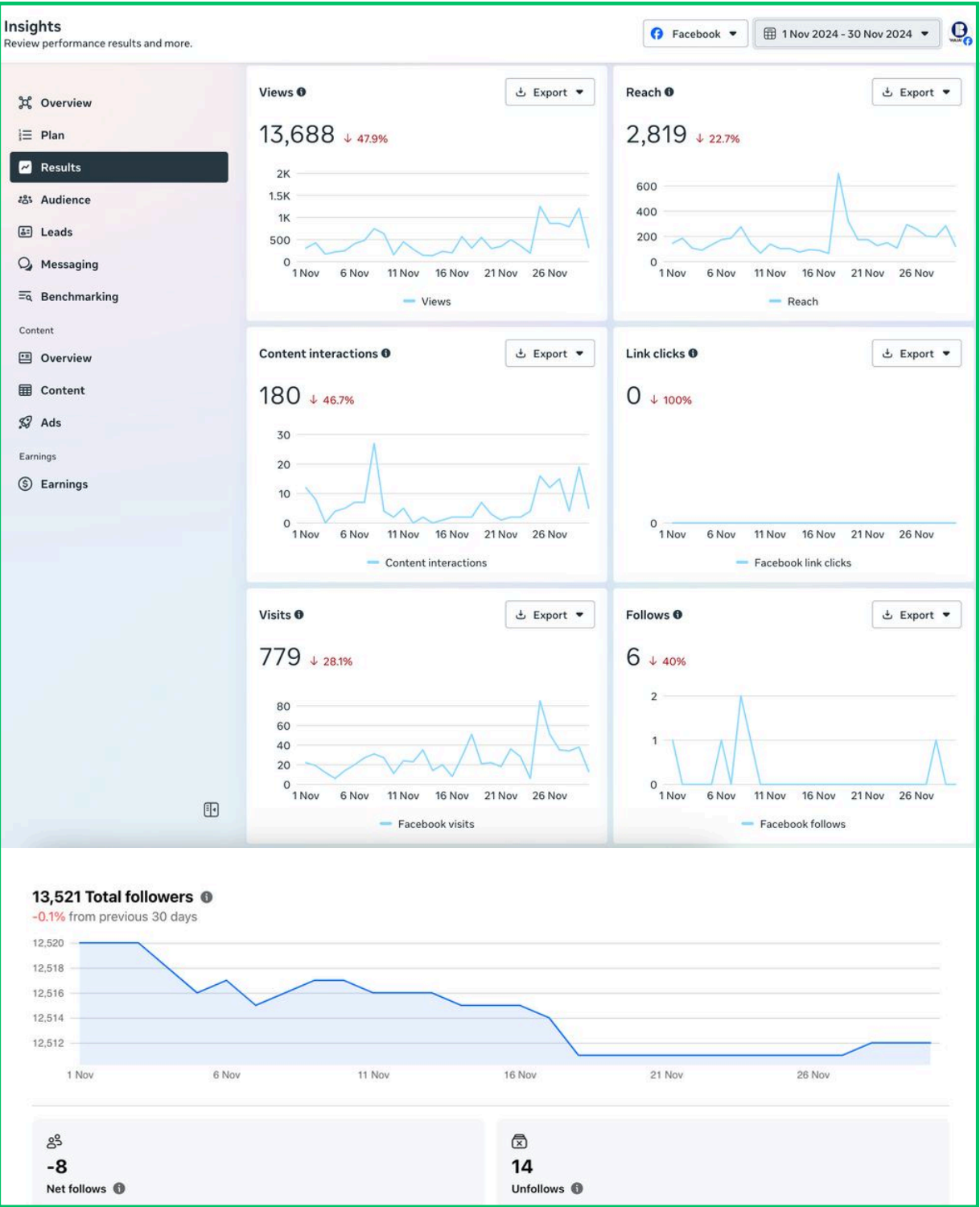
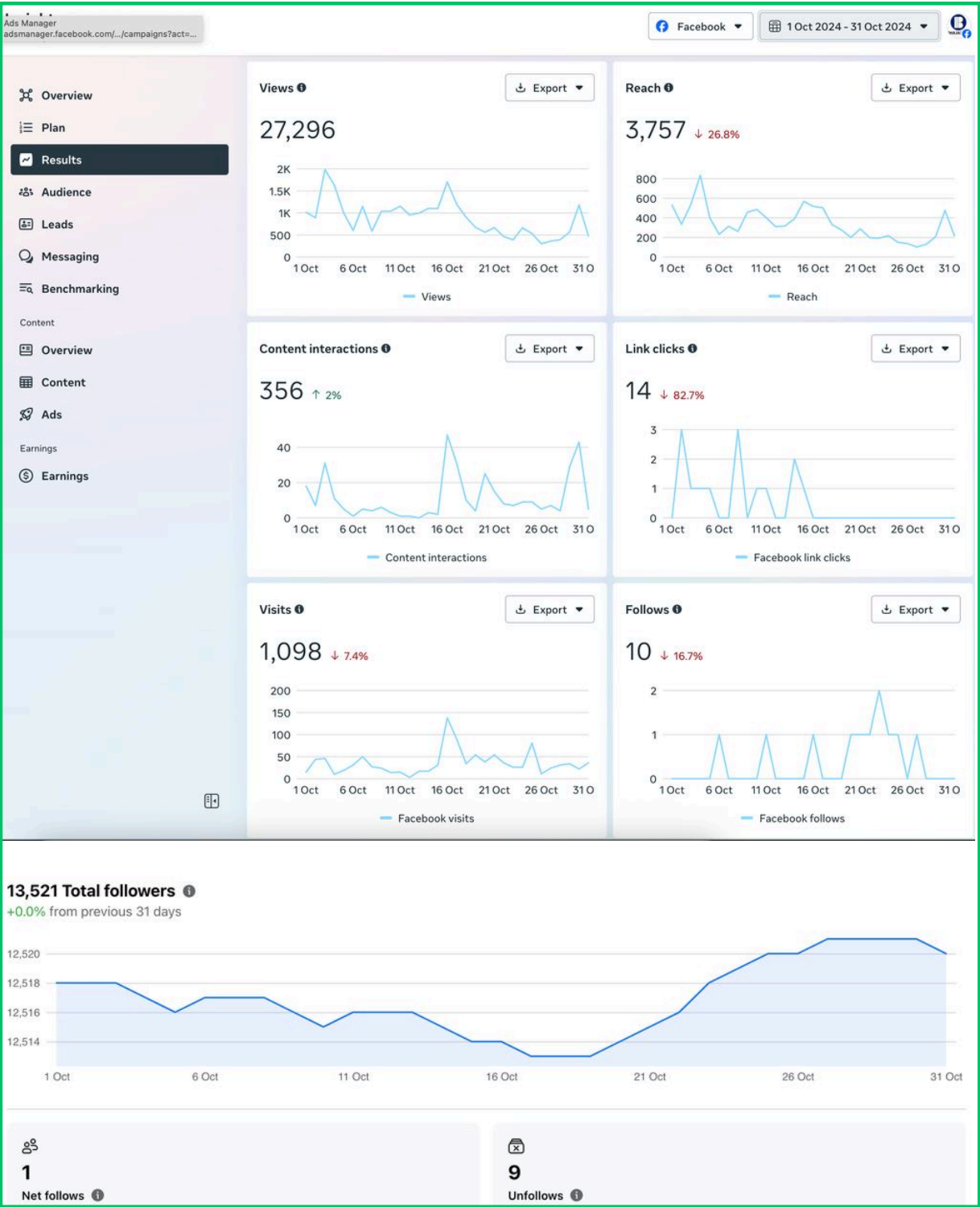
Click on thumbnail to view the video.



Social Media Performance – Starting Point

BEFORE

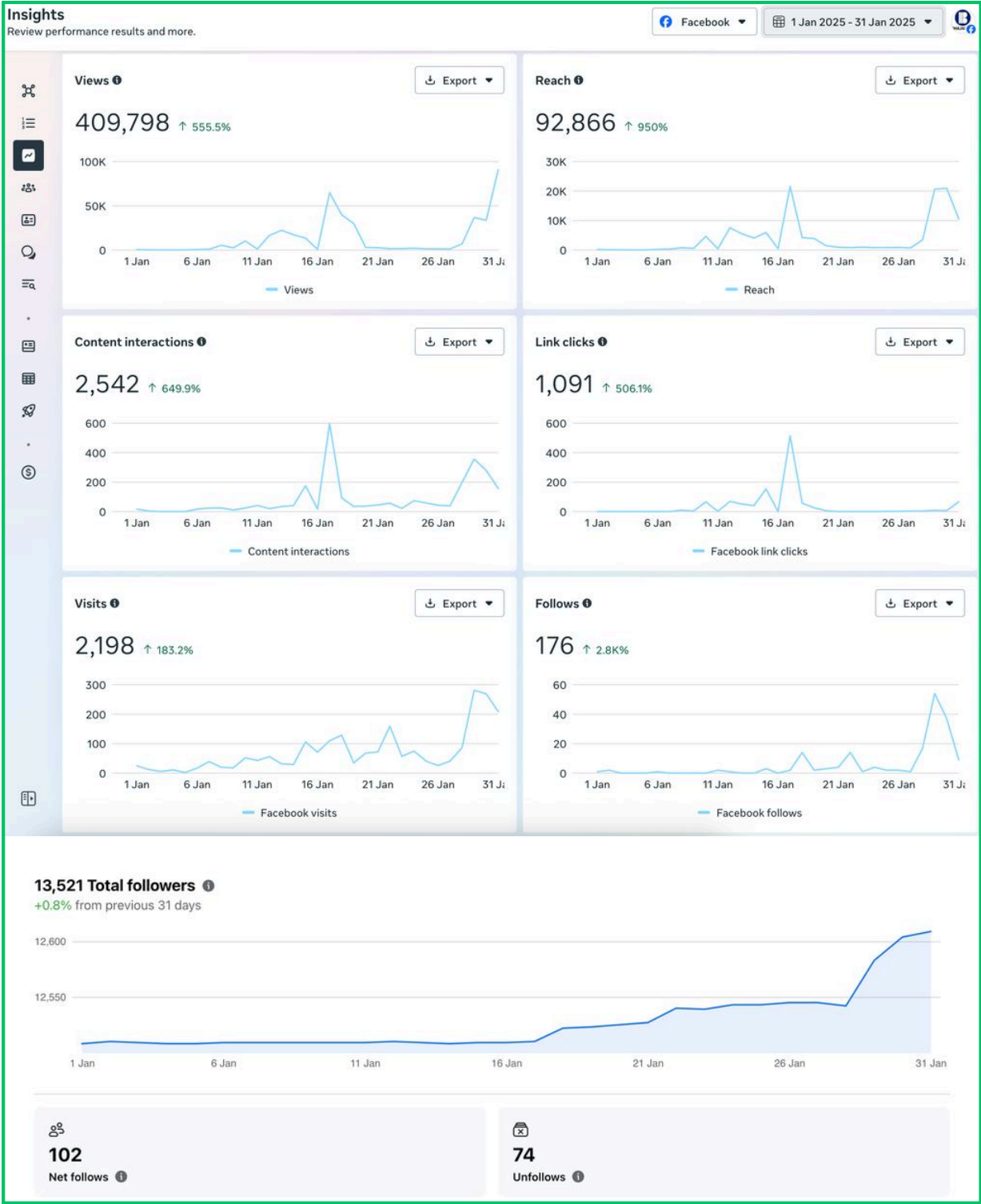
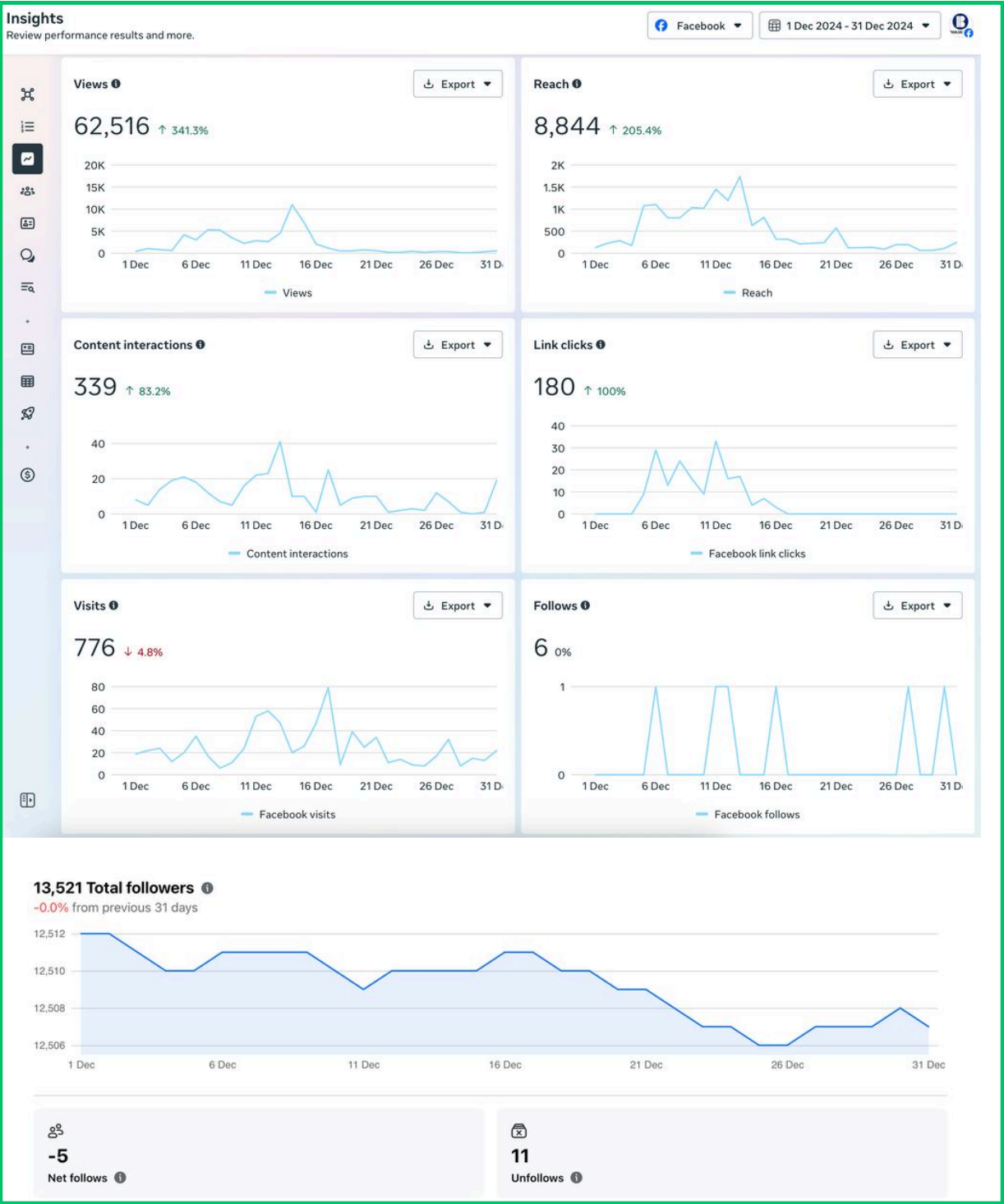
- Took over social media management in December 2024
- Metrics shown reflect the initial baseline
- Strategy and content changes followed
- Results improved in the next phases



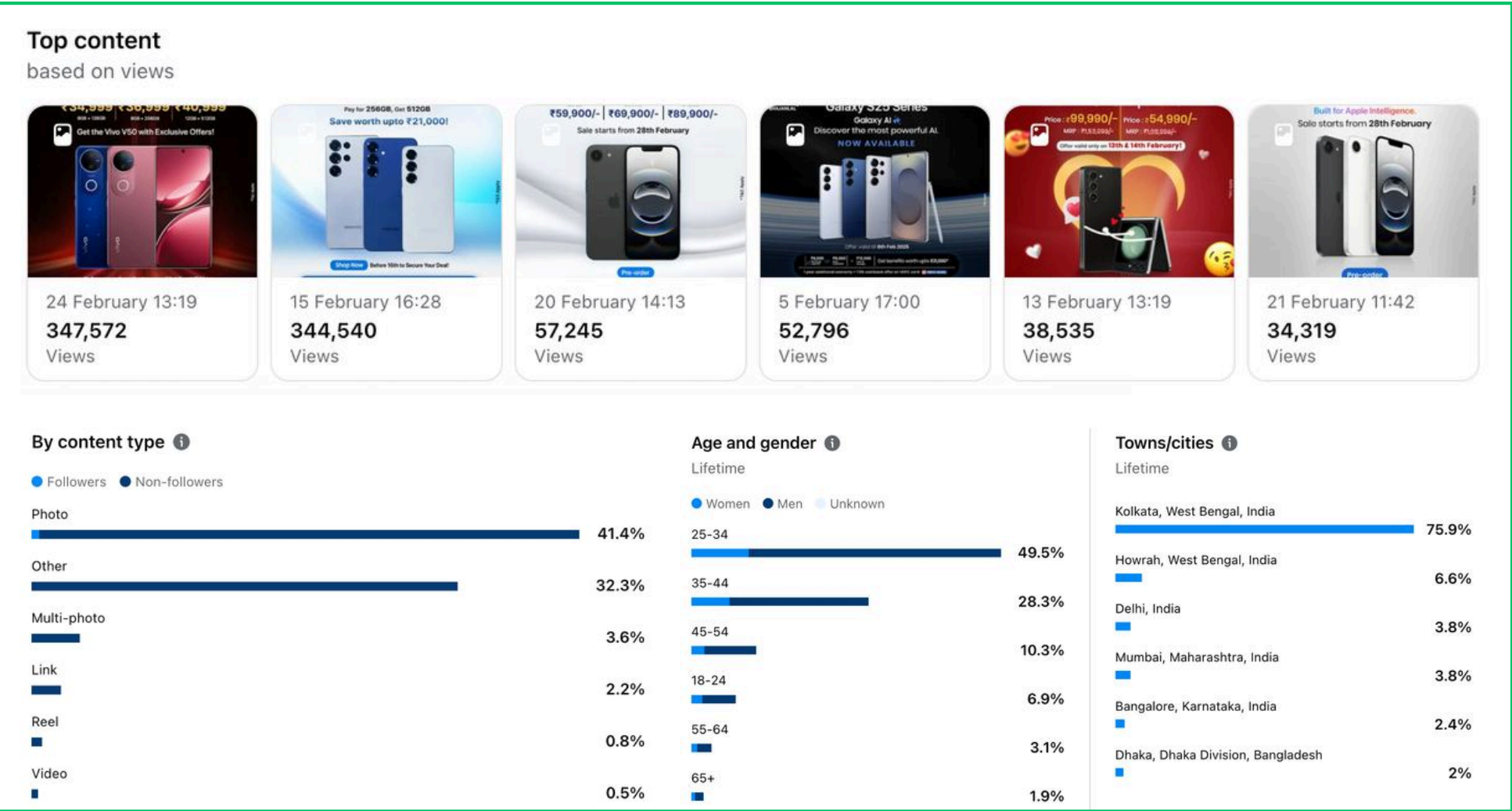
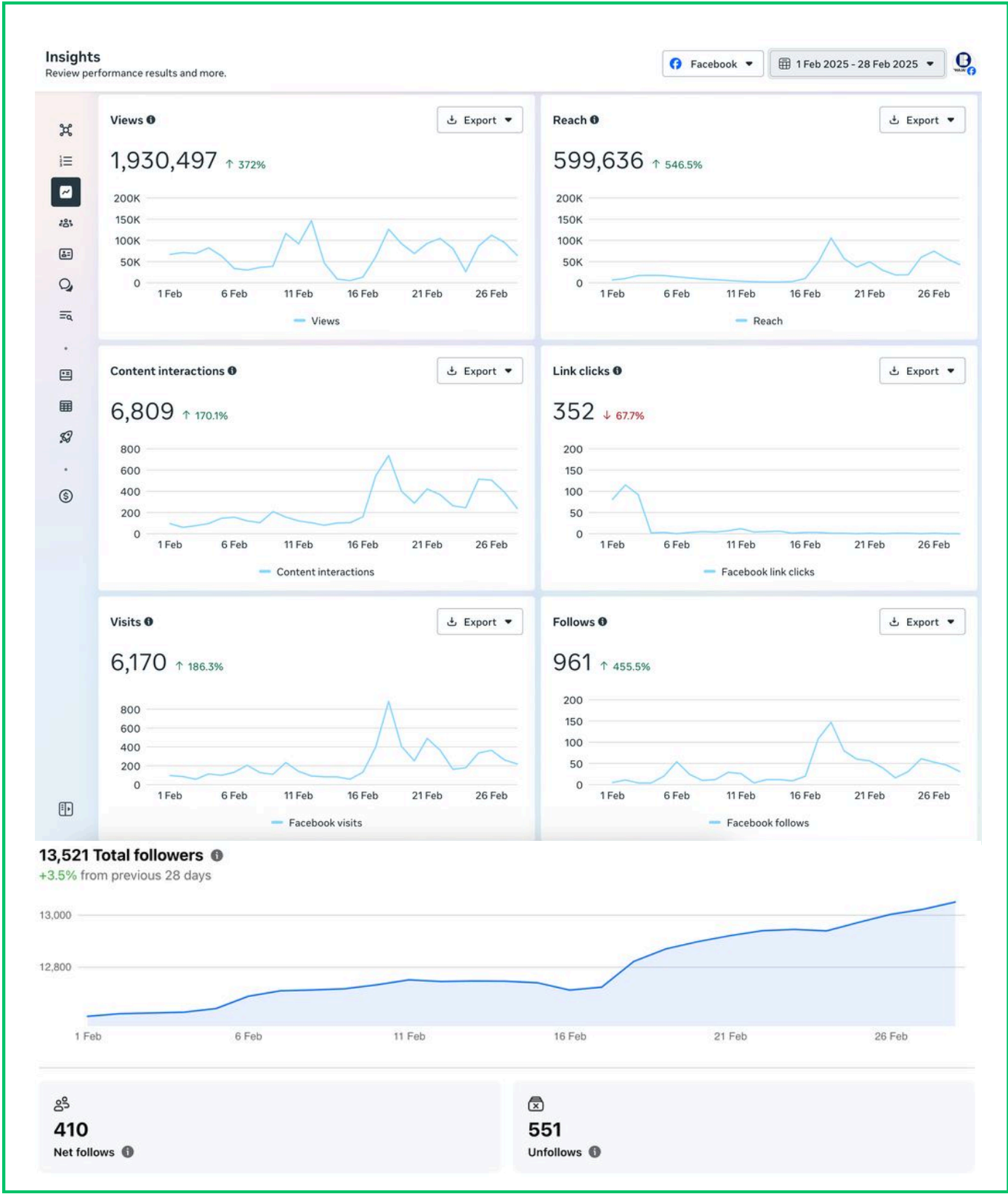
Social Media Growth – After Optimization

AFTER

- Strong increase in views and overall reach
- Engagement and content interactions scaled consistently
- Noticeable rise in profile visits and link clicks
- Follower growth stabilized and moved upward



Rapid Growth Through Content & Distribution



Consistent content execution led to a strong increase in views, reach, and engagement. Product-focused creatives performed best, driving visibility at scale.

Follower growth and profile visits improved steadily, indicating better audience connection and sustained performance over time.

Lead Generation Campaign Performance

- Managed multiple lead generation campaigns across Meta Ads with structured ad set testing
- Generated 500+ leads with a total spend of ₹16,000 maintaining a cost per lead of avg. ₹33.11.
- Scaled winning campaigns based on lead quality, consistency, and cost efficiency
- Focused on offers and regional targeting to drive relevant inquiries

Landing Page Links

1. <https://bhajanlal.in/samsung-s25-pre-booking/>
2. <https://bhajanlal.in/bhajanlal-store-in-kolkata/>
3. <https://bhajanlal.in/valentines-gift/>
4. <https://bhajanlal.in/bhajanlal-insurance-partners/>
5. <https://bhajanlal.in/ac-dealer-in-kolkata/>

Campaign name	Ad set name	Impressions	Results	Amount spent	Cost per result
[Lookalike] Samsung S25	All	69,891	115 Leads (Form)	₹5,347.44	₹46.50 Leads (Form)
	[Adset 2] Samsung S25 ...	69,395	115 [2] Leads (Form)	₹5,321.89	₹46.28 [2] Leads (Form)
	[Adset 3] Samsung S25 -...	496	—	₹25.55	—
free watch ad - Copy	All	45,182	65 Leads (Form)	₹3,273.29	₹50.36 Leads (Form)
	free watch ad	45,182	65 [2] Leads (Form)	₹3,273.29	₹50.36 [2] Leads (Form)
[Kolkata] S25 Lead Generation	All	55,742	53 Leads (Form)	₹2,480.72	₹46.81 Leads (Form)
	[Ad Set2] Kolkata S25 L...	52,871	42 [2] Leads (Form)	₹2,270.98	₹54.07 [2] Leads (Form)
	[Ad Set1] Kolkata S25 L...	2,871	11 [2] Leads (Form)	₹209.74	₹19.07 [2] Leads (Form)
[TEST] AC SALE - APRIL 2025	All	29,260	60 Leads (Form)	₹2,332.28	₹38.87 Leads (Form)
	[TEST] AC SALE - APRIL...	29,260	60 [2] Leads (Form)	₹2,332.28	₹38.87 [2] Leads (Form)
AC Sale - April 25	All	17,802	26 Leads (Form)	₹1,872.08	₹72.00 Leads (Form)
	[General Audeince] AC S...	15,091	25 [2] Leads (Form)	₹1,584.29	₹63.37 [2] Leads (Form)
	AC Sale - April 25 - Ad S...	2,711	1 [2] Lead (Form)	₹287.79	₹287.79 [2] Leads (Form)
S25 - Prebook	All	22,600	180 Leads (Form)	₹1,103.21	₹6.13 Leads (Form)
	S25 Prebook- Adcopy 1	22,600	180 [2] Leads (Form)	₹1,103.21	₹6.13 [2] Leads (Form)
Test - [Kolkata] S25 Lead Generation	All	3,514	3 Leads (Form)	₹210.94	₹70.31 Leads (Form)
	[Ad Set1] Kolkata S25 L...	3,514	3 [2] Leads (Form)	₹210.94	₹70.31 [2] Leads (Form)
Total results 17 / 17 rows displayed		243,991 Total	502 Leads (Form)	₹16,619.96 Total spent	₹33.11 Leads (Form)

Visibility on SERP & AI Platforms

Localized blogs improved business profile rankings across Google Search and Maps. Over 50% of traffic now comes from Google SERP and AI recommendations.

best samsung experice store in kolkata

For the best experience in Kolkata, the official **Samsung Experience Store (SES)** operated by **Bhajanlal Commercial Pvt Ltd** in the **E Mall** is highly recommended for its excellent service and knowledgeable staff.

Best Samsung Experience Stores in Kolkata



Samsung Experience Store - Bhajanlal Commercial Pv...

4.9 ★★★★★ (342)

Cell phone store

Open · 2nd floor, E Mall, above Chandni Metro Station

This location is an official Samsung Experience Store and is praised in reviews for its smooth purchasing process, good offers, and professional staff. Customers consistently mention the helpfulness of the employees and the availability of a wide range of genuine Samsung products.

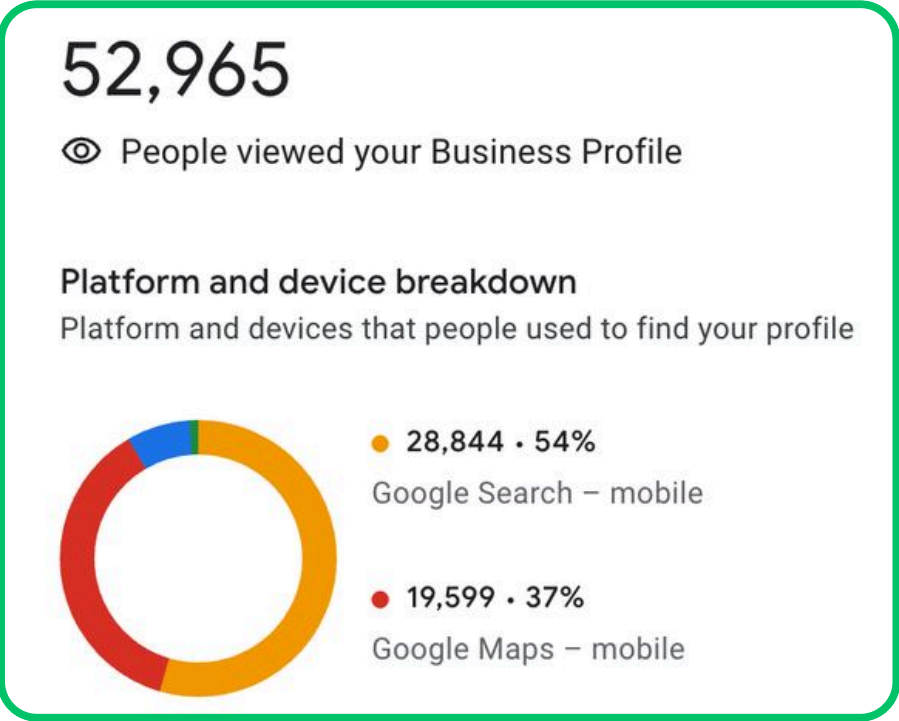
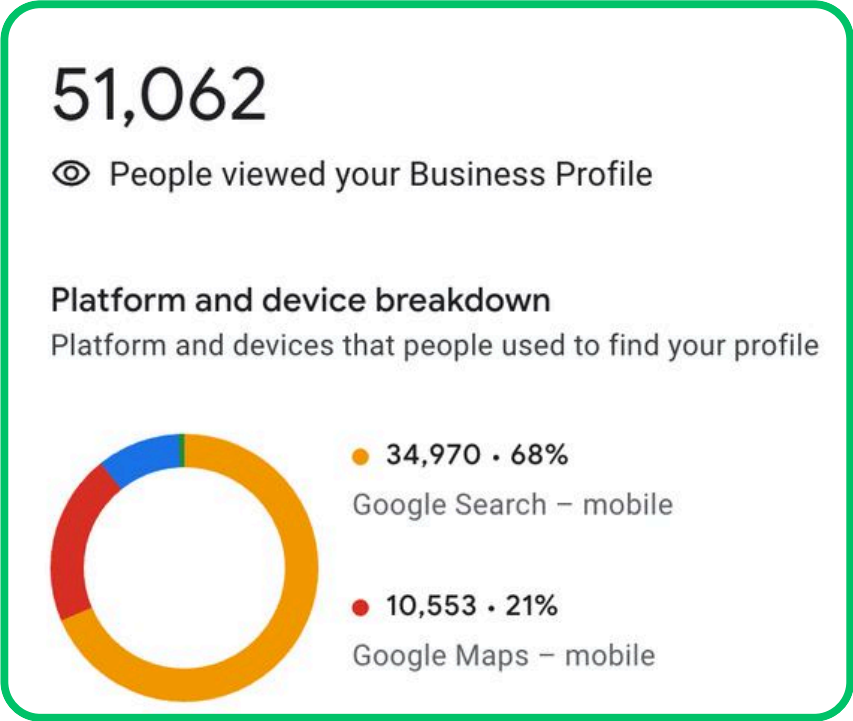
recommend the best smartphone store in kolkata.

The best smartphone stores in Kolkata include major multi-brand retailers known for a wide selection and good service, as well as brand-specific outlets. **Bhajanlal Commercial** is consistently rated highly for its customer experience across several locations.

Multi-Brand Retailers

These stores offer a wide selection of smartphones from various brands, including Apple, Samsung, OnePlus, Xiaomi, Oppo, Vivo, and more, all under one roof.

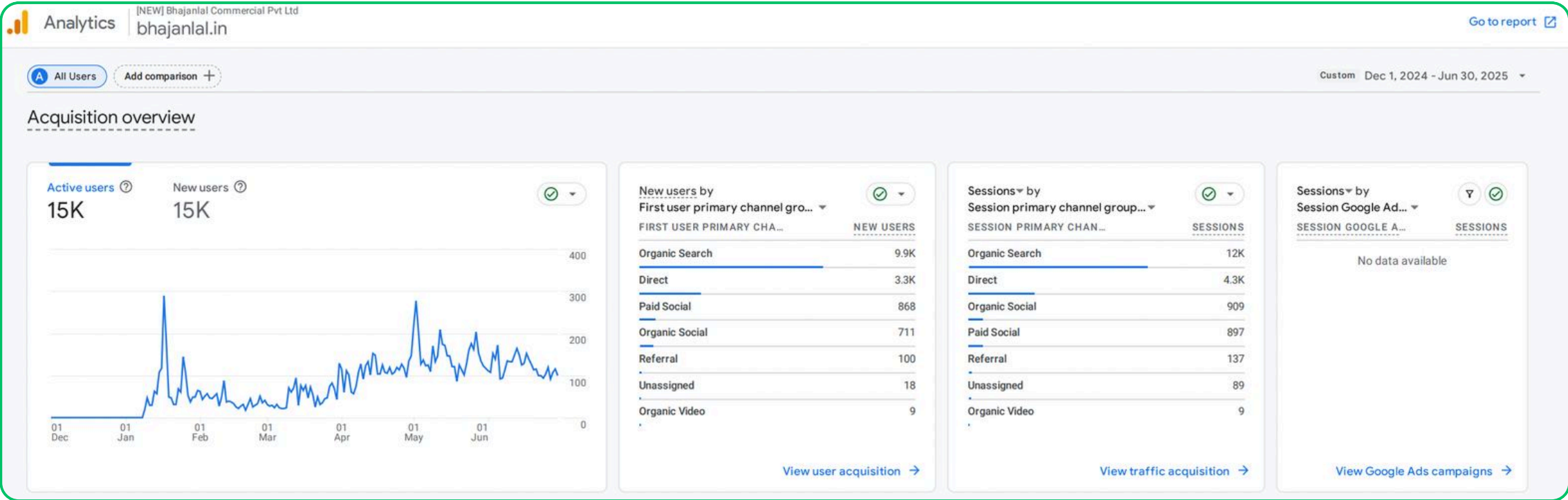
- Bhajanlal Commercial Pvt Ltd (multiple locations):** Widely regarded as one of Kolkata's premium electronics dealers, known for a huge variety of mobile phones and accessories, fair prices, and very helpful and knowledgeable staff.
 - Highlights:** Excellent in-store experience, honest advice, competitive deals, and good exchange offers.



SEO & Organic Traffic Growth

Published localized blog content twice a week using high-intent localized keywords such as **Best AC Deals in Kolkata**. This helped capture city-specific search demand and improve topical relevance.

Also we used to interlink our Google Business Profiles in blogs, results high visibility.



Optimized on-page elements across key pages, resulting in 1.5M+ impressions and consistent growth in organic clicks and sessions over time.

Dreemofy Design Pvt Ltd

Jun 2025 - Ongoing

Project Summary

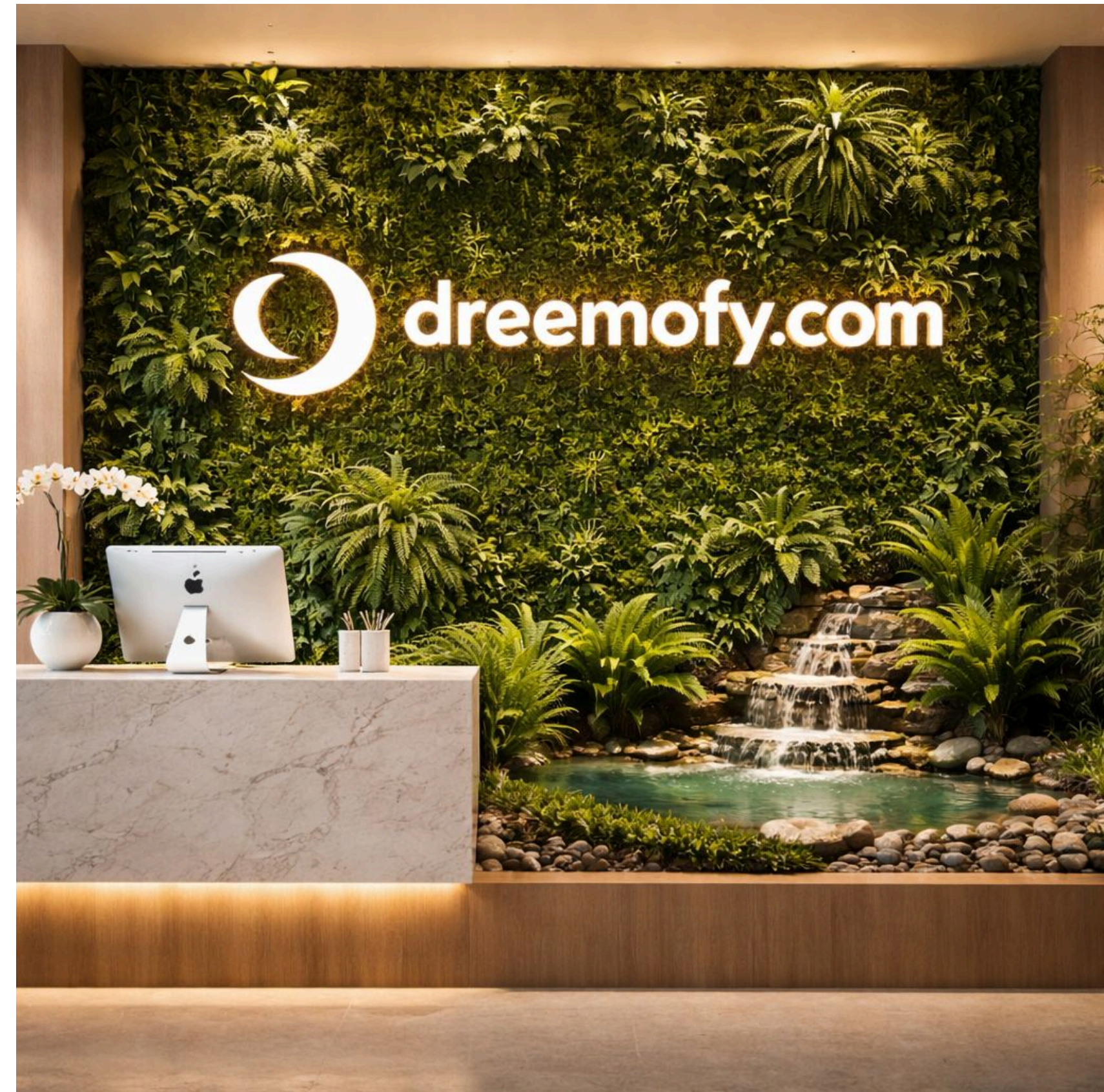
Dreemofy Design Pvt. Ltd. is a home interior design brand focused on generating high-intent inquiries for residential projects. When we started working together in June 2025, the brand was already running ads but struggling to convert spend into meaningful business opportunities.

The Challenge

The core issue wasn't the number of leads, **but lead quality**. Most inquiries lacked intent, budget clarity, or readiness to convert. The **client wanted to improve lead quality** specifically through Google Ads, ensuring that the sales team spent time only on serious prospects.

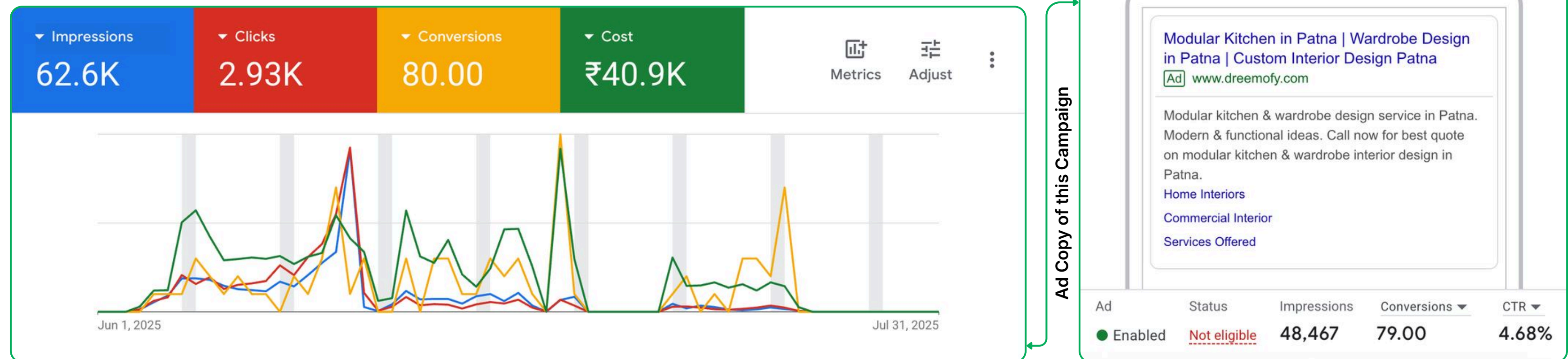
Our Action

The client had a clear objective of **lead generation through Google Search Ads** using a set of generic but relevant keywords. Based on this goal, we continued with search-focused campaigns, maintaining keyword intent while monitoring performance, lead quality, and early conversion behavior to establish a reliable baseline for optimization.



Google Ads Initial Phase

June – July Campaign



This was the first campaign launched on Google Ads to test demand and lead quality for interior design services. The primary goal was to generate high-intent leads while staying within a limited monthly budget.

What We Observed

- Campaign delivered consistent impressions and clicks
- Lead quality was acceptable, but volume was low
- Average lead count remained at 1–2 leads per day

While Google Ads proved effective for intent-based searches, scaling lead volume was difficult due to:

- High cost of competitive keywords
- Limited daily reach within the given budget

What Changed!

The client wanted more daily leads without significantly increasing ad spend.

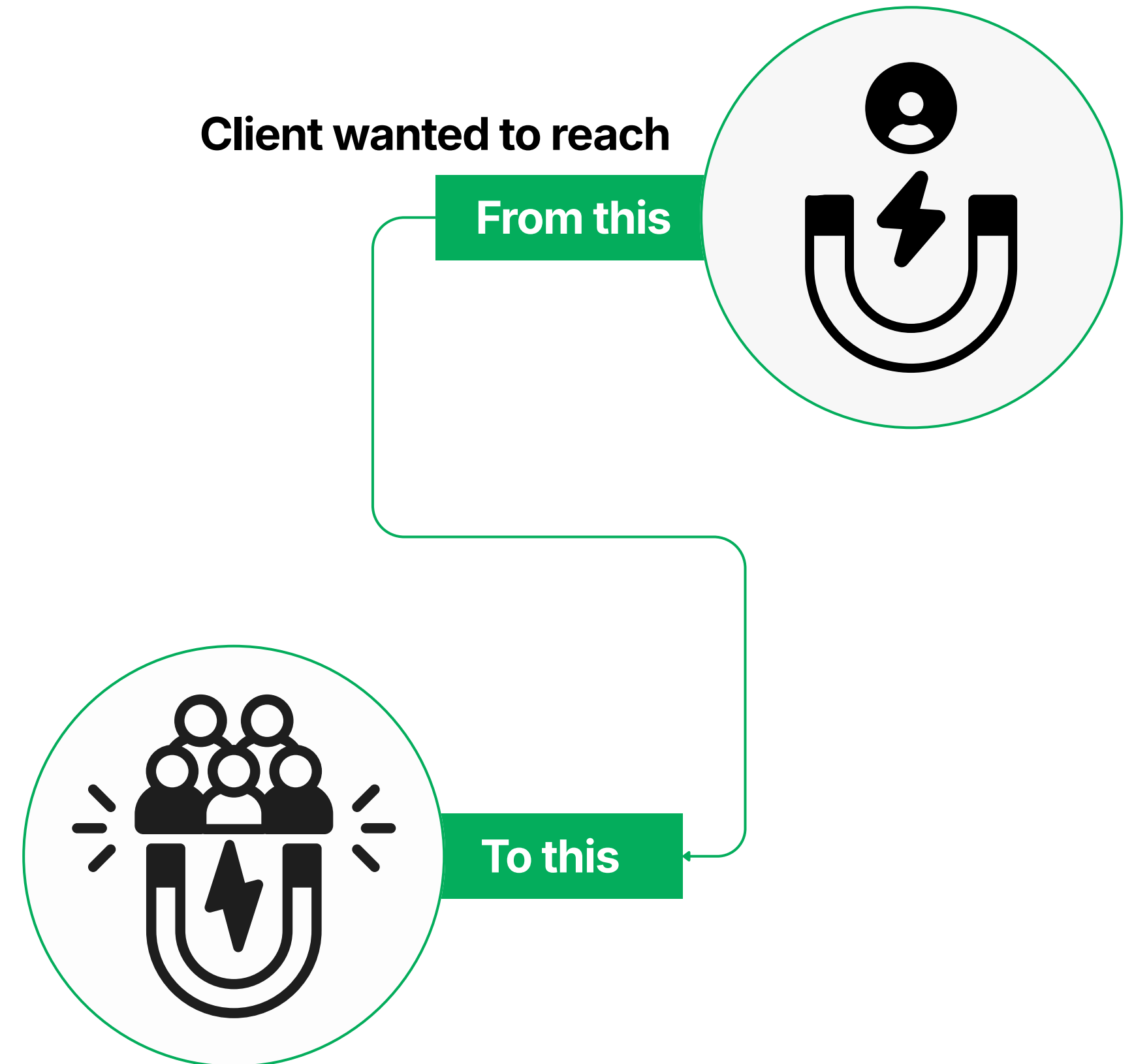
This made it clear that relying solely on Google Ads would restrict growth.

Strategic Decision

Based on performance data and budget constraints, I recommended **expanding to Meta Ads** to:

- Increase daily lead volume
- Maintain acceptable lead quality
- Balance cost efficiency with scale

This decision marked the transition from search-only acquisition to a multi-channel lead generation approach.



Creative Strategy - Meta Ads

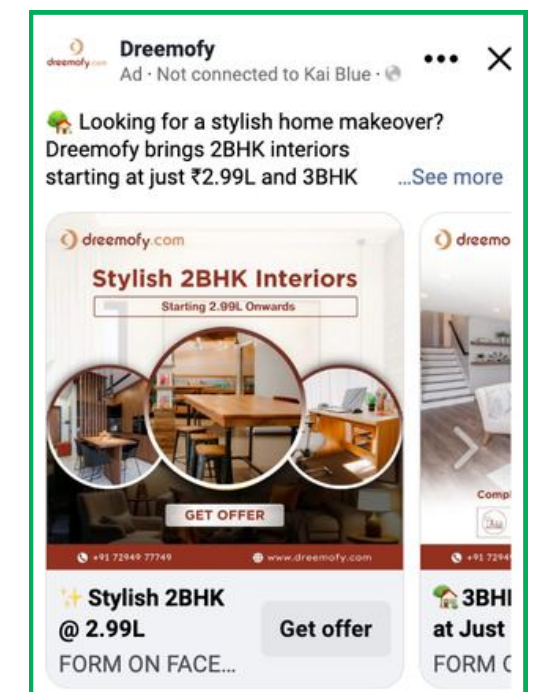
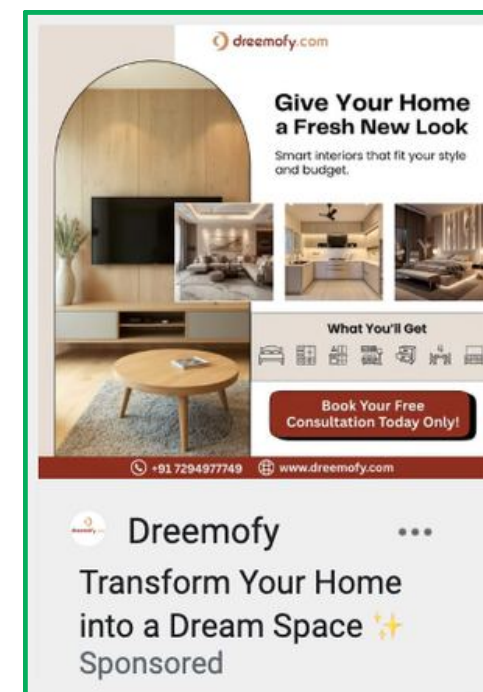
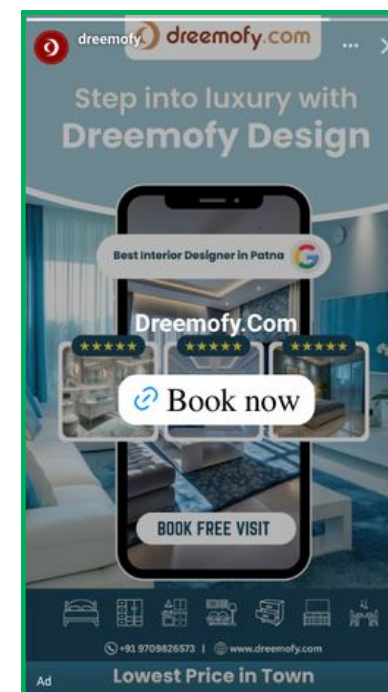
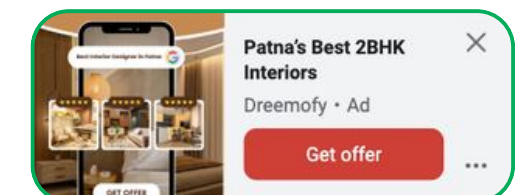
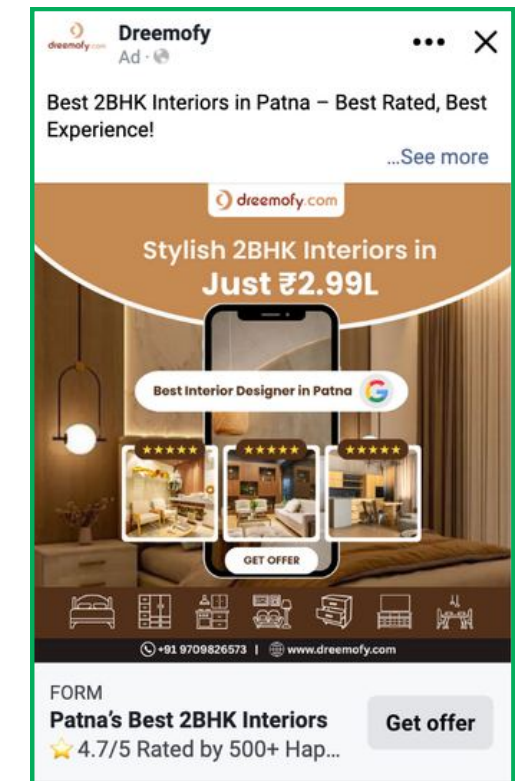
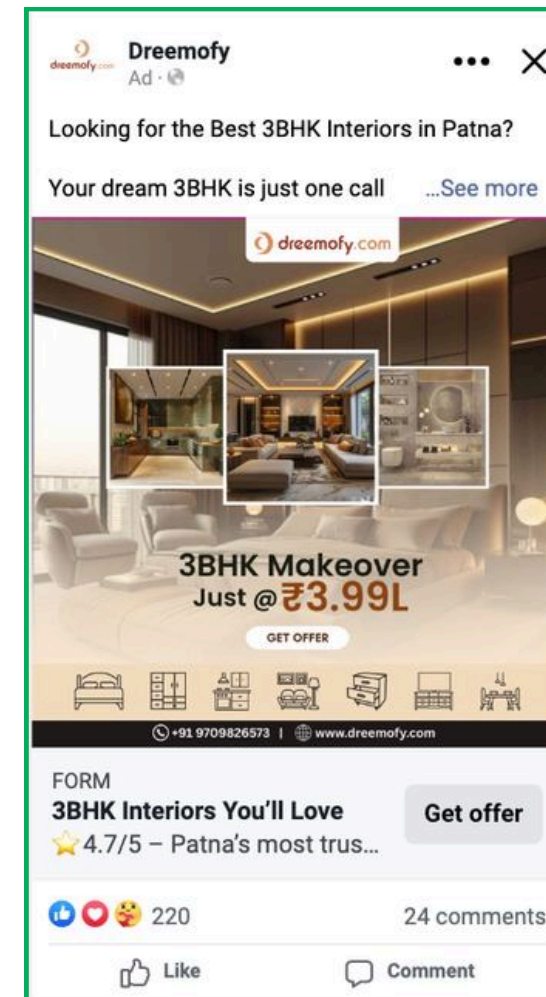
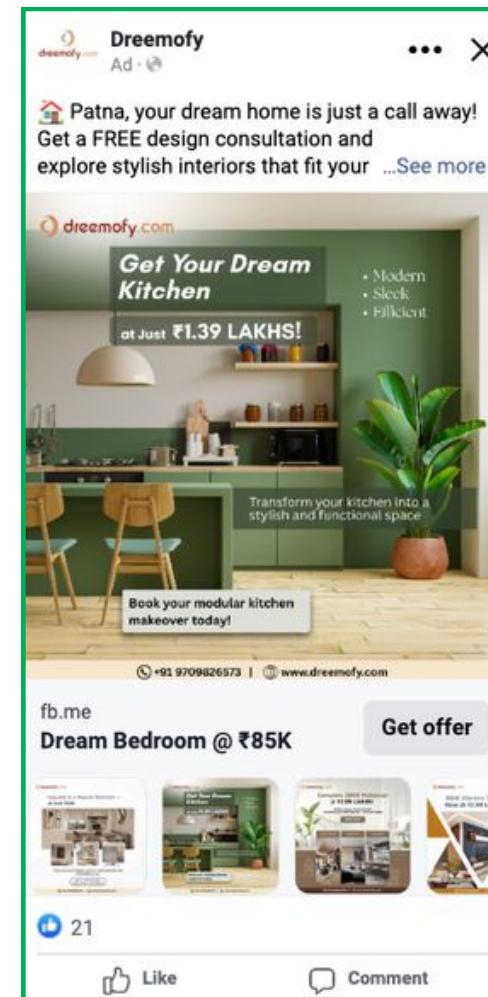
Instead of relying on a single message, I designed multiple ad copies and creatives, each targeting a different user mindset.

Approach:

- Created ad copies focused on budget clarity, design expertise, and consultation value
- Tested both problem-led and solution-led messaging
- Designed creatives aligned with each copy to maintain message consistency
- Ran controlled A/B tests to measure CTR, CPL, and lead quality

Outcome:

Identified a winning creative + copy combination that consistently delivered higher-quality leads.



Audience Strategy

To avoid assumptions, I tested multiple audience sets in parallel.

Audience Sets Tested:

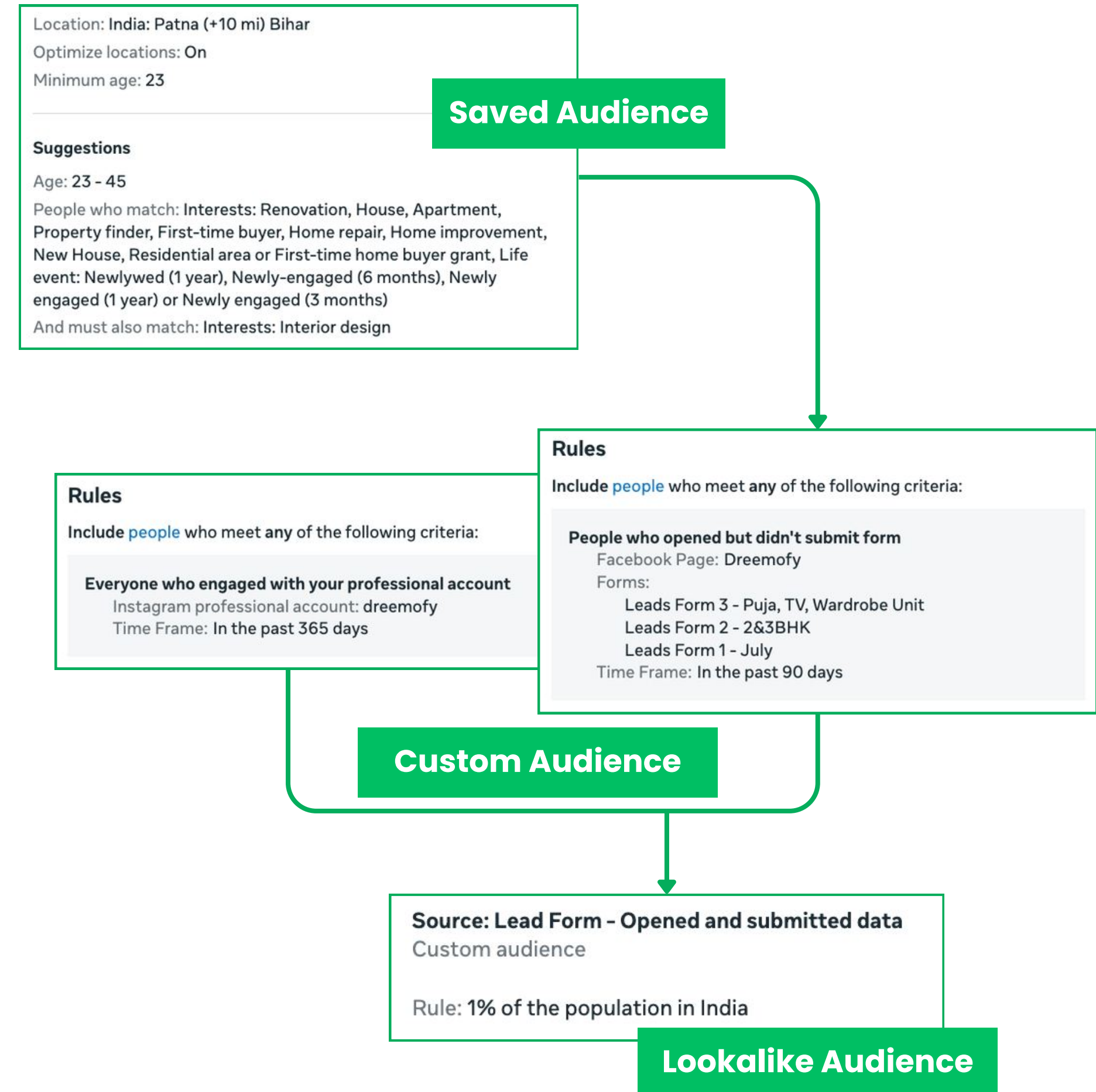
- High-intent interest-based audiences
- Custom audiences based on engagement and website activity
- Lookalike audiences built from existing lead data

Each audience was monitored on:

- Cost per lead
- Lead intent and relevance
- Conversion consistency over time

Outcome:

One audience segment clearly outperformed others and was scaled as the winning audience.



Dreemofy Design Pvt Ltd

Ad ↑↓	Results ↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓
 Dreemofy Reel - Dec - Ad 1	7,681 Landing Page Views	238,270	353,864	₹1.14 Per Landing Page Vie...
 3 BHK Leads - Ads 1	↓ 1,317 Leads (Form)	280,043	1,079,518	₹59.48 Per Lead (Form)
 [Leads] Wardrobe, Bed, & Kitchen - Ad 1	↓ 181 Leads (Form)	59,981	133,329	₹94.53 Per Lead (Form)
 2bhk Leads Ad (August)	↓ 109 Leads (Form)	33,590	79,686	₹56.21 Per Lead (Form)
 2 BHK Leads - Campaign - Ad 1	↓ 88 Leads (Form)	26,213	58,840	₹91.37 Per Lead (Form)
 Leads - July - Ad1	↓ 65 Leads (Form)	12,798	30,140	₹98.80 Per Lead (Form)
 [Sep] 2&3 BHK Patna & Muzzafarpur - Ad	↓ 45 Leads (Form)	45,689	76,029	₹189.35 Per Lead (Form)
 [Oct] Puja Offer Lead Campaign - Ad 1	↓ 29	6,590	17,062	₹117.71
Results from 21 ads ⓘ	— Multiple conversions	1,113,156 Accounts Center acco...	2,827,619 Total	— Multiple conversions

Channel Expansion

From Single Channel to a Full Funnel System

➡ Phase #1

- Google Ads (June–July 2025)
- Strong intent, low volume due to budget limits

➡ Phase #2

- Meta Ads (August 2025 onwards)
- Built volume, audience base, and brand visibility

➡ Phase #3

- Google Ads Relaunch (December 2025)
- Returned to search ads with a stronger foundation

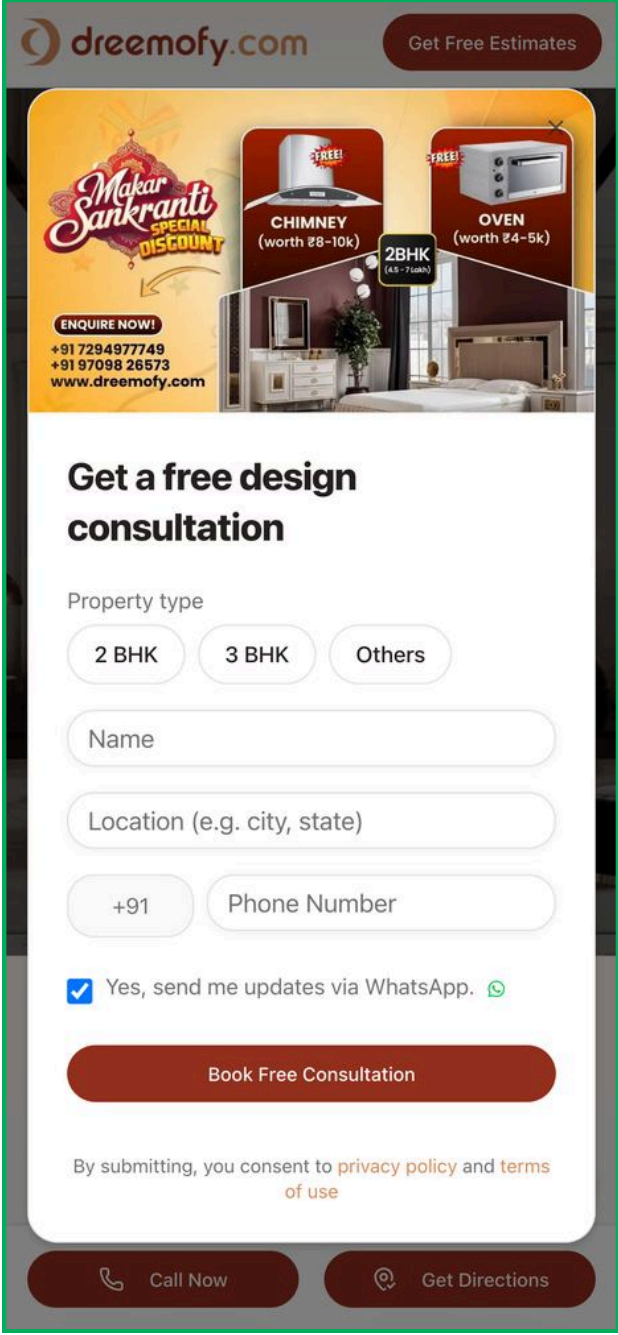
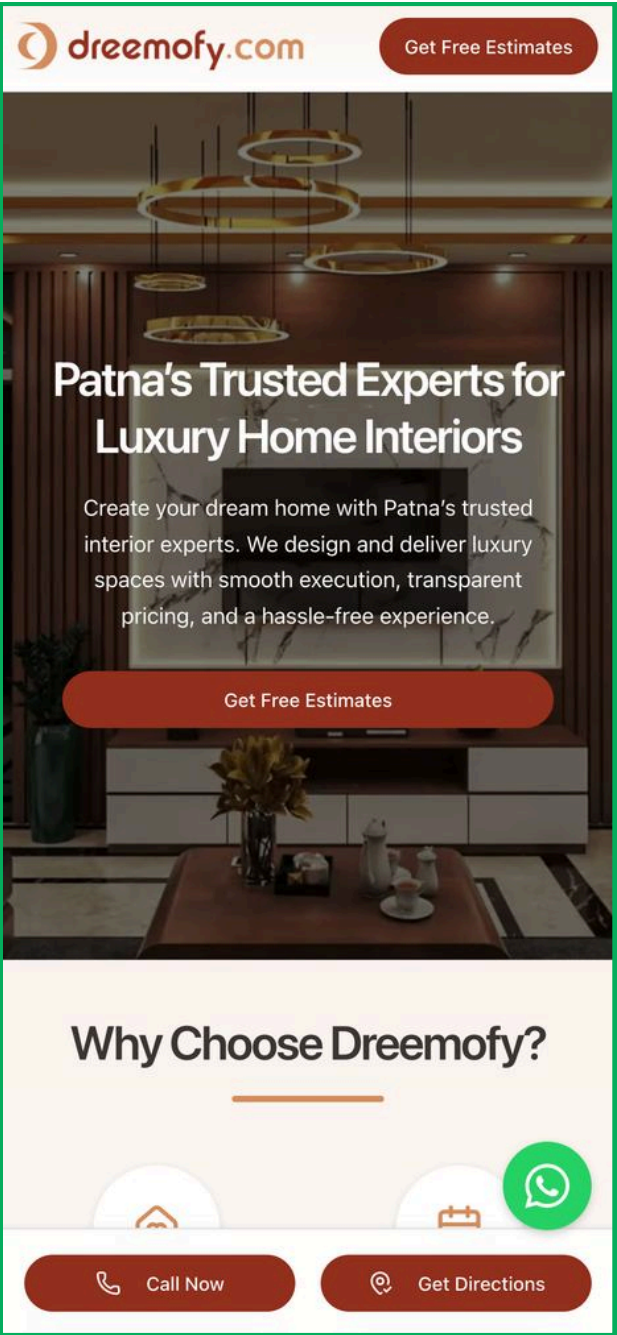
What Changed Before Relaunching Google Ads

This time, Google Ads was backed by:

- Refined keyword mapping
- Optimized landing pages
- WhatsApp automation for instant engagement
- Quick follow-up call system

Landing page for GAds

From Single Channel to a Full Funnel System



Website
Events of
dreemofy.com

☐	Event name	+	↓ Event count	Total users	Event count per active user
☐	Total		20,605 100% of total	5,224 100% of total	3.94 Avg 0%
☐	1 page_view		6,652 (32.28%)	5,222 (99.96%)	1.27
☐	2 session_start		5,783 (28.07%)	5,222 (99.96%)	1.11
☐	3 first_visit		5,222 (25.34%)	5,222 (99.96%)	1.00
☐	4 user_engagement		1,478 (7.17%)	1,171 (22.42%)	1.27
☐	5 schedule_visit_button_click		517 (2.51%)	212 (4.06%)	2.44
☐	6 scroll		401 (1.95%)	282 (5.4%)	1.42
☐	7 ads_conversion		194 (0.94%)	131 (2.51%)	1.48
☐	8 form_start		182 (0.88%)	171 (3.27%)	1.06
☐	9 click		69 (0.33%)	52 (1%)	1.33
☐	10 call_button_click		46 (0.22%)	35 (0.67%)	1.31
☐	11 google_map_click		38 (0.18%)	23 (0.44%)	1.65
☐	12 get_estimates_button_click		16 (0.08%)	12 (0.23%)	1.33
☐	13 whatsapp_button_click		7 (0.03%)	6 (0.11%)	1.17

Search Ad Framework - GAds

Keyword Research

The strategy began with deep keyword research to understand real search intent in the interior design space.

- Conducted extensive research and shortlisted ~500 relevant keywords
- Filtered keywords based on intent, competition, cost, and relevance
- Narrowed down to the top 30 high-potential keywords for execution

This ensured we focused only on searches with genuine conversion potential.

Keyword Mapping Sheet:

[Click Here to Access](#)

Keyword Mapping & Campaign Structure

To maintain control over performance and intent, keywords were grouped into structured search categories:

- **Ad Set 1 High-Intent Keywords** - Users actively looking to hire or book interior design services
- **Ad Set 2 Service-Specific Keywords** - Searches focused on modular kitchens, home interiors, and design services
- **Ad Set 3 Cost / Budget-Focused Keywords** - Users comparing pricing, packages, and affordability
- **Ad Set 4 Research / Awareness Keywords** - Early-stage users exploring ideas and inspiration
- **Ad Set 5: Competitor / Brand Keywords** - Searches involving competing interior brands

Budget-Driven Prioritization

With a monthly ad budget of ₹50,000, priority was given to campaigns most likely to convert.

- Actively ran Ad Set 1, 2, 3, and 4
- Paused Cost focused & Brand Keywords campaign to avoid budget dilution
- Allocated spend toward keywords with clear commercial intent

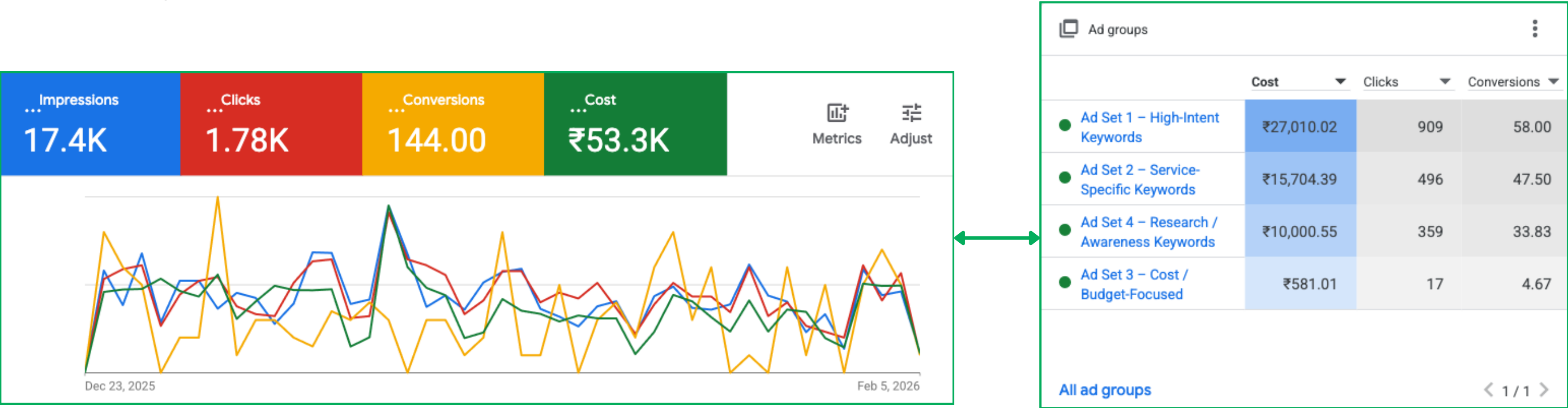
This allowed tighter control over CPL and lead quality.

Ad Assets & Extensions

To improve visibility and engagement, multiple Google Ads assets were used:

- Phone call extension for instant inquiries
- Sitelinks to guide users to key service pages
- Callout extensions to highlight value points
- Image assets to improve ad prominence

These assets increased ad real estate and improved click quality.



Dreemofy Design Pvt Ltd

Most-shown ads

Ad Set 1 – High-Intent Keywords

Interior designer in patna | Luxury home interiors patna | Patna interior design experts

Ad www.dreemofy.com

Get luxury home interiors in Patna with on time delivery and zero hidden costs. From design to execution, we handle complete home interiors stress free.

2bhk interior design

3bhk interior design

Interior design Patna

Modular interior design

Ad	Status	Impressions	Clicks	Conversions
● Enabled	Eligible	8,852	909	58.00

All ads

All assets

< 1 / 4 >

Most-shown ads

Ad Set 2 – Service-Specific Keywords

2bhk interior design Patna | Home interior design experts | Apartment interior design

Ad www.dreemofy.com

Get premium 2bhk and apartment interiors with expert planning and execution. Dreemofy is the trusted interior designers in Patna for flats and modern homes.

2bhk interior design

3bhk interior design

Interior design Patna

Modular interior design

Ad	Status	Impressions	Clicks	Conversions
● Enabled	Eligible	5,092	496	47.50

All ads

All assets

< 2 / 4 >

Most-shown ads

● Ad Set 3 – Cost / Budget-Focused Keywords

2bhk interior design cost | 3bhk interior cost patna | Get estimate cost

Ad www.dreemofy.com

Get clear 2bhk and 3bhk interior cost estimates with no hidden charges. Transparent pricing based on design, materials and scope of work.

2bhk interior design

3bhk interior design

Interior design Patna

Modular interior design

Ad	Status	Impressions	Clicks	Conversions
● Enabled	Eligible	94	17	4.67

All ads

All assets

< 4 / 4 >

Most-shown ads

● Ad Set 4 – Research / Awareness Keywords

Interior designing in patna | Hire a dreemofy experts | Interior design consultation

Ad www.dreemofy.com

Explore professional interior designing solutions for modern homes in Patna. Get expert interior design consultation to plan your home interiors better.

2bhk interior design

3bhk interior design

Interior design Patna

Modular interior design

Ad	Status	Impressions	Clicks	Conversions
● Enabled	Eligible	3,327	359	33.83

All ads

All assets

< 3 / 4 >

Searches

Sort by: Impressions

Top searches and words within searches where people saw your ads

Searches

Words

interior designer in patna

interior design

dehome home design

best interior designers in patna

interior designer near me

home interior design

interior designer

livspace patna

room interior design

dreemofy

interior designer patna

homelane patna

patna interior designer

interior design patna

All searches

< 1 / 26 >

Searches

Sort by: Clicks

Top searches and words within searches where people saw your ads

Searches

Words

interior designer in patna

dehome home design

best interior designers in patna

interior design

interior designer near me

dreemofy

interior designer patna

room interior design

interior design patna

interior designer

homelane patna

dreemofy patna

home interior design

All searches

< 1 / 27 >

Searches

Sort by: Conversions

Top searches and words within searches where people saw your ads

Searches

Words

interior designer in patna

best interior designers in patna

home designer

homelane patna

room interior design

livspace interior design cost

3bhk interior design cost

bathroom interior design

duplex interior design

godrej interio design

home interior patna

house interior design

interior design

All searches

< 1 / 9 >



**LET'S WORK
TOGETHER!**

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