



SEO, PPC & Digital Marketing for Online Community Platform

PROJECT DETAILS

 SEO & PPC

 Jul. 2020 - Ongoing

 \$50,000 to \$199,999



"They're very transparent and on top of everything."

PROJECT SUMMARY

The Digital Aditya (formerly Aditya Bhavsar Int.) provides SEO, PPC, and a range of other marketing services. They've built a digital marketing plan and manage the efforts for the online community.

PROJECT FEEDBACK

The efforts from The Digital Aditya (formerly Aditya Bhavsar Int.) have helped the client tremendously, giving them a 45% growth in traffic after a few months. Their open, clear, and approachable style make them a strong partner to work with. They continue meeting expectations and manage the work well.



The Client


Introduce your business and what you do there.


I'm the senior manager of growth for POPxo. We're India's largest online community with four million users.


The Challenge


What challenge were you trying to address with Aditya Bhavsar Int.?

We wanted to track our ROI for online marketing spend. We were spending quite a bit of money with other vendors before and I realized it was time for me to show that the money was going out and how much we were getting back in return.

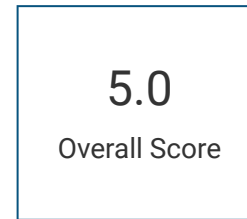
 Sr. Manager of Growth, POPxo

 IT Services

 51-200 Employees

 Haryana, India

CLIENT RATING



Quality: 5.0



Schedule: 4.5



Cost: 5.0



Would Refer: 5.0





The Approach

What was the scope of their involvement?

We wanted to change our digital marketing concept. They provide us with SEO, PPC, backlinks to our site, as well as digital marketing services. They've created an entire digital marketing plan for us, including for Google and other platforms.

What is the team composition?

I only work with the digital marketing strategist.

How did you come to work with Aditya Bhavsar Int.?

We found them through an online search.

How much have you invested in them?

We've spent between \$50,000–\$60,000.

What is the status of this engagement?

We started working with them six months ago in July 2020, and we're still working on the project.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Everything they've provided for me has been really good — they've really made a difference. SEO takes months, but they have done a good job of meeting my expectations, so far. We've seen a 45% increase in our traffic.





How did Aditya Bhavsar Int. perform from a project management standpoint?

Project management is great with them. I communicate with my main point of contact via email a couple of times a week. We also have Skype calls 2–3 times a week, depending on what they're working on.

What did you find most impressive about them?

They're very transparent and on top of everything.

Are there any areas they could improve?

No, not at the moment.

Do you have any advice for potential customers?

In the six months that I've worked with them, I've seen great growth. If you spend a little bit now, you will get a big surprise later.

