



TRANSFORMATIONAL DIGITAL JOURNEYS

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**Drive More  
Revenue With  
The Right Kind  
Of Digital  
Marketing  
Services**

*#YourDigitalMarketingPartner*

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# *Introduction*

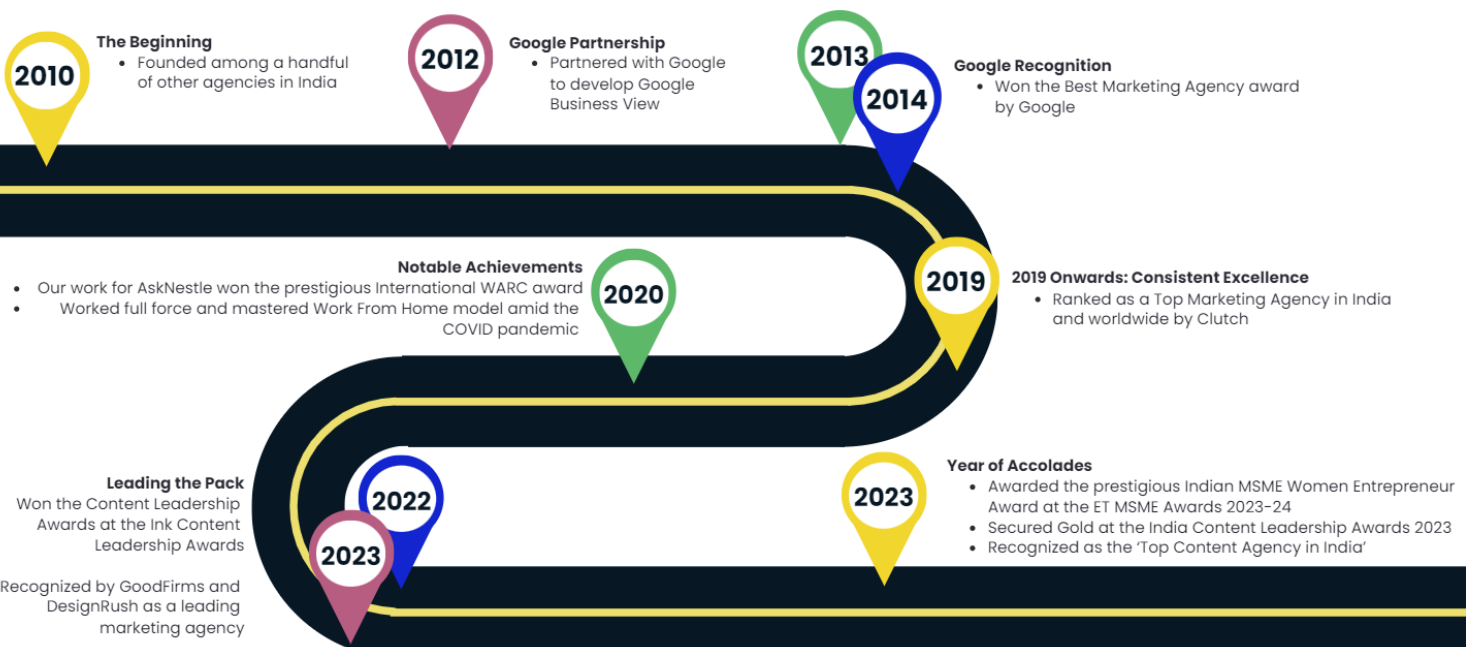
# WHO WE ARE

## WE TRANSFORM DIGITAL JOURNEYS BY KEEPING CONTENT AT THE CENTRE FOR ANY MARKETING STRATEGY

The whole point of doing online marketing is to generate leads, drive sales, enhance brand awareness and improve the health of the business in totality. That can happen when your website is optimised, buyers discover you online at the right time and your brand has proper online presence. That is the kind of digital marketing services Justwords offers. We bring in **14 years** of experience, proven techniques, relevant strategies to upgrade the face of your business.

Our digital marketing services are focused towards getting you organic results. We become your extended marketing team, dedicated to achieve your business goals through a combination of good quality original and relevant content with appropriate marketing strategy.

## Our Journey So Far...



## OUR VISION AND MISSION STATEMENTS

**VISION:** To create “**Value**” for our **customers, our employees; and other stakeholders**, which finally impacts the **larger society** in a positive way

**MISSION:** Our mission is to **help businesses do better business** by delivering **outstanding marketing solutions**, and being **obsessively customer-focused** and **quality-focused**

## Our Foundation -Our Six Core Values





# WELCOME TO OUR EVERGROWING JUSTWORDS CLAN



**Powered by: Innovators | Ideators | Inspirers**

We are a network of free-spirited, creative and analytical professionals who share passion for marketing, technology and content. We are driven by a cohesive resolve to provide customized solutions to our clients and maximize the value.

Our digital philosophy to realize our client's business goals of 'brand awareness' and 'conversions' follows a four-step delivery module, namely:

- ✓ Audit
- ✓ Create & Optimize
- ✓ Distribute & Promote
- ✓ Measure, Adapt & Re-engage

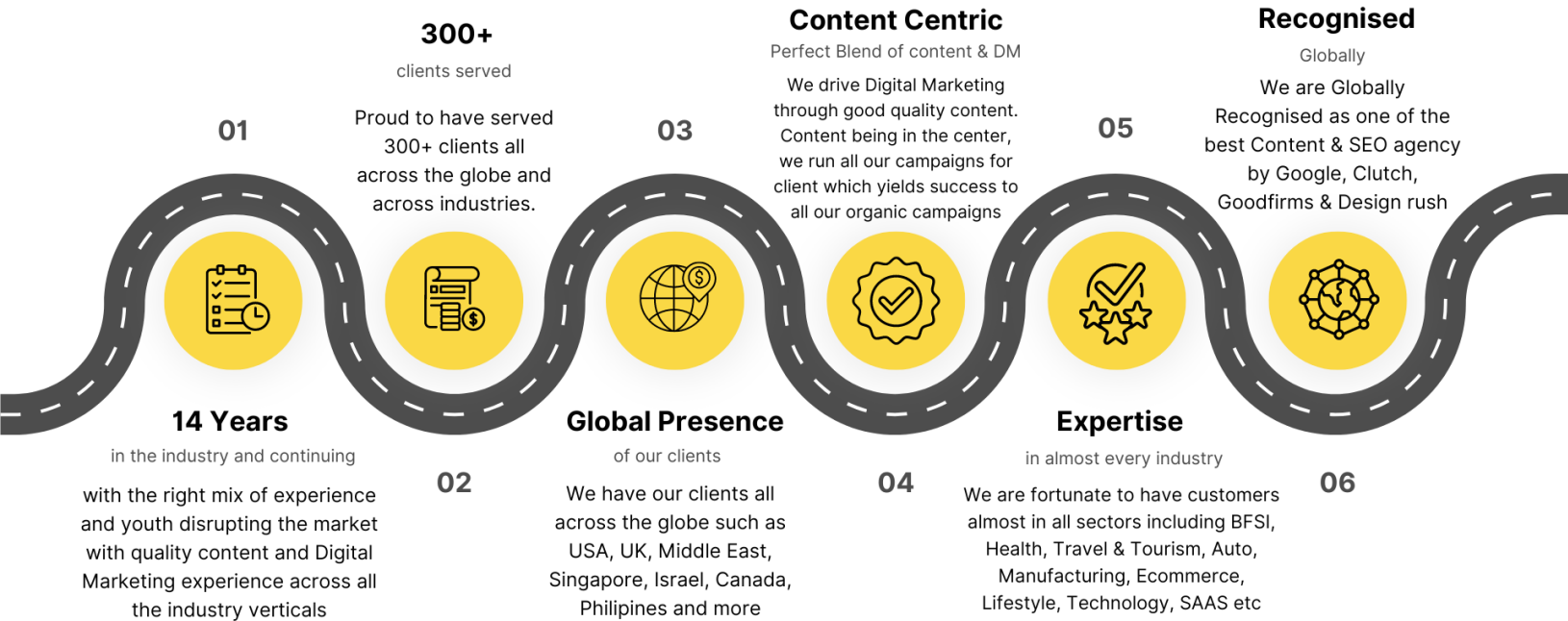
It begins by creating a core framework which defines the basis of all our marketing efforts.

We are proud to win many credible awards like Best Marketing Agency by Google (Two consecutive years), Best Content Agency by InksPELL Media (Three consecutive years), ET MSME Women Entrepreneur of the Year 2023, etc. and certified by global agencies like Clutch, DesignRush, GoodFirms, and many more...

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## Why us

### Why you should Consider us



## AWARDS & RECOGNITIONS



# Some of Our Esteemed Clients



BLUE MASONS



**American**  
Health Care Academy  
We Provide Quality Health Care



# WE HELP BUSINESS BY OFFERING



## CONTENT CREATION SERVICES

We help you identify high-conversion content formats; create, strategize and implement it across web channels to support market reach-out strategy, brand awareness campaigns.

## CONTENT MARKETING

Justwords help you with rich, engaging and wholesome content experiences. We help businesses reach their target audience and drive-up engagement for future conversions. We leverage our proven channels to amplify your brand's reach and position you as a preferred choice.



## SEARCH ENGINE OPTIMISATION

We offer multi-channel search engine optimization services to ramp-up overall digital presence for businesses. We help create success roadmaps by working on searchability and accessibility for brands.



## SOCIAL MEDIA MARKETING

In this highly evolved digital age, we help you identify and connect with your audience by activating company-owned assets throughout the platforms. We use highly engaging and modern creative communication assets to drive-up the brand awareness and adoption rates.



## END-TO-END DIGITAL MARKETING

Right from defining your buyer's journey to mapping it for conversions, we offer a full array of digital marketing services. We help you identify your unique digital transformation journey curve and enable you by implementing our integrated campaign planning & activations strategy.





## GUEST POSTING SERVICES

We offer Guest Posting services to ensure that we have good quality backlinks to our website. This will help to improve the Domain Authority of your website along with keywords ranking and website traffic. From our huge networks of Guest bloggers and media publishers we bring in all types of websites for any niche you want us to create backlinks from. We can provide Guest Posts to different niche and category.



## WEBSITE DEVELOPMENT

We help you to develop stunning websites based on the buyer's journey. We are proficient with WordPress & Shopify platform. We work on both theme and custom based websites. We make sure your website contains all the necessary plugins and SEO optimisation in place so that your website is up for making it live.



## PAID ADVERTISEMENT

Our strong team of performance marketers will help you in enabling all your paid campaigns. Right from setting up your ad account to AB testing to running respective ads for your brand. Our seasoned team can help you in providing you with the right ROAS. We have proficiency in running Google Ads & all Social media ads.





# CONTENT CREATION SERVICES

The difference between a successful and a failed digital marketing plan lies in the art of communication.

And to communicate effectively, we work to create content experiences tailor-made for our client's unique business needs. As your extended marketing partner, we make sure that you don't miss on the trending and high-conversion content formats.

As your content creation partner, Justwords will offer you a diverse range of content formats for different platforms with your changing business goals.

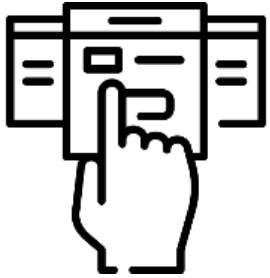
We offer you an end-to-end content development suite which includes content creation for **website pages, blogs, product descriptions, newsletters, marketing collateral, e-book, whitepaper, Infographic, social media wall text, third party articles, digital PR outreach, video, whiteboard animation, ad copy, etc.**

We help our clients right from identifying content requirements, to its conceptualization, information flow, scripting, creative support, and implementation plan.

## OUR SCOPE OF ENGAGEMENT:

- Content development suite
- Content formats – Text, creative, graphic, video, GIFs, etc.
- Multi-channel content adaptation
- Conceptualization, scripting, information flow, audience set-up, implementation support
- Monthly content calendar plan, KPIs measurement and engagement mapping
- Value-driven content roadmap formulation for focus engagements





# CONTENT MARKETING & DISTRIBUTION

Relevant and engaging content helps generate natural traffic to the websites.

We will review existing content libraries and make edits to improve overall user experience all along your buyer's journey. We will also help you define your communication strategy and produce quality and industry-specific assets to drive-up engagement and conversions on your website.

We use long-tailed keyword strategy to produce unique and value-laden content for your target audience. We will partner you at each stage of your content strategy & development journey. We will conduct time-bound content audits and implement targeted enhancements.

We will also help you identify relevant channels and distribute your content to reach maximum number of relevant audience sets. If agreed upon, we will help you through your content monetization plan as well.

## OUR SCOPE OF ENGAGEMENT:

- ❑ Content strategy & development suite
- ❑ End-to-end content audit & optimization
- ❑ Omni-channel distribution enablement
- ❑ Content monetization
- ❑ Two outbound email campaigns per month promoting your web content
- ❑ Original content may include blogs, white-papers, case studies, articles, e-books, repurposed content, Emailers, press releases, GIFs, videos, creative or newsletters



# SEARCH ENGINE OPTIMIZATION

We will implement a highly targeted SEO campaign to rank your website on the first page of search engines. It is highly effective and would help you with regular stream of organic website visitors.

We will begin by reviewing all the existing parameters to check websites' existing health score, on-page & off-page SEO performance, content analysis and identify gaps to optimize our organic traffic building efforts. Our approach will essentially cover a complete benchmarking of existing website to the industry defined best practices. The on-page efforts will be leveraged for recurring off-page activities to drive-in meaningful traffic and enable lead conversions.

## OUR SCOPE OF ENGAGEMENT:

- ☐ Complete website analysis and fixing of broken links, bugs and errors
- ☐ Competitive benchmarking
- ☐ Keyword analysis and copy writing
- ☐ Inclusion of recommended keywords/key phrases to site's meta tags, headers, body content, and titles
- ☐ Content creation & web development for better UI and UX
- ☐ Responsive/AMP compatibility
- ☐ Refresh site's existing information architecture and fix navigation issues
- ☐ Quality link building
- ☐ Social media, forum posting and bookmarking
- ☐ GMB submissions
- ☐ Directory submissions
- ☐ Existing off-page activities
- ☐ Google Analytics activation for traffic analysis
- ☐ Monthly reporting



# SOCIAL MEDIA MARKETING

Justwords social media campaigns consist of four main components:

- Unique content creation
- Social channels selection and custom go-to strategy
- Targeted scheduling & distribution
- Paid ad-campaign strategy

We will provide you with a social media activity calendar a month in advance to get necessary approvals. This will be a complete activity tracker sheet with desired output metrics and minute content details for each platform.

Some of the channels which we intend to target are Facebook, Twitter, LinkedIn, Instagram, YouTube and Pinterest. The selection of these mediums will allow us to specifically target the exact demography that makes up your ideal client type.

We will also set-up Facebook pixel on your webpages to utilize website data for re-targeting campaigns and track active conversions.

Post setting-up the basic social media infrastructure, we will activate focused- paid campaigns on LinkedIn, Pinterest and Facebook for brand awareness, lead generation, engagement and conversions.

## OUR SCOPE OF ENGAGEMENT:

- Custom content creation
- Existing assets audit and refreshing exercise
- Unique strategy to maximize reach and drive-up engagement for each social platform
- Ad campaign setup, creation and management including targeting and budget recommendations
- Ad copy and output design for paid campaigns
- Synchronized content calendar
  - covering weekly, fortnightly and
  - monthly activities
- Scheduling of social content based on optimal posting and engagement windows
- Optimize ROAS and ad-delivery
- Monthly reports



# WEBSITE DESIGN & DEVELOPMENT

The first step to building the online presence is to create a website. We propose a WordPress-backed website since it is immensely easy to operate and immensely user-friendly in terms of creating new pages and building new sections on your own (in some cases) with the WYSIWYG editor plugins. Many intimidating tasks of website development gets easy with WordPress with thousands of active plugins available to use with or without cost. Concisely, the benefits are never-ending when it comes to WordPress.

We will be conceptualizing on WordPress Theme Development, WordPress theme customization, Responsiveness of the WordPress Blog Development, WordPress Migration, WordPress Plugin Development, Website security.

## DELIVERABLES

- Content Management System – WordPress
- Ecommerce (woocommerce integration)
- Dynamic & Responsive Website
- Premium WordPress Theme
- Wireframe/Sitemap Creation
- Development(CSS AND HTML)
- Plugins setup
- Website content development
- SEO optimization
- Banner Creation (based on CTAs)
- Resource section development





# Guest Posting Services

Guest posting refers to the practice of writing and publishing an article on another person's website or blog, in order to gain exposure and backlinks to your own website. The scope of guest posting includes:

**Building brand awareness:** Guest posting is an effective way to reach a wider audience and increase your brand awareness. By publishing your content on other websites, you can introduce your brand to new potential customers who may not have known about your business otherwise.

**Creating backlinks:** Guest posting can help you build backlinks to your website, which can improve your search engine rankings. Backlinks are links from other websites that point to your website, and search engines use them as a measure of the authority and relevance of your site.

**Establishing authority:** By writing informative and high-quality content on other websites, you can establish yourself as an authority in your niche. This can help you gain the trust and respect of your audience, which can lead to more traffic and sales.

**Networking:** Guest posting can help you connect with other bloggers and website owners in your niche. This can lead to new partnerships and collaborations, as well as opportunities to share your content with a wider audience.

## DELIVERABLES

- **Researching relevant websites:** We will research and identify websites that are relevant to your niche and have a high domain authority.
- **Pitching guest post ideas:** We will pitch guest post ideas to the website owners and editors, and negotiate the terms of the guest posting opportunity.
- **Writing high-quality content:** We will create high-quality content that is informative, engaging, and relevant to the target audience of the website.
- **Securing backlinks:** We will include backlinks to your website within the guest post content, which can help improve your website's search engine rankings and authority.
- **Submitting guest posts:** We will submit the guest post to the website owner or editor for review and publication.
- **Tracking and reporting:** We will track the progress of the guest posting campaign, including the number of websites contacted, the number of guest posts published, and the impact on your website's search engine rankings.



# END-TO-END DIGITAL MARKETING

The growth of social media and the transformation of the Internet brought with it a whole new marketing paradigm — Marketing 3.0. The world's leading marketers now believe that marketing is no longer about your products or services. It's about who you are as a brand, and how you touch the human beings you serve.

At Justwords, our focus is always on building a strategy that drives qualified leads and grows your bottom line. With a wide range of digital marketing services under our belt — from strategy and planning to SEO, content marketing, website development, and paid advertising— we deliver just the results you need.

## OUR SCOPE OF ENGAGEMENT:

- End-to-end digital marketing management suite
- Integrated PPC campaign management
- Content strategy and distribution channels optimization
- Inbound lead generation & lifecycle management
- Social media activations & optimizations
- Outbound marketing solutions
- Search engine and app-store optimization



# *Success Stories*

## CASE STUDIES



Boosting business growth (traffic and leads) through implementation of innovative SEO strategies, indepth data analysis, aggressive and user-focussed digital marketing. The main elements of this campaign include full-scale SEO, content and social media marketing.

Duration: 3 years

## BUSINESS IMPACT

**400%**

Increase in total  
website visitors

**565%**

Increase in  
organic traffic

**100%**

Growth in leads  
Y-o-Y

**26.3%**

increase in  
Facebook followers



## CASE STUDIES



A targeted digital marketing campaign helped this B2B brand boost brand awareness, reach a larger and more targeted audience, and get more relevant traffic from target cities. The main elements used were SEO, buyer-journey-based content and social media marketing.

Duration: 1 year

## BUSINESS IMPACT

**217%**

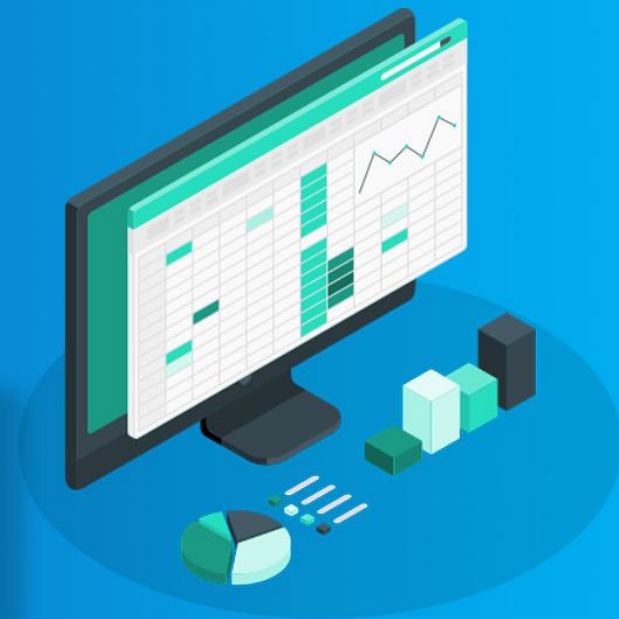
Increase in organic  
traffic within 6  
months

**53%**

Main keywords  
rank in top 10

**105%**

Growth in referring  
domains





## CASE STUDIES

**AskNestle.in**  
 Nutrition Information Simplified

A rich and knowledge-driven content hub was created for Nestle India as part of its drive to reach a very targeted audience – mothers – and position itself the go-to source for anything related to nutrition for kids.

Duration: 2 year

## BUSINESS IMPACT

## Content Hub

Won the International  
Warc Award

## Authority

A dominant position  
in the nutrition space  
was established

## Increase

In registration on  
the web app



## CASE STUDIES

**TIMESPROPERTY**

A data-driven content marketing strategy along with an SEO-backed campaign was designed to help this new site drive up organic traffic. The main elements of the campaign were highly optimized content creation and SEO-powered content distribution. The whole plan was supported by a robust data-supported content strategy.

Duration: 3 months

## BUSINESS IMPACT

**2144%**

Increase in website  
organic traffic

**1660%**

Increase in overall  
traffic within 5 months

**77%**

Growth in the number  
of organic keywords

**100%**

Increase in referring  
domains



## Genus

energizing lives

A full-service digital marketing campaign was implemented to help this traditional manufacturing brand carve its digital presence online, enhance brand awareness and attract more clients. The main elements used were SEO, rich and informative content marketing, and social media marketing.

Duration: 3 year

### BUSINESS IMPACT

**140%**

Y-o-Y growth in website visitors

**170%**

Rise in organic traffic

**50%**

Of total keywords ranked in top 10

**149%**

Increase in referring domains



## CASE STUDIES

### •॥ वुडवेशाला ॥•

A content marketing-driven digital marketing campaign was successfully executed to help this wooden manufacturer boost brand awareness and beat big competition. The main elements in this campaign were SEO and content marketing.

Duration: 1 year

### BUSINESS IMPACT

**A 245%**

growth in overall traffic and a 218% increase in organic traffic.

**36%**

Page 1 ranking of high KD keywords

**100%**

Growth in referring domains

**Rank Ahead**

of Flipkart, Hometown and Timberguy



## CASE STUDIES



An advanced local SEO campaign was implemented for this windshield repair company in Oklahoma for greater visibility in the 5 locations that it operates in. The local SEO campaign is also powered by content distribution, GMB and local listing.

Duration: 1 year

Keywords	Current Position
car power window repair tulsa	1
power window repair tulsa	1
mobile car window repair tulsa	2
mobile car window replacement tulsa	2
tulsa windshield replacement	2
car window repair tulsa	2
car window repair tulsa ok	2
mobile window repair tulsa	2
mobile auto glass repair tulsa	2
mobile power window repair tulsa	3

90%+

keywords on first page

50%

increase in referring domains

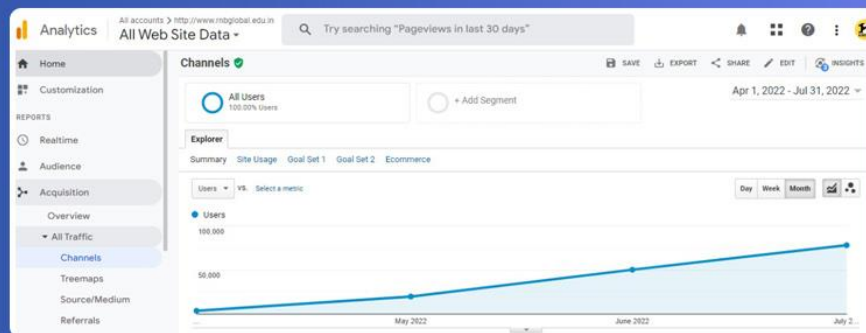


## CASE STUDIES



SEO and content were used to drive up organic traffic and brand visibility for this university, which wanted more awareness among its target audience – the student community and their families. A strong content campaign-powered by SEO resulted in 107% in organic traffic in just 3 months.

Duration: 3 months



107%

Organic Traffic Increase

161/250

Keywords Ranking in top 10



## CUSTOMER TESTIMONIALS

”

Content looks great on the platform. We have significantly stepped up on this front and I am really proud of the kind of content that we have for every stage of the motherhood journey. Special thanks you to you and team for really going out of your way on multiple occasions and helping out with work that was way beyond what we had originally set out to do.

- **Nestle**  
(helped them to build up their content hub Ask Nestle)

”

”

We have been associated with Justwords for some time now. Over this time, they have built a deep understanding about our brand and value proposition. Their content marketing work for us has been effective and they actually deliver on the talk. The team is pro-active and delivers high quality work within the timelines - so yes, happy with their work and would definitely recommend!

- **HERO FINCORP**  
(managed their 360° Digital Marketing campaign)

”

”

Thanks to Justwords, the client's web traffic grew ten times in terms of social presence. The partnership also led to a five times increase in traffic, and three times more leads. The team maintained a collaborative and smooth workflow. They went above and beyond to deliver for the client.

- **Genus Innovations**  
(managed their 360° Digital Marketing campaign)

”



## CUSTOMER TESTIMONIALS

“

After exceeding the initial 40% traffic growth target, justwords is working to surpass 80% traffic growth. They work with a small number of clients, which allows them to build up their clients organically and help them develop committed followings. Customers can expect a content focused partner. I like their approach, and it's what sets them apart from other service provider.

”

- **Rapid Repair**

(helped them with their 360 Degree digital campaign)

“

Working with Justwords has been seamless and easy. They deliver on time, their team is responsive and the content marketing they produce is of a very high quality and standard. The engagement led to a 10x increase in traffic to the website, exceeding the expectations of the internal team. High Five!

- **Paytabs**

(helped them with their SEO & Content Marketing)

”

“

Justwords' posts attract social media interaction and increased SEO. Though there is a cultural disconnect with some of the posts, the team is professional and adaptable to change.

- **Mass Interact**

(helped them with their SEO & SMO campaign)

”

# THANK YOU

WE APPRECIATE YOUR CONSIDERATION AND LOOK FORWARD TO  
WORKING WITH YOU.

- TEAM JUSTWORDS



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