

PERFORMANCE BASED DIGITAL MARKETING AGENCY

2021

1

Idea & Foundation
First 50+ Clients
Training Initiative

2022

2

100+ Clients
Event Marketing
Brahmaand Rental Studio Launch

2023

3

Political Campaigns
International Clients
Approached
₹3M+ Ad Spend

2024

4

Corporate Training & Internships
Expanding to Multiple Cities
International Expansion



In Front of Gyan Ganga Public School,
Satkar Compound, Parasia Road,
Chhindwara (M.P.) 480001



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Who we are

Digiworx, headquartered in Chhindwara, Madhya Pradesh, is a premier digital marketing solutions provider that has been empowering businesses with innovative strategies since December 2020. With a proven track record of serving **200+ clients**, we specialize in social media marketing, SEO, content creation, and comprehensive branding solutions. Our in-house studio, equipped with cutting-edge resources, allows us to deliver high-quality, customized branding and creative services.

We take pride in our successful political campaign for **BJP leader MP Buntty Vivek Sahu**, demonstrating our ability to manage high-stakes projects with precision and impact. Additionally, Digiworx has organized and executed prominent events such as the **AutoExpo, Startup Business Meet, and Talent Hunt Show**, fostering community engagement and expanding our network.

At Digiworx, we combine creativity, technology, and data-driven strategies to help businesses achieve their digital goals and stand out in a competitive marketplace.

Mission and Vision

Our mission at Digiworx is to empower businesses with cutting-edge digital marketing strategies that drive growth, enhance brand presence, and maximize ROI. We aim to deliver data-driven, result-oriented solutions through innovative technology, creative storytelling, and performance marketing. By combining expertise in SEO, social media, paid advertising, and content marketing, we help businesses thrive in the digital era.

Our vision is to be the leading digital marketing agency known for transforming brands through innovation, creativity, and technology. We aspire to build a digital ecosystem where businesses, startups, and professionals can scale effectively using our expertise in digital marketing, content production, and data analytics. Our goal is to make Digiworx a hub for digital excellence, recognized for delivering measurable success and fostering digital literacy through our skill-based courses.

Our Founder

Meet the visionary behind Digiworx, Vaibhav vaish, (Google & Hubspot Certified) a seasoned digital marketing strategist and consultant with a wealth of national & global **10+ yrs** experience. Before founding Digiworx, Vaibhav vaish honed his expertise in **Dubai (United Arab Emirates)**, working as a digital marketing strategist and consultant with some of the world's most renowned brands. His international exposure has equipped him with a deep understanding of diverse markets, cutting-edge strategies, and the ability to deliver results on a global scale.

Under his leadership, Digiworx has rapidly grown into one of Chhindwara's leading digital marketing agencies, serving **200+ clients**, executing high-value paid marketing campaigns (₹5M+ in ad spend), and expanding into political digital marketing, branding, and event promotions.

With a passion for innovation, creativity, and measurable success, he continues to lead Digiworx toward excellence in digital transformation, helping brands thrive in the ever-evolving digital landscape.



Our Core Expertise

At Digiworx, we specialize in delivering comprehensive digital marketing solutions tailored to help businesses achieve their goals. Our expertise spans across multiple domains, ensuring that brands stay ahead in the ever-evolving digital landscape.

✓ **Social Media Marketing & Management** – We create engaging, data-driven social media strategies to help businesses connect with their target audience. From content creation, campaign management, audience engagement, and paid social advertising, we ensure maximum visibility and brand awareness across platforms like Facebook, Instagram, LinkedIn, Twitter, and YouTube.

✓ **Branding & Advertising** – With a state-of-the-art in-house studio setup, we provide end-to-end branding solutions including logo design, corporate identity, visual storytelling, product photography, and video production. Our creative approach ensures your brand stands out in a competitive market.

✓ **Search Engine Optimization (SEO) & Performance Marketing** – We optimize your digital presence with effective SEO strategies that drive organic traffic and improve search rankings. Our performance marketing expertise ensures data-driven **paid ad** campaigns, including Google Ads, Facebook Ads, Instagram Ads, and LinkedIn Ads, delivering high conversion rates and maximum ROI.

✓ **Political Digital Marketing & Campaigns** – We offer specialized political campaign strategies, including voter outreach, digital promotions, reputation management, and targeted advertising. Our expertise was showcased in 2023 when we successfully executed a political digital campaign for **BJP leader MP Bunty Vivek Sahu**, demonstrating our ability to drive large-scale engagement.

✓ **Event Marketing & Promotion** – We have successfully organized, marketed, and executed major events, including Auto Expo, Startup Business Meet, and Talent Hunt Show till 2024. From pre-event promotions to live coverage and post-event engagement, we ensure impactful branding and audience participation.

What Makes Us the Right Choice?

At Digiworx, we are committed to delivering innovative, data-driven, and results-oriented digital marketing solutions that help businesses grow and thrive in the competitive online landscape. Our expertise, dedication, and customer-centric approach set us apart as a trusted partner for brands looking to establish a strong digital presence.

✓ **Proven Track Record** – Since 2020, we have successfully worked with 200+ clients, delivering measurable growth and engagement.

✓ **Expertise Across Industries** – From branding and performance marketing to political campaigns and event promotions, we cater to diverse business needs with tailored strategies.

✓ **Strategic Ad Spend & ROI-Driven Campaigns** – With over ₹5 million+ in ad spend, we ensure maximum ROI by leveraging data insights, audience targeting, and conversion optimization.

✓ **In-House Studio Setup** – Our state-of-the-art studio, established in 2022, enables us to create high-quality visual content, branding materials, and video advertisements, ensuring compelling storytelling for brands.

✓ **Political & Corporate Marketing Excellence** – We have successfully executed large-scale political campaigns, including a digital campaign for BJP leader MP Bunty Vivek Sahu, demonstrating our ability to influence and engage audiences effectively.

✓ **Event Marketing & Community Growth** – We have organized impactful events such as Auto Expo, Startup Business Meet, and Talent Hunt Show, strengthening industry connections and providing valuable exposure for businesses.

✓ **End-to-End Digital Solutions** – From social media management, SEO, and paid advertising to content creation, influencer collaborations, and PR strategies, we offer comprehensive marketing services tailored to your brand's needs.

✓ **Website Development & UI/UX Design** – A strong digital presence starts with a well-designed website. We develop custom, SEO-friendly, mobile-responsive websites with seamless UI/UX design, helping businesses enhance their online visibility and user experience.

✓ **Content Marketing & Influencer Collaborations** – Our content marketing strategies focus on creating engaging blog posts, videos, infographics, and PR content to strengthen brand authority. We also collaborate with influencers and key opinion leaders to amplify brand messaging and increase audience trust.

✓ **Lead Generation & Business Growth Strategies** – We optimize your digital presence with effective SEO strategies that drive organic traffic and improve search rankings. Our performance marketing expertise ensures data-driven paid ad campaigns, including Google Ads, Facebook Ads, Instagram Ads, and LinkedIn Ads, delivering high conversion rates and maximum ROI.

✓ **PR & Reputation Management** – We help brands maintain a positive digital reputation through strategic PR campaigns, crisis management, online reviews monitoring, and media outreach, ensuring strong credibility and trustworthiness.

Our Happy Clients



Our Creative Works

MY NEW OF HY
PLUSH COMFORT



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SELF-CHARGING HYBRID BATTERY WARRANTY

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Hero

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NEW SUPER Splendor 125cc



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USB CHARGER

सत्कार हीरो छिंदवाड़ा

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नागपुर रोड 9424960925

सिवनी रोड 9407863598

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* Cost Given Based On Minimum 10 Pax
* T&C Applied

MORE THAN 10 YEARS OF EXPERIENCE IN TOURISM INDUSTRY.

1st floor F5, Balaji Plaza, Narsinghpur Road, Chhindwara

Political Campaign & Marketing

Key Achievement -

- Successfully managed the digital campaign for MP Shri Vivek Bunt Sahu, leading to his historic Chhindwara Lok Sabha victory after 45 years against Kamalnath.
- Spearheaded the digital election strategy for MLA Raja Kamlesh Pratap Shah (Amarwara), driving impactful voter outreach.
- Worked with over 100+ clients, including politicians, government officials, and public figures, to craft winning digital campaigns.
- Managed large-scale political events, rallies, and digital town halls to enhance direct voter engagement.

Core Services -

- **Political Digital Strategy & Consulting** – Developing comprehensive campaign strategies tailored to specific constituencies.
- **Social Media Management** – Managing and optimizing social media accounts for consistent engagement.
- **Political Advertising** – Running targeted Facebook, Instagram, YouTube, and Google Ads to maximize reach and voter influence.
- **Content Creation & Branding** – Crafting compelling video content, speeches, infographics, and manifestos.
- **Voter Data Analytics** – Utilizing AI-driven tools to analyze voter behavior, predict trends, and optimize messaging.
- **Reputation Management** – Addressing online sentiment, managing crises, and improving digital perception.
- **Event Promotion & Live Streaming** – Broadcasting speeches, debates, and campaign rallies to wider audiences.
- **Ground Mobilization Support** – Integrating digital strategies with on-ground activities to enhance voter turnout.

Event Marketing

Key Achievement -

- Managed Startup Business Meet 2021, an exclusive networking event for emerging businesses and entrepreneurs.
- Executed Auto Expo, 2022 one of Chhindwara's biggest automobile exhibitions, attracting a massive audience.
- Hosted Talent Hunt Show 2023 (Nayaab), fostering cultural and creative talent in the region.

Core Services -

- **Event Planning & Management** – From conceptualization to execution, we handle all aspects of event production.
- **Corporate Events & Expos** – Organizing trade shows, business conclaves, and networking events.
- **Product Launch & Brand Activations** – Strategically launching new products to maximize market impact.
- **Digital Event Marketing** – Leveraging social media, paid ads, and influencer collaborations for event promotions.
- **Sponsorship Acquisition & Management** – Securing high-value sponsorships and partnerships for events.
- **Public Relations & Media Coverage** – Ensuring strong media presence and positive brand visibility.
- **Creative Production & Content Development** – Designing event collateral, promotional videos, and marketing materials.
- **Live Streaming & Virtual Events** – Bringing events to a larger audience through seamless digital broadcasting.

Political and Event Portfolio

गुड़ी पड़वा के अवसर पर नया गाहन कम दाम में
खरीदने का सुनहरा मौका

आपके अपने शहर छिंदवाड़ा में पहली बार

**AUTOEXPO
MELA 2022**

30th March - 03rd April 2022

दशहरा मैदान, छिंदवाड़ा

"जहां पर 2 वीलर, 4 वीलर, इलेक्ट्रिक वीलर, कर्नाटिक वीलर एवं ट्रैक्टर
सभी गाहनों के ज्ञान विकल्प एक ही स्थान पर"

ORGANIZE BY :-

PRE GRADUATE
Sprouts Digital

For Event Enquiry
7670351920, 7354181377, 9770281081

1st time in Chhindwara

03 JULY 2021
VENUE: HOTEL THE KARAN
LIVE -

**STARTUP
BUSINESS MEET 2021**

Want to Become The Chhindwara's Next Successful Entrepreneur?

4 YOUNG ENTREPRENEUR OF CHHINDWARA WILL SHARE
THEIR EXPERIENCE OF SUCCESSFUL BUSINESS JOURNEY

PAYAL DHARE
PAYAL GAMING

LIPIKA RAI
LPI MEKHO ART

UDIT SHARMA
SHREE JALARI MOTORS

PRITESH DESAI
SHREE JALARI MOTORS

For Event Related Enquiry
9098439341, 9770281081

ORGANIZED BY :-

PRE GRADUATE
Sprouts Digital

NEVER GIVE UP

For The First Time in Chhindwara

nayaab

Biggest Competition of Rising Talent

AUDITIONS ALERT

LAST DAY

REGISTRATIONS LAST DATE - 13 Dec. 2021

VENUE - Hotel Day International, Khoji Road, Chhindwara

AUDITION DATE - 15 Dec. 2021

JUDGES PANEL

Dancing Star

Mr. & Miss. Style Icon

Make up Artist

Kumar Amarjeet Singh

Rohit Aravanshi

Swapnil Rai Choudhary

Rahul Kuladkar

For Event Related Enquiry
7670351920, 9770281081

ORGANIZED BY :-

PRE GRADUATE
Sprouts Digital

मेरा गांव, मेरा सांसद अभियान

माननीय श्री विवेक बंटी साहू
सांसद छिंदवाड़ा

दिनांक 23/08/2024

भैसादंड, छिंदवाड़ा

निःशुल्क स्वास्थ्य शिविर

मा.श्री नरेन्द्र मोदी जी, प्रधानमंत्री के जन्मदिवस से
श्रद्धेय अटल बिहारी वाजपेयी जी की जन्म जयंती तक

शिविर में आप सभी सादर आमंत्रित हैं।

**100 दिन निरन्तर सेवा,
संकल्प और स्वास्थ्य के**

जिला स्वास्थ्य विभाग, मेडिकल कॉलेज,
रोटरी क्लब ऑफ छिंदवाड़ा तथा
जिले के विभिन्न समाजसेवी और सामाजिक संस्थाओं के सहयोग से

शिविर क्रमांक 40

26 अक्टूबर 2024

समय - सुबह 11 बजे से 3 बजे तक
स्थान - ग्राम पंचायत भवन, राहीवाड़ा,
सिंगोड़ी मंडल

प्रेरणास्त्रोत सक्रिय सहयोग एवं मार्गदर्शन
मा.श्री बंटी विवेक साहू
सांसद छिंदवाड़ा-पांडुरंगा (म. प्र.)

प्रधानमंत्री
आवास योजना

हर समय गरीबों के साथ-भाजपा सरकार

अमरवाड़ा विधानसभा में अब तक

हजारों

गरीब हितग्राहियों के पक्के
आवास का सपना हुआ
साकार

विधानसभा प्रत्याशी
अमरवाड़ा -123
भारतीय जनता पार्टी, छिंदवाड़ा

खुशियों का घर

Join BJP

Our Case Study

Social media Ad Campaign for Satkar Hero Automobiles

Client Overview

Client: Satkar Hero Automobiles

Industry: Automotive Dealership

Brand Affiliation: Authorized Dealer of Hero MotoCorp

Location - Chhindwara District, MP (Urban & Rural Area)



Campaign Objective

- Generate leads and inquiries for the HF Deluxe motorcycle using a compelling ₹1 downpayment offer.
- Build awareness about Satkar Hero Automobiles in the local market.
- Increase showroom visits and drive conversions within a 1month campaign period.

Strategy and Planning

Demographics:

- Age: 25–50 years Gender: Predominantly male.
- Location: Targeted the local area within a 30–50 km radius of the dealership.
- Income: Middle-class individuals seeking affordable two-wheeler financing options.

Behavioral Targeting:

- People actively searching for two-wheelers, automobile financing, or affordable commute solutions.
- Interests: Hero MotoCorp, motorcycles, financial services, and related keywords.

Ad Campaign Setup :-

- **Ad Format:** Traffic ads featuring post images of HF Deluxe showcasing the ₹1 downpayment offer.
- **Ad Copy: Headline:** "Get Your HF Deluxe at Just ₹1 Downpayment!"
- **Description:** "Own the road with ease! Visit Satkar Hero Automobiles and take home the HF Deluxe for just ₹1 downpayment. Offer valid for a limited time. Don't miss out—Book now!"
- **Call-to-Action (CTA):** "Call to WhatsApp" button leading to a click to Ad integrated with Facebook & Instagram

Budget and Timeline:-

- **Ad Budget:** ₹ 1,04,234.95 for a 60-day campaign.
- **Ad Placement:** Facebook & Instagram Feed or Stories.
- **Campaign Timeline:** 60 days (starting from 1st october to 30th nov. 2024).

Campaign Result

Engagement Metrics

- **Impressions:** 9,084,843
- **Reach:** 4,008,619

Lead Generation

- **Total Leads:** 2500 inquiries via Facebook lead form & WhatsApp
- **Cost per Lead (CPL):** ₹43.62,

Sales Conversion

- **Showroom Visits:** 7000+ potential customers visited the dealership during the campaign period.
- **Sales Achieved:** 4494 motorcycles sold, achieving a conversion rate of 30% from leads to customers.

Challenges & Solution

- **Challenge:** Educating customers about the financing process for the ₹1 downpayment offer.
- **Solution:** Added an FAQ section to the lead form and trained dealership staff to promptly address queries during follow-up calls.
- **Challenge:** Maintaining ad relevance across diverse audiences.
- **Solution:** Implemented audience segmentation to create tailored messaging for different interest groups.

Conclusion

- The results of the 1 Rs Downpayment Campaign for Satkar Hero Automobiles were nothing short of outstanding. The campaign's strategic approach to leveraging Facebook ads not only boosted engagement but also resulted in Satkar Hero emerging as the #1 dealership in Madhya Pradesh within Hero MotoCorp.
- By effectively reaching a targeted audience and driving interest through an irresistible offer, Satkar Hero saw a remarkable increase in both customer inquiries and foot traffic. This success exemplifies the power of well-executed social media marketing in driving sales and solidifying brand positioning in a highly competitive market.
- The campaign's success highlights Satkar Hero's leading position in the automotive industry, setting a new benchmark for other dealerships in the chhindwara region.



घमाकेदार ऑफर !

सिर्फ 1 रुपये /- 

में लेकर जाये आपके सपनों की गाड़ी



इस त्यौहार बुकिंग पर भी पाएं शानदार उपहार !

HF Deluxe

सत्कार हीरो
छिंदवाड़ा

परसिया रोड 9260070088
जागपुर रोड 9424960925
सिवनी रोड 9589374234

ero

Monthly Dealer Report

n

Model

Fiscal Year

View By

Organization

▼

All

▼

2024

▼

Model

▼

Enter Field Values

▼

✕

Month/Model wise Retail

	2024 Apr	2024 May	2024 Jun	2024 Jul	2024 Aug	2024 Sep	2024 Oct	2024 Nov	2024 Dec	2025 Jan	Net
C	5	2	6	2	1		2	1			
	60	65	65	67	34	55	249	29	58	10	
	20	17	12	7	1		4	1			
	40	29	18	24	14	23	94	27	26	2	
	44	27	15	12	8	2	22	4	1		
	215	231	271	153	145	195	1553	548	251	30	
	3	2	1				4				
	2		1				1				
	25	24	22	3	6	6	38	9	7	2	
EC		3	4	6	1	1	4	3	6		
	4	4	9	2	2	2	5		4		
	309	301	258	203	120	187	941	306	394	80	
TEC	56	80	59	32	8	25	159	41	50	7	
TEC 2.0				36	23	17	106	26	46	3	
OR						1	3		2	1	
OR XTEC	55	56	49	41	31	26	171	35	54	10	
	866	871	817	606	415	562	3442	1052	933	149	



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