



DGTLmart

DIGITAL TECHNOLOGY COMPANY
END-TO-END DIGITAL SOLUTIONS



Milestone



2017

DGTLmart began as a proprietorship with 4 employees.



2019

Expanded client base to top brands in the USA and India, aiding Lenskart's growth



2021

Transitioned to a Private Limited company with a team of 25+ employees.



2022

Became an official partner of Zoho Winner "Startup of the Year," serving over 100+ clients.



2023

Launched two SAAS products and assisted 1500+ businesses in their digital journey.



2024

Star of the Year Digital Marketing Award
Best Digital Transformation Company
Team Size Increase 2X

Core Values of DGTImart



Trust



*Comptroller & Auditor
General of India (CAG)*



Experience



*India's First
recharge Company*



Capability



Worked With Unicorn

How much Love we received in last 5 years



2019



2024

DGTLmart Awards & Recognitions

- Winner of India 500 Startup award - 2022
- Innovative Educator Award
- Best Digital Transformation Company
- Global Sustainability Award
- Winner Best Performance Marketing Company - 2024
- Start of Year - Digital Marketing : 2024





A Roadmap to Success with

STRATEGIC DIGITAL MARKETING

*11 Mistakes to Avoid
in Digital Marketing*

A Guide to 4X Growth

LOKESH KHAITAN

Digital Transformation Expert



Lokesh Khaitan

**Founder & CEO of DGTLmart Technologies Pvt Ltd
IIM Indore – Alumni**

Empowered 100+ brands Digital Growth
15+ years of Experience in Digital Growth Hacking

**Co-Founder Tree Campus Academy
Mentor at CII-IES**

Author of Book

A Roadmap to Success with Strategic Digital Marketing



One STOP Digital Solution Company

DGTLMART TECHNOLOGIES PVT LTD

What we do

- **Digital Brand Awareness:**

We boost brand awareness by making products and services widely known through digital marketing, content creation, and targeted advertising.

- **Digital Business Growth:**

We help businesses to attract new customers and guide them into the buyer's journey through targeted marketing strategies.

- **Digital Alternative Revenue:**

We help businesses increase sales from existing customers by encouraging repeat purchases and promoting additional products or services.



Digital Assets Development

Website Development

- Business Website
- Ecommerce Website
- eLearning Website

Mobile APP Development

- Native Mobile App
- Hybrid Mobile App
- Progressive Web Application

eCommerce Solution

- Shopify, WooCommerce & Magento

B2B Business Growth Solution

- Marketing Automation
- Lead Generation



Digital Solutions

- **Digital Performance Marketing**
 - Data-driven campaigns focused on maximizing ROI through precise targeting and measurable results.
- **Blue Ocean SEO**
 - User-driven query optimization, voice search, and multilingual strategies for broader audience reach.
- **Marketing Automation**
 - Automated, personalized communication for consistent engagement and stronger customer relationships.

Alternative Revenue Business Growth

Cross-selling, Reselling, & Upselling - Automation

- **Cross-Selling** : DGTLmart taps into customer insights to suggest related products or services, tailors campaigns for specific segments, and crafts compelling content for emails and promotions.
- **Reselling** : DGTLmart identify upgrade opportunities, implement remarketing efforts, and create persuasive content to highlight enhanced solutions.
- **Upselling** : DGTLmart conducts market research, optimizes product or Service pages, employs visual aids, and utilizes marketing automation for effective upsell suggestions

Business Growth Marketing



Search Engine Optimization (SEO)

Local SEO

Ecommerce SEO - B2B SEO



Influencer Marketing

YouTube

LinkedIn & Instagram



Paid Advertisement

Google Ads, Meta Ads & LinkedIn Ads



Marketplace Marketing

Amazon & Flipkart

Social Media Marketing

Facebook, Instagram , LinkedIn , Twitter

Digital Branding



Press Release



Content Marketing



Video Marketing



**Online Reputation
Management**



Supercharge Your Business Digital Presence for Explosive 10X Growth

Get it Now



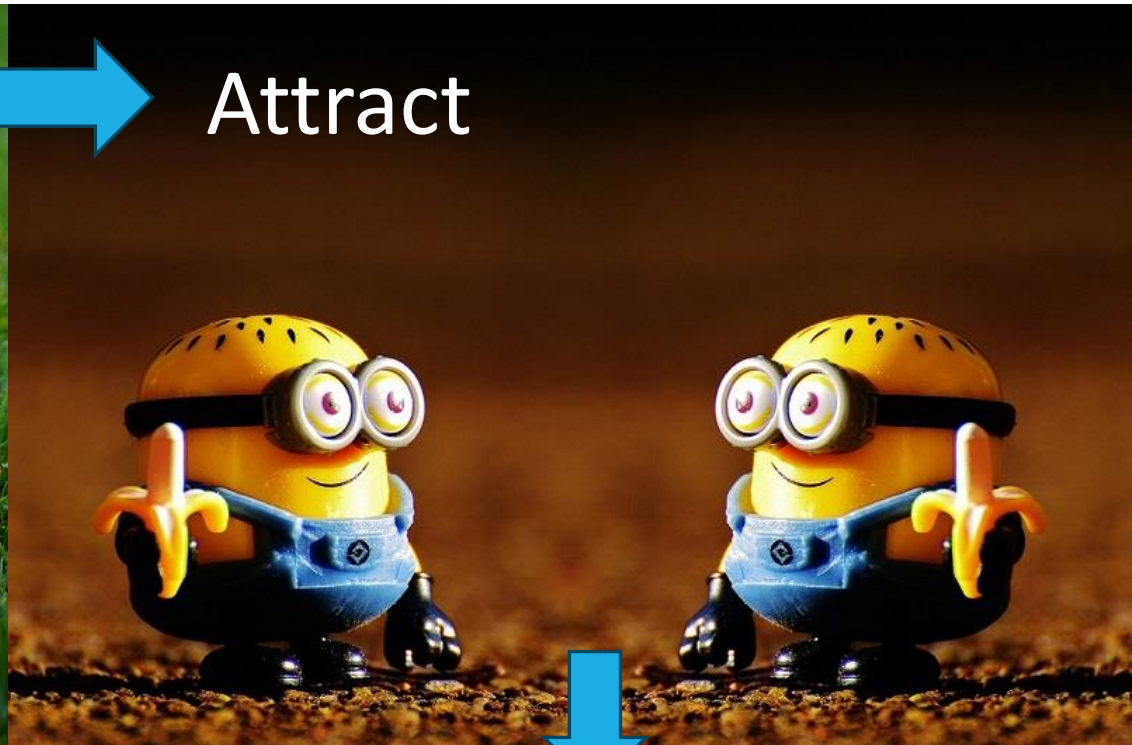
**Connect With
Right Audience,**

On Right Platforms,

At Perfect Time

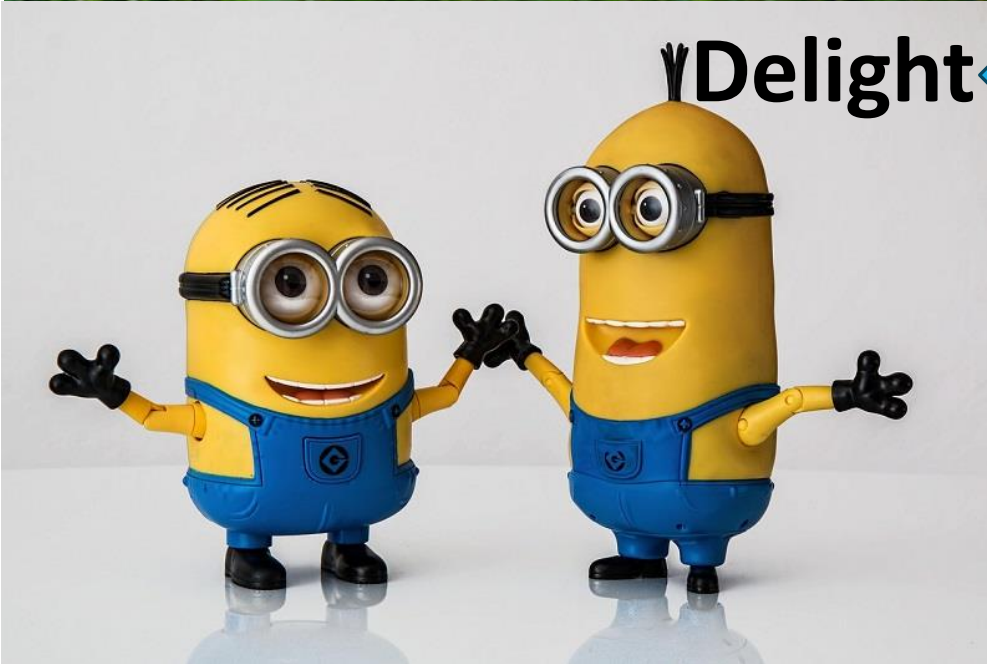
Stranger

Attract



Delight

Convert



Targeting

Research your target group
and narrow your market.



How do we achieve the Objectives?

Market
Segment

By Defining The Target
Audience (B2B) – (B2C)

Target
Audience

By understanding and
building customer Insights

Digital
Channel

By leveraging the digital
marketing to explore leads

DGTL Framework for 10X Growth

- ◆ **Data-Driven Insights:** Pinpoint where to find your ideal customers.
- ◆ **Growth-Oriented Strategies:** Maximize ROI at every stage of your funnel.
- ◆ **Targeted Engagement:** Connect with your key audience and build trust
- ◆ **Lead-Capturing Excellence:** Generate and nurture qualified leads



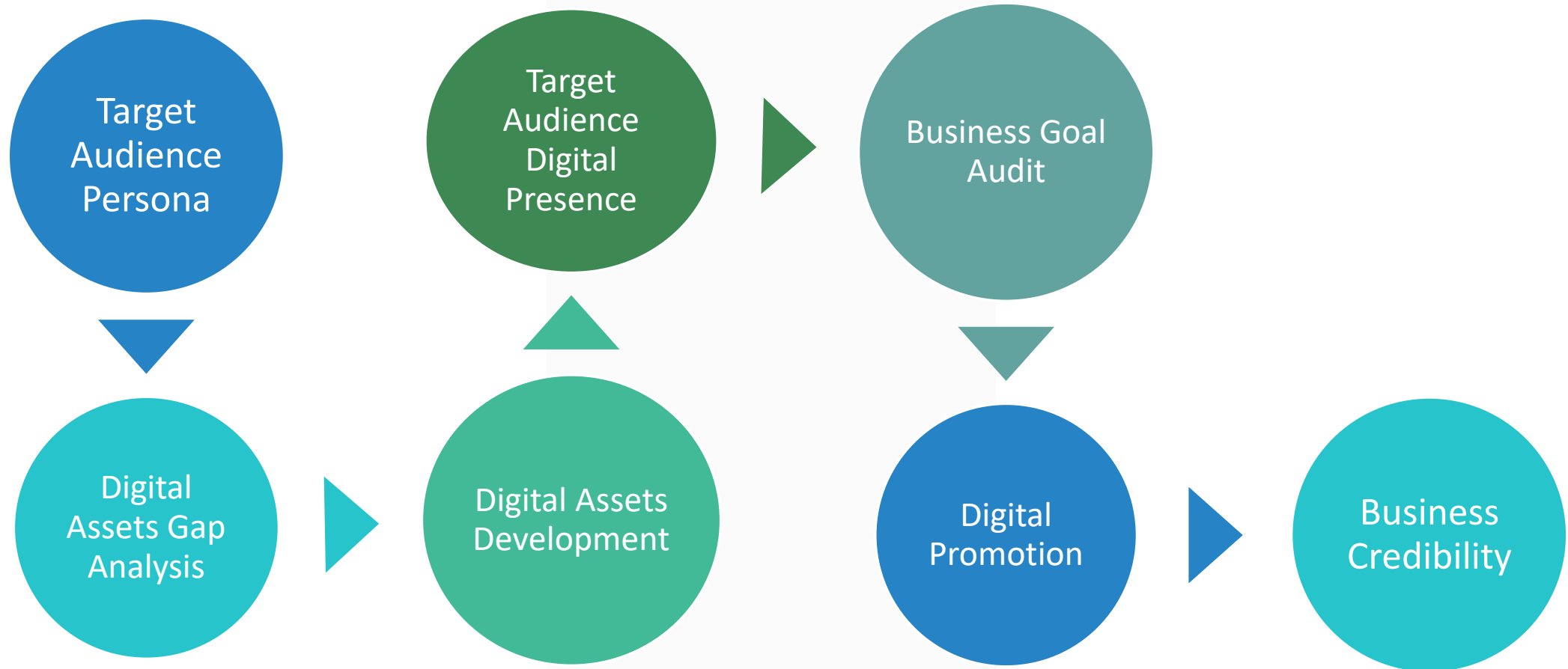
DGTL FRAMEWORK

A FUNNEL-BASED STRATEGY FOR CONTINUOUS GROWTH

Achieve 10X Growth with our Data-Driven, Growth-Oriented, Targeted, and Lead-Magnet approach

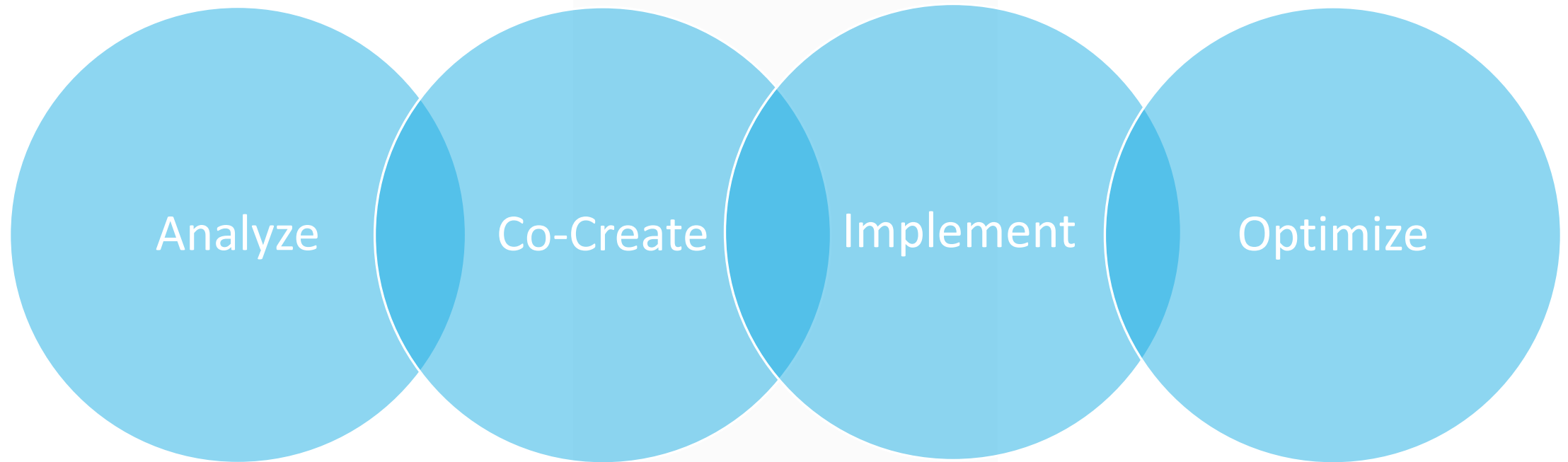
- Save 30% of your Sales Team Cost
- Enhance Business Digital Credibility
- Get 25% more conversion
- Empower Sales Team to Achieve 10X Targets

DGTLmart Digital Solution Funnel



Digital Eco System for Growth

4 Pillars of Digital Solutions

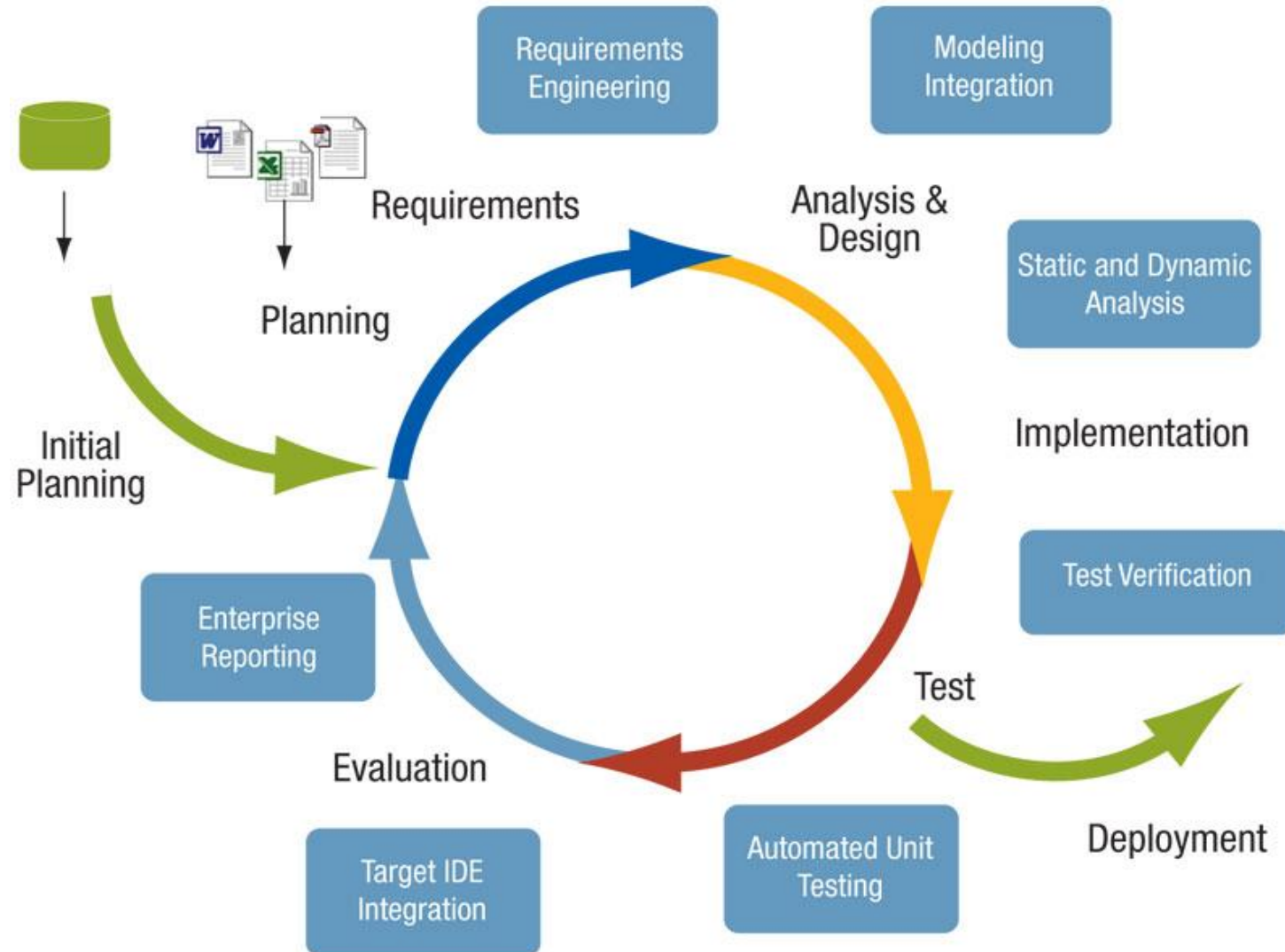




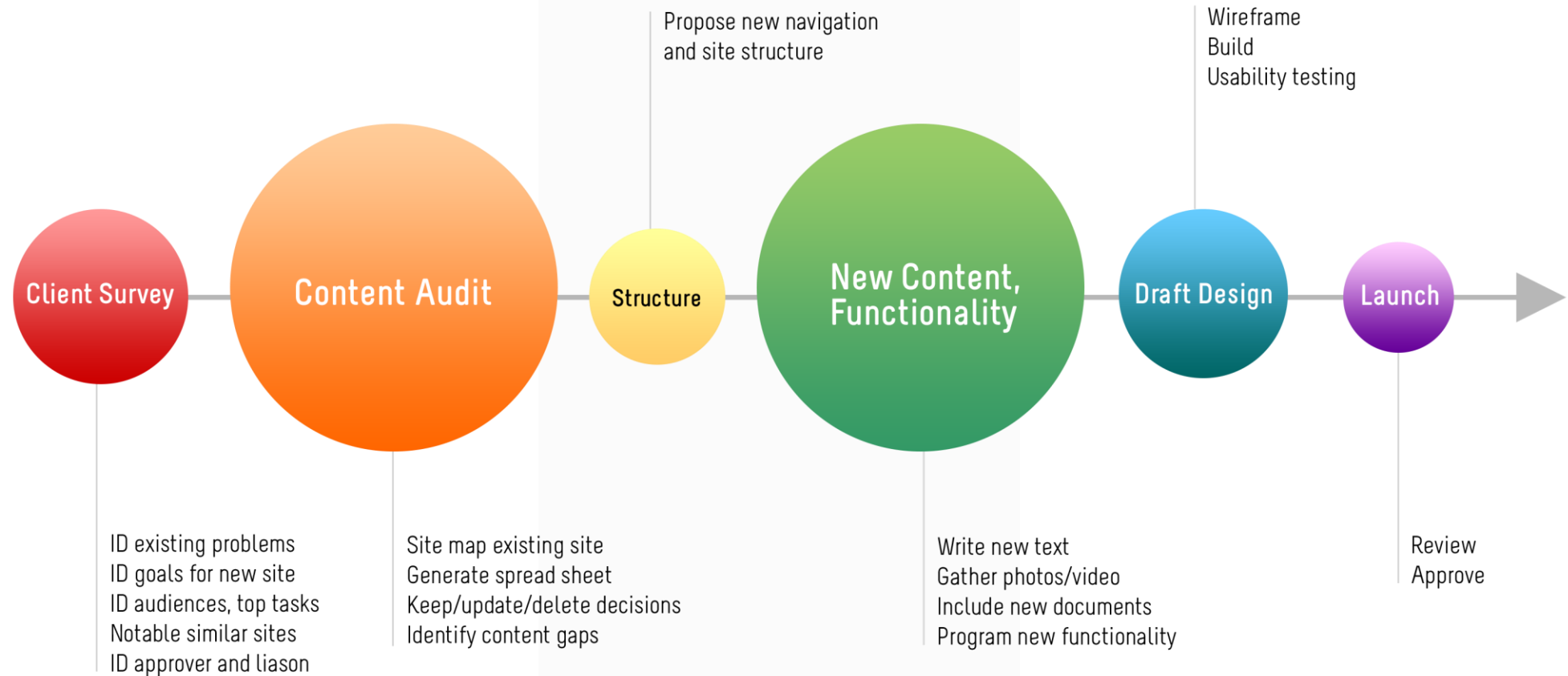
Website Development

DGTLMART – DIGITAL SOLUTION

Website Development Process



Our Website Design Process



How do we achieve the objectives?

- ✓ By Defining The Target Audience
- ✓ By understanding and building customer Insights
- ✓ By leveraging the website maximum to explore blue oceans



Website We Develop Features

User-Friendly & Responsive Design – Easy navigation, mobile-friendly, and visually appealing.

Fast Loading Speed – Optimized images, caching, and CDN for quick page load times.

SEO Optimization – Proper keyword usage, meta tags, and structured URLs for better ranking.

Security & Privacy – SSL certificate, data encryption, and secure payment options.

High-Quality Content – Engaging, valuable, and regularly updated content.

Clear Call-to-Action (CTA) – Well-placed buttons for conversions (e.g., "Sign Up," "Buy Now").

Types of Website we do

- **Business Websites** – Represents a company or brand online.
- **E-commerce Websites** – Online stores for buying and selling products.
- **Blogs & Personal Websites** – Share articles, personal stories, or niche content.
- **News & Media Websites** – Provide news updates and multimedia content.
- **Educational Websites** – Offer courses, tutorials, and learning resources.
- **Social Media Websites** – Platforms for networking and content sharing.
- **Portfolio Websites** – Showcases work and achievements for professionals.
- **SaaS (Software as a Service) Websites** – Provide online tools or software solutions.



Mobile App Development

NATIVE & HYBRID MOBILE APP

Types of Mobile App - DGTLmart specializes

- **Types of Mobile Applications:**
 - **Apps for Android:** Developed specifically to run on the Android operating system.
 - **Native Apps for Phones:** Built using the Software Development Kit (SDK) and tools provided by OS owners like Google and Apple.
 - **Apps for iOS:** DGTLmart develops applications for the iOS ecosystem, ensuring efficiency and performance for Apple devices.
 - **Hybrid Apps for Phones:** Created using web technologies like CSS, JavaScript, and HTML, then packaged as mobile apps.
 - **Progressive Web Apps (PWA):** Do not require native or cross-platform support and can run directly in a web browser without installation.



DGTLmart Mobile Apps - Development process

- **App Development Strategy:** We analyze your business goals, target audience, and competition to develop a mobile app strategy that meets your specific needs.
- **UI/UX Design:** Our team of designers creates visually appealing and intuitive designs for your mobile app to ensure a seamless user experience.
- **Testing and Quality Assurance:** We rigorously test your mobile app for functionality, compatibility, and security to ensure that it's bug-free and user-friendly.
- **Native and Cross-Platform Development:** We offer both native and cross-platform app development based on your requirements, ensuring compatibility with all devices.
- **Maintenance and Support:** We provide ongoing maintenance and support to ensure your mobile app remains updated and functional.
- **App Store Optimization:** We optimize your mobile app for app stores, increasing its visibility and downloads.



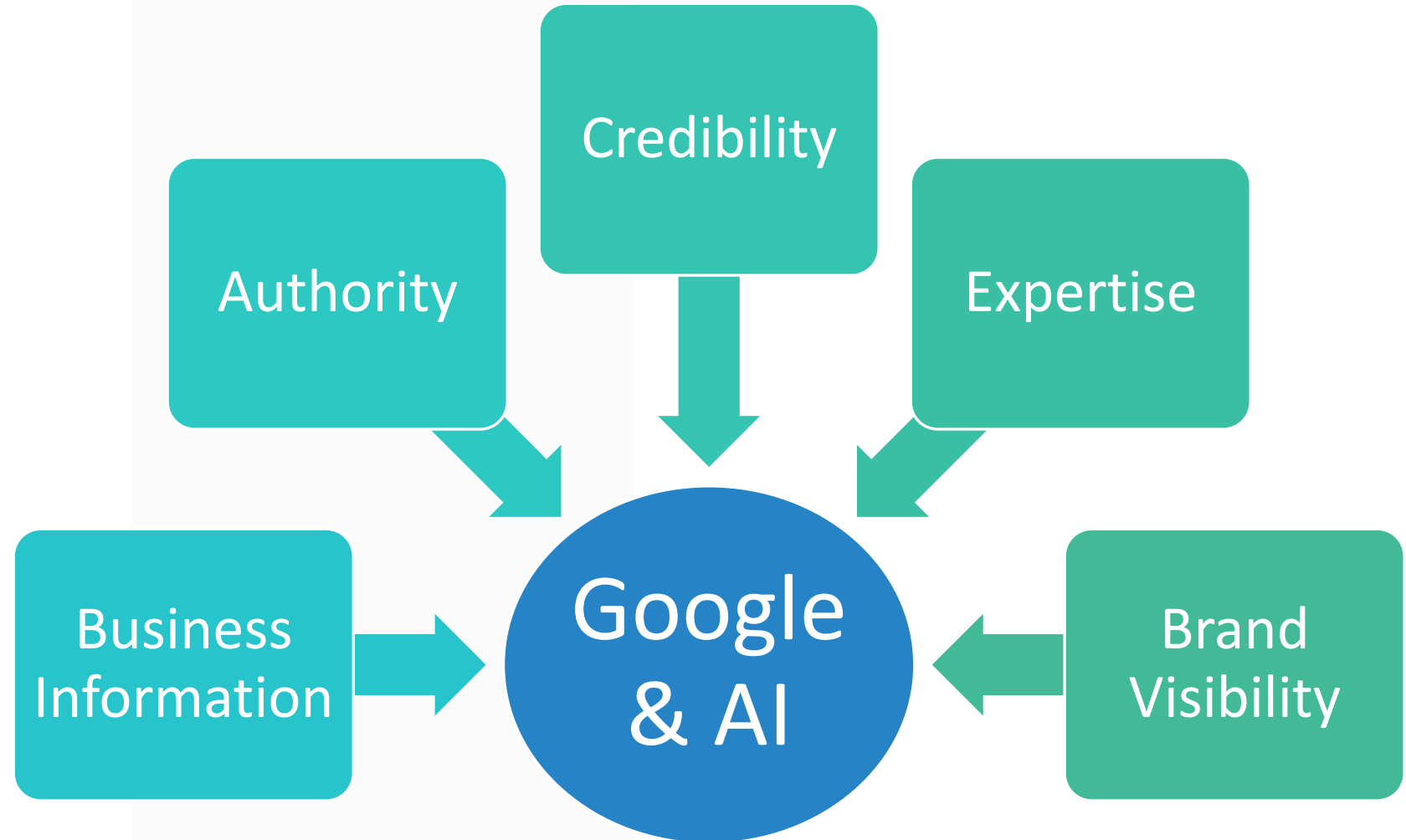
Technology Stack

-
- **Expertise in Modern Technologies:**
 - **Programming:** Java, Swift, Kotlin, Dart, Python, TypeScript
 - **Frameworks:** React Native, Flutter, Next.js, Jetpack Compose
 - **Tools:** Android Studio, Xcode, VS Code, Firebase CLI
 - **Backend:** Node.js, Django, FastAPI, NestJS
 - **Databases:** MySQL, PostgreSQL, MongoDB, Firebase, Supabase
 - **Cloud:** AWS, Google Cloud, Azure



Digital Brand Authority

Digital Ecosystem to enhance Business Credibility & Authority on Google & AI Platforms





Digital Ecosystem

-
- 40% Searches include brand name
 - Content Creation for Digital Brand Authority
 - Optimize Google Knowledge Panel
 - Build and enhance personal brand authority across digital platforms.
 - Establish thought leadership through content, PR, and social media presence
 - Improve search engine presence and credibility.
 - Structuring content to be crawled by AI bots



Search Engine Optimization

DGTLMART – DIGITAL SOLUTION

Beyond SEO

Search engines have evolved far beyond simple keyword-based searches. Search engines now better understand user intent, behavior, and context

- **Text Search:** Traditional keyword-based queries still dominate but have evolved with a focus on user intent and semantic search.
- **Voice Search:** The widespread adoption of smart speakers and digital assistants has led to a surge in voice-based searches.
- **Conversational Search:** AI chatbots and virtual assistants have made search experiences more natural and interactive.
- **Video Search:** Users increasingly prefer video content. Platforms like YouTube and Vimeo are major search hubs for educational and entertainment content.
- **Image Search:** Google Lens and Pinterest Lens allow users to search using images rather than text, expanding the capabilities of visual search.



DGTLmart SEO Funnel



Query

Traffic

Conversion

With our proprietary SEO Conversion Funnel
you can expect

- Improving search engine rankings for targeted Query within 3 months
- Increased website traffic by 50% percentage in 3 month
- Increased conversions on goal based landing pages
- Achieving high return on investment (ROI)

SEO Growth Parameters

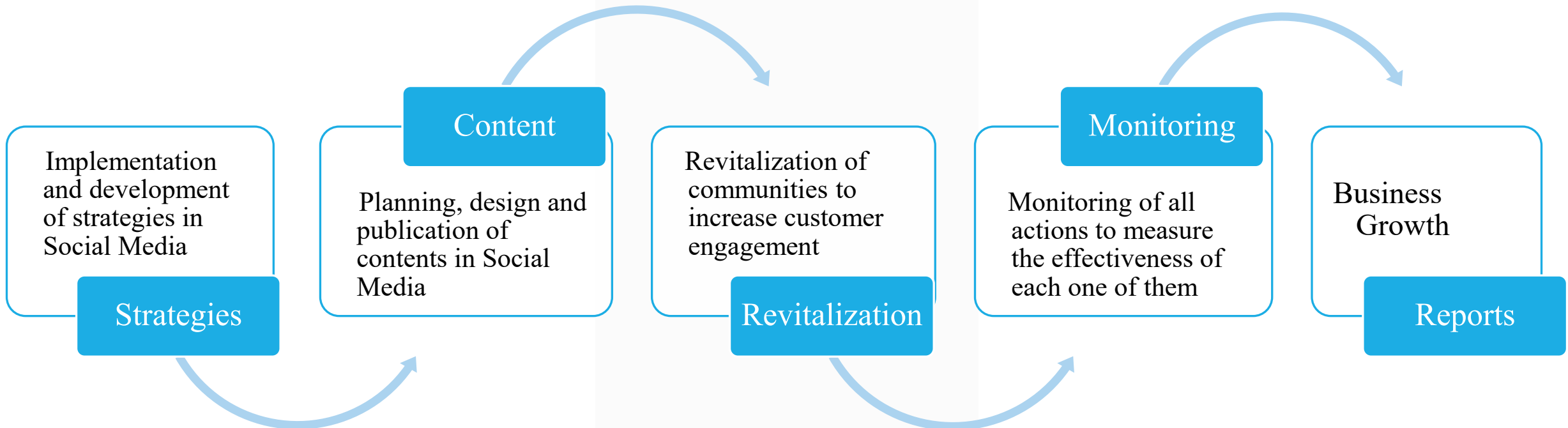
| Research | Website | Content | Credibility |
|----------------------|------------------------------|---------------------|------------------------------------|
| Business Audit | Technical Audit | Content Strategy | Business Trust Reviews & Rating |
| Competitors Research | Content Audit | Content Format | Business Growth Links |
| Keywords Research | Business CTA & Goal Audit | Content Intent | Authority Audit |
| Content Ideation | On-page SEO | Content Development | Competitors Backlink Auditing |
| | User Experience Architecture | | Link building and link earning |



Social Media Marketing

DGTLMART – DIGITAL SOLUTION

What We do in Social Media



Social Media Goals & Objectives

Our SMM activities increase brand online presence, reach new audiences, and drive more sales

- Increasing brand awareness and reach
- Driving more website traffic and sales
- Improving engagement and customer loyalty
- Achieving a certain return on investment (ROI)



Social Media Marketing

- Design
- Advertising Campaigns
- Management for all Social Channels
- Community/Groups Management
- Online Strategy
- Creativity

DIGITAL Business Card

Free Digital Business Card



Scan & Create

FEATURES




FEATURES

- ✓ QUICK TO CALL
- ✓ CLICK TO SHARE
- ✓ EASY TO SAVE
- ✓ SIMPLE TO MAIL
- ✓ CLICK TO LOCATE

Create your Virtual Business Card in 3 Easy Steps

- > Create business card
- > Get your Link
- > Share your Digicard!

 www.dgtlmart.digital



Industries We have Worked with

- Technology (IT & Software)
- E-commerce & Retail
- Finance & Banking
- Healthcare & Pharmaceuticals
- Renewable Energy & Sustainability
- Manufacturing & Industrial Automation
- Education & EdTech
- Real Estate & Construction
- Tourism & Hospitality
- Food & Beverage
- Logistics & Supply Chain
- Cybersecurity



Our Work

Portfolio

Tree Campus - eLearning

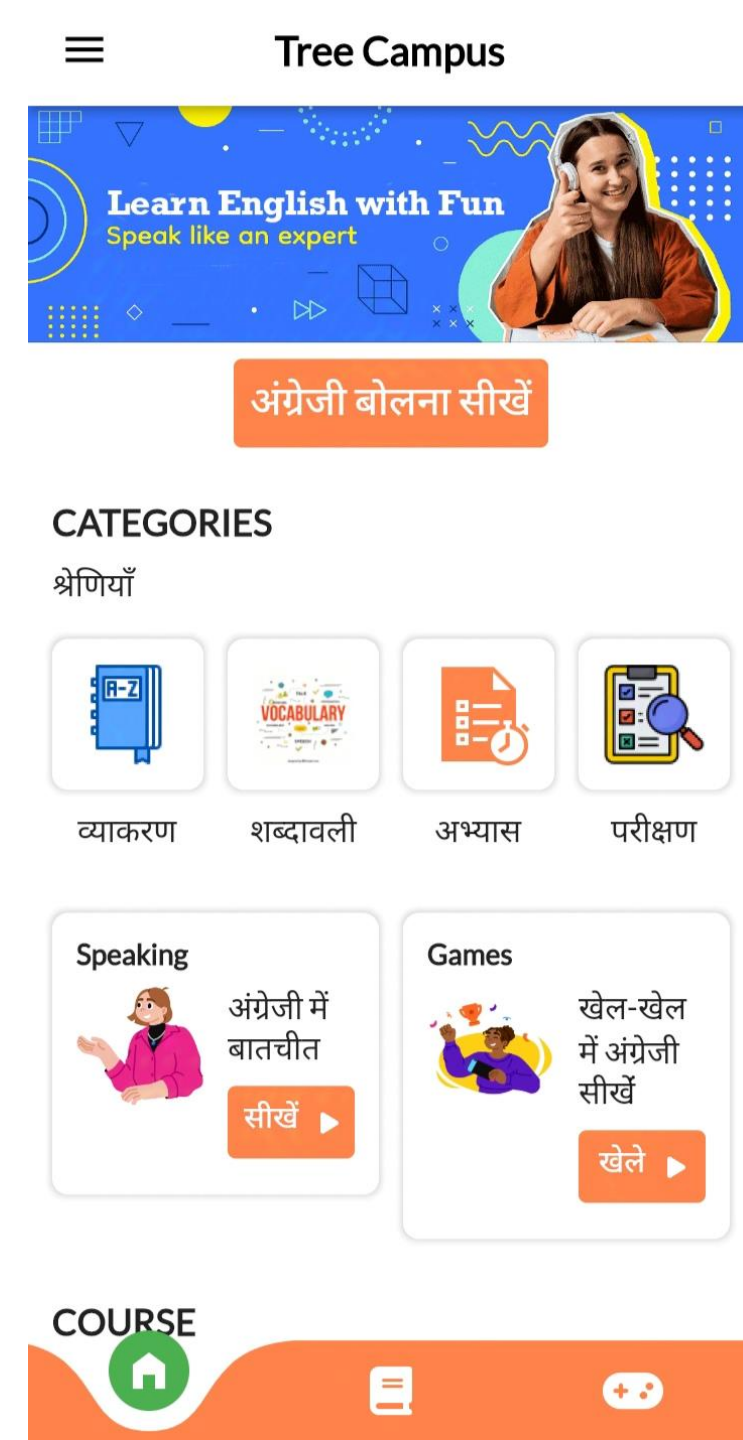
Tree Campus – eLearning Mobile App

Platform: Android App

Available in Google Play store

Feature:

- eLearning course material – Textual & Video
- Games with AI based Virtual Assistance
- Quiz & Assessment Feature
- Live Classes



Portfolio:

Zefmo - Influencer

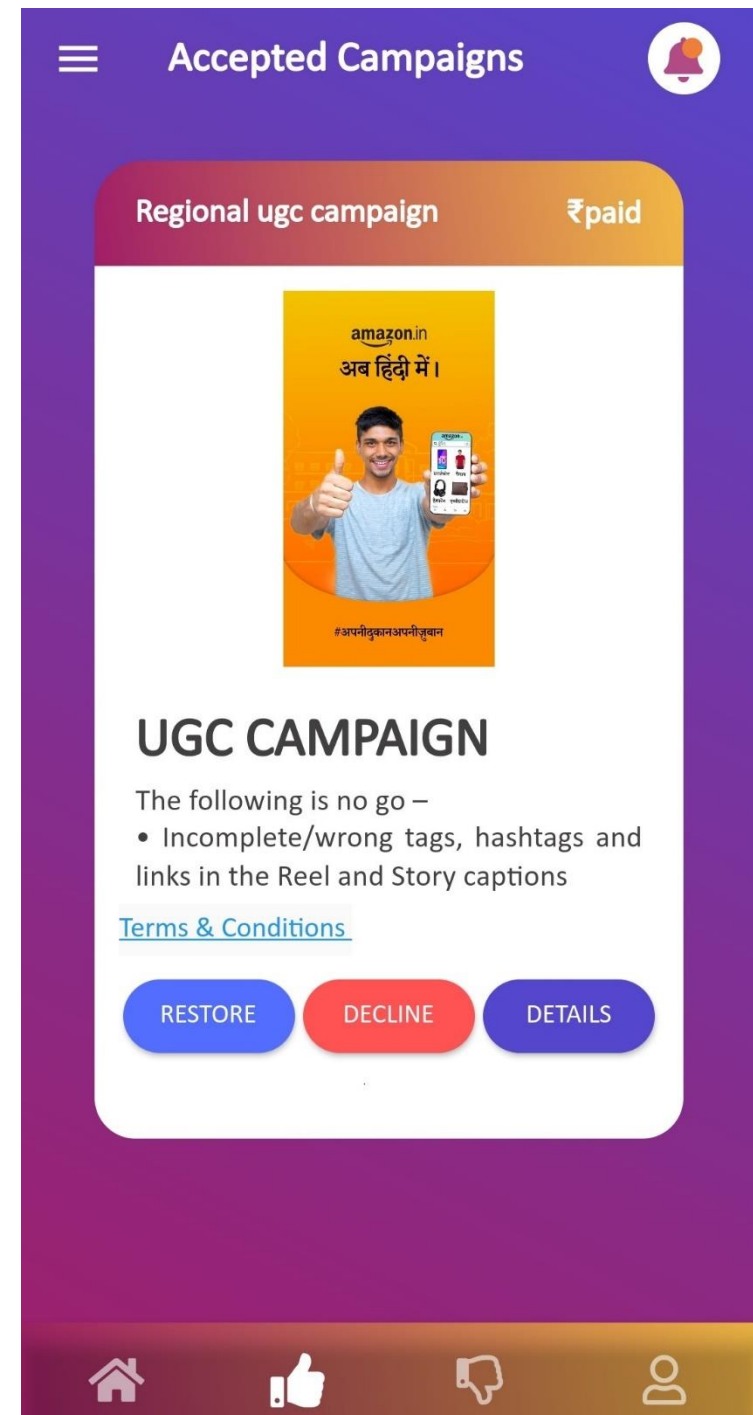
Zefmo – Influencer Marketplace

Platform: Android App

Available in Google Play store

Feature:

- Brand can publish campaigns
- Influencer can access campaigns and can apply
- Influencer Profile for Campaigns details & Brand Integration
- Admin to manager users and brand campaigns
- User Notification



Sign In



✉ Enter e-mail

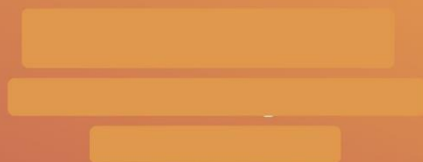
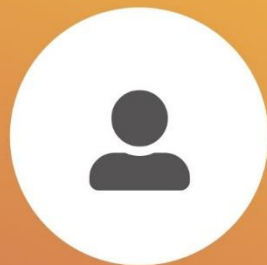
🔒 Enter password 






[Forgot Password?](#)

Sign In

Don't have an account!

[Create Account](#)



-  Home
-  Accepted Campaigns
-  Declined Campaigns
-  Completed Campaigns
-  About Us

Create New Account



 Enter name*

✉ Enter e-mail*

 Instagram account

 Facebook account

 Youtube account



 Phone ...

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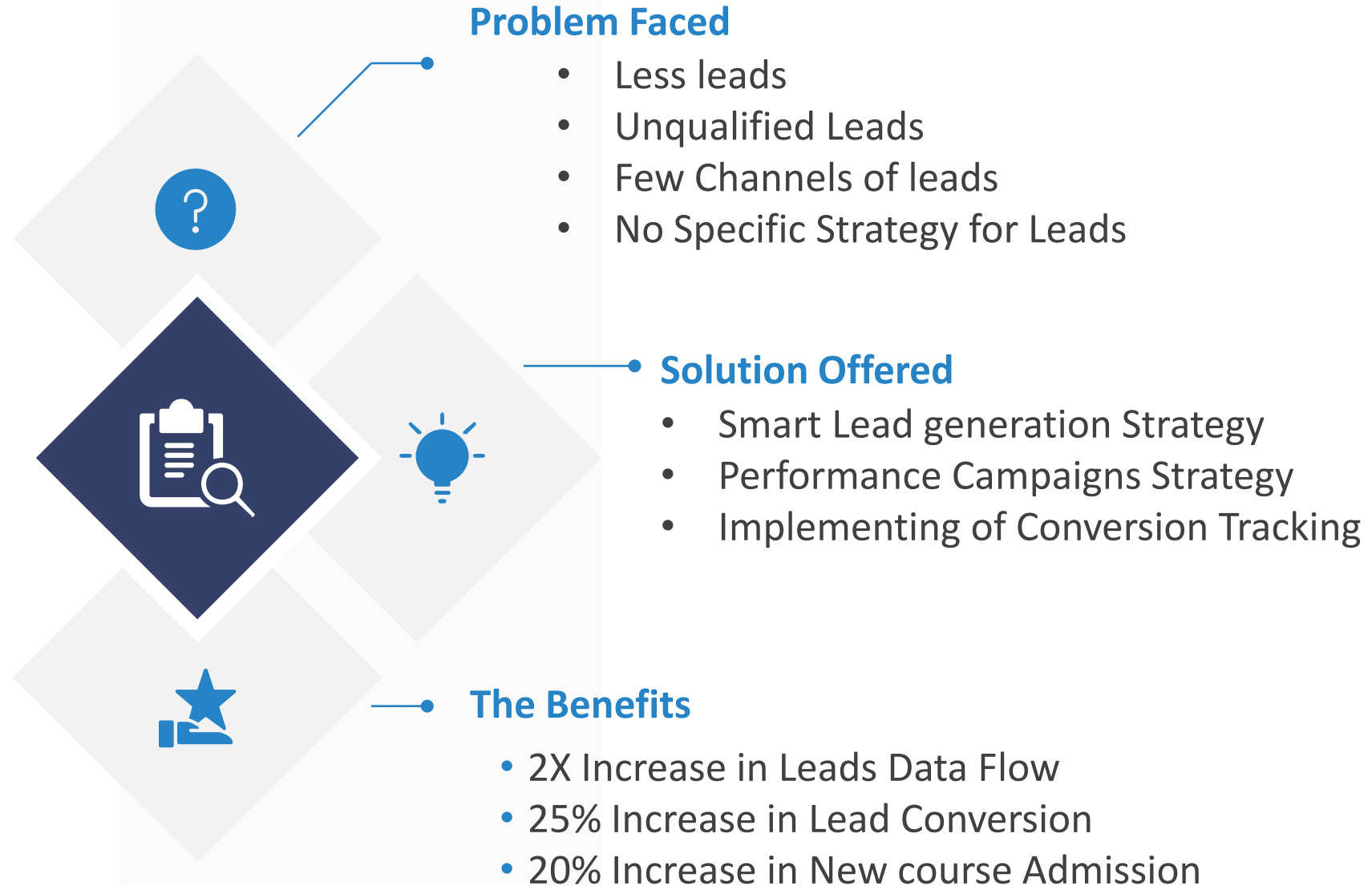
🔒 Enter password*



Case Study - Performance Marketing Campaign

NULearn Admission Leads

- IIM Rohtak
- IIM Kashipur
- IIM Raipur





Case Study – MPO Lenskart

LensKart – Ecommerce



Problem Faced

- Fewer reviews on Amazon
- Low sales on Amazon
- Insufficient organic traffic

Solution Offered

- Optimized listings with targeted keywords
- Implemented a proper feedback channel for reviews
- Suggested updates for listing content
- Suggested updates for listing images

The Benefits – 3 months

- Increased number of Positive engagement
- Increased organic traffic
- Increased sales on Amazon listings



Case Study – Organic Growth

Organic Lead Generation

360 Degree Cloud LLC



Problem Faced

- No leads from Organic Traffic
- Less Organic Traffic from Targeted Country USA
- Few Number of Keywords Ranking on Page 1
- No Specific Strategy for Organic Traffic

Solution Offered

- Smart B2B SEO Strategy
- Detailed On page & Content Audit
- Implementing of Target Country based SEO
- Strategic Link Building approach
- SEO-driven content on-page & off-page

The Benefits

- 1100% increase in Total Leads
- Overall Search Appearance Increased by 275%
- Overall Organic Traffic Increased by 103%
- Organic Traffic increased by 437% from USA



797%

Increase in % of Keywords
bringing Organic Traffic

4600%

Increase in % of Keywords
Ranking in First Page on Google

Growth Achieved



What we achieved from
12 months SEO activities

Identify your highest value keywords,
Grouping same set of Keywords ,
publishing pages for targeting group
keyword



103%

Increase in Overall Organic
Traffic

437%

Increase in USA Organic
Traffic



Case Study – SEO SAAS

360 SMS APP



Problem Faced

- No leads from Organic Traffic
- Less Organic Traffic from Targeted Country (USA)
- Few Number of Keywords Ranking on Page 1
- No Specific Strategy for Organic Traffic

Solution Offered

- Smart B2B SEO Strategy
- Detailed On page & Content Audit
- Implementing of Target Country based SEO
- Strategic Link Building approach
- SEO-driven content on-page & off-page

The Benefits

- **160% increase** in Total Leads
- Overall Search Appearance **Increased by 98.5%**
- Overall Organic Traffic **Increased by 73.9%**
- Organic Traffic **increased by 75.8%** from USA



334%

Increase in % of Keywords
bringing Organic Traffic

402%

Increase in % of Keywords
Ranking in First Page on Google

Growth Achieved



Achievements from 12
months SEO activities

Identify your highest value keywords,
Grouping same set of Keywords ,
publishing pages for targeting group
keyword



102.8%

Increase in Overall
Impressions.

75.8%

Increase in USA Organic
Traffic

Jeevan Punni – Canada

THE DYLAN CONDOS

www.jeevanpunni.com



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Fighter



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Booster



GLOBAL
INVESTMENT
IMMIGRATION
SUMMIT
2018 MUMBAI India

BLS
global



GLOBAL INVESTMENT IMMIGRATION SUMMIT 2018 BANGALORE

Global Investment Immigration Summit.
JW Marriott, Juhu, Mumbai

Honorable Speaker



Mr. Gaston Alfonso Browne

Prime Minister of Antigua and Barbuda

Mr. Gaston Alfonso Browne will be one of the speakers with other 20+ speakers from different countries.

Digital Partner GIIS INDIA



Why to work with us?

We stand out from the crowd in several ways

Unmatched Customer Service

DGTLmart "Extreme Customer Service" provides personalized attention, continuous communication, immediate action, and definitive follow-through. We listen and we deliver.

Helpful Experts

We only hire the best and we invest substantially in their continued education. This translates into skilled and happy employees who are dedicated to our clients' success.

Unmatched Customer Service

We continually identify, test, and deploy new technologies and refine best practices to make a positive impact on our customers' business. Independent and Objective. We are technology agnostic and vendor neutral. Our experts provide you with sound and independent strategic advice.

What clients say about us:



Hello, This is Dr. Kiran. I own an online consultancy service. I took the digital marketing services from DGTLmart. The service provided is really good and very cost effective. Everything has always been in place and well organized be it any folder or file. I highly recommend DGTLmart to everyone. All the best to Mr. Lokesh Khaitan and his team. Thanks for doing a best work for my website.



Kiran Shaakya

Founder - Shaakya Homeopathy



I'd highly recommend Lokesh and his team. They understand the frugality that's required when you're a start-up and the team goes out of the way to ensure we get a bang for the buck. Follow-ups and timely updates along with red flags (if any) constantly help us improve.



Robin Chopra

Founder - Detoxie



Quality work for our Ecommerce website, delivered our E commerce Shopify website in just 45 days. Uploaded all products and well tested. Thanks team. Good Work



Neha Aggarwal

CEO - Prachun Shop



Thank you



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