

# CREATIVE GEOMETRY

#1

FEB 2020

**REPORT OUTLINE :**

Company Evaluation | Digital Asset Audit | Marketing & Sales  
Process Flow Audit | Channel recommendations | Content  
recommendations | Targeting recommendations | KPI Identification

# APPROACH & KEY OBJECTIVES

*Creative Geometry has decided to evaluate the current standing of their digital assets in order to better define their objectives and identify the gaps in their digital marketing activities. This report encompasses the findings and recommendations from the audit. The audit is focused on:*

- ▶ **Company Evaluation:** Using information gathered from Creative Geometry's internal team, an in-depth understanding of the channels, objectives and challenges shall be put forth. Further, an understanding of the goals and objectives of the digital medium shall be identified in order to set a better context of this report.
- ▶ **Digital Asset Audit:** Based on the various channels and challenges, a systematic method of evaluation, based on a detailed score card shall be provided for all digital assets owned by Creative Geometry in order to provide an overview of the current standing vs expectation. Further, this shall help shed light on areas of improvement and the types of fixes that need to be performed by the Digital Marketing Agency of choice to help optimise their digital efforts and achieve their goals.
- ▶ **Market Understanding:** Based on secondary research into competitors identified by Creative Geometry that may act as indicators of the digital marketing practices, we hope to create awareness of potential customer trends and queries that can be adopted and benchmarked for Creative Geometry to leverage in their approach to this marketing channel.
- ▶ **Digital Channels & Objectives:** Using information provided by Creative Geometry's internal team, we help to define the current channels that the team and senior management believe are relevant to the success of their business and identify the kinds of objectives they wish each channel would meet.
- ▶ **Marketing & Sales Process:** By studying the current marketing and sales funnel processes, and how the two departments interact, a set of recommendations shall be provided in order to ensure that minimal bottle necks and gaps in each process occur that might affect smooth operations of both departments.
- ▶ **Recommendations:** The objective of this document is to deliver assessment results and recommendations to Creative Geometry that are actionable, practical and achievable. While also making recommendations on the performance indicators relevant to each stage of a business and campaign.

**NOTE:** The intention of this report, is to provide Creative Geometry with a guidebook that aids in the understanding of the digital ecosystem and therefore helps to evaluate, communicate and guide their digital marketing agency of choice in a manner that helps to set correct expectations for both parties and reduce friction between various internal & external stakeholders.

# EXECUTIVE SUMMARY

*First Disciple has audited five areas of Creative Geometry's digital marketing strategy that contribute to its marketing success. The following bullet points summarise key findings and opportunities from each area of the project.*

While the audience profile is clear when asked, it hasn't been articulated in writing as a basis upon which to compare the quality of current and future leads with. Basis the understanding given by the Creative Geometry team, its can be categorised as a male ideally 32 - 56 Years of age, married, with 1 or no children and an ideal annual income of 1.2 Crores with an ready to move in apartment most likely a 3 or 4 bedroom from a developer like Prestige, Embassy or Brigade.

As it stands, the challenge today is in generating quality leads based on various criteria outlined within the report. Each channel presents it's own challenges but has the singular objective of generating leads.

At the outset, while the website is basically functional, there are aspects of it that can be improved, especially with regards to loading speed.

However, upon deeper examination of the website, it has also been observed that the basic fundamentals which facilitate discovery, usability and effective marketing activities; the website fails to meet those basic benchmarks and requirements established by various domain authorities and platforms. Given that the website is on Wordpress, there are a limited number of fixes that can be performed. But at the core, the fundamental steps towards fixing the website involve reducing the page load times, implementing tracking codes and improving mobile responsiveness to provide a uniform experience between mobile and desktop devices. Additionally, the website shall aim to create and hold a wealth of knowledge relevant to the industry, trends, opinion, and projects to enhance the perception of a skilled and professional interior design firm.

Further, it has been observed that there is an inconsistency between the desired brand image of Creative Geometry and the projected brand image with the latter being significantly lower in perception than that of which is desired. To rectify that, a set of recommendations around imagery, and tone of voice have been identified to help the team project the desired message.

Additionally SEO appears to be one of the weakest links in Creative Geometry's arsenal with no effort being made beyond simple code structuring. Given the number of brands competing for visibility among a finite number of searches every month, a combination of on page and off page activities must be undertaken to ensure success on SEO. The biggest reason for ensuring that SEO is successful for Creative Geometry, is that in the long run, Direct and SEO traffic help to reduce the cost of acquiring a customer (not just lead) and increase the number of qualified leads entering Creative Geometry's CRM system.

With regards to Paid Search activities, it is recommended to engage paid ad campaigns to further enhance the visibility of Creative Geometry as a design firm worth considering. Initially, the objective shall also be to offset the lack of visibility on organic search listing. At a later date, it shall be to compliment that organic listing to drive visitors to click on the the organic as opposed to the paid listing. Each campaign of paid search shall be monitored and evaluated based on the revenue value of each conversion as opposed to the quantity of conversions.

The same shall hold true with social media with the split of organic posts replicating the intention of the website and paid social media promotions replicating the intent of paid search ads.

An area of concern is the lack of email marketing campaigns. Especially given that the cost of email campaigns is low and thus the return on investment being extremely high. Leveraging properly designed emails for transactional as well as nurturing purposes will not only help increase the recall of the company in a cost effective manner but also help to drive up perception and referrals over time.

Another avenue to explore mentioned in the report are aggregators. Aggregators, due to their digital marketing efforts, and volume of traffic on each of their sites, can help enhance and further the discover process of Creative Geometry as a interior design firm worth considering. Especially when the work performed is tastefully showcased on each platform and regularly updated to reflect the changing trends and tastes of the audience.

# CHEAT SHEET & CHECKLIST

A checklist based on recommendations found in this report and the process of monitoring each channel going forward can be found here. Further explanation for each point has been detailed in the report.

## AUDIENCE PROFILE

- 35+ Male or 35+ Female
- Residing in Central, East and South Hampshire areas
- Moving from central to outer Hampshire with a large dog/owner
- Collective household income of £40k per month with two cars
- At least 1 child under the age of 12 years
- Upper middle class background and lifestyle
- Middle-aged (40+) or higher, likely but not necessarily, in a managerial role
- Successful entrepreneur with at least a 7 year education experience

## WEBSITE

Given that the website is on Wordpress, there are a limited number of fixes that can be performed. However, it is recommended that the following things be addressed to help increase the impact of all other digital activities

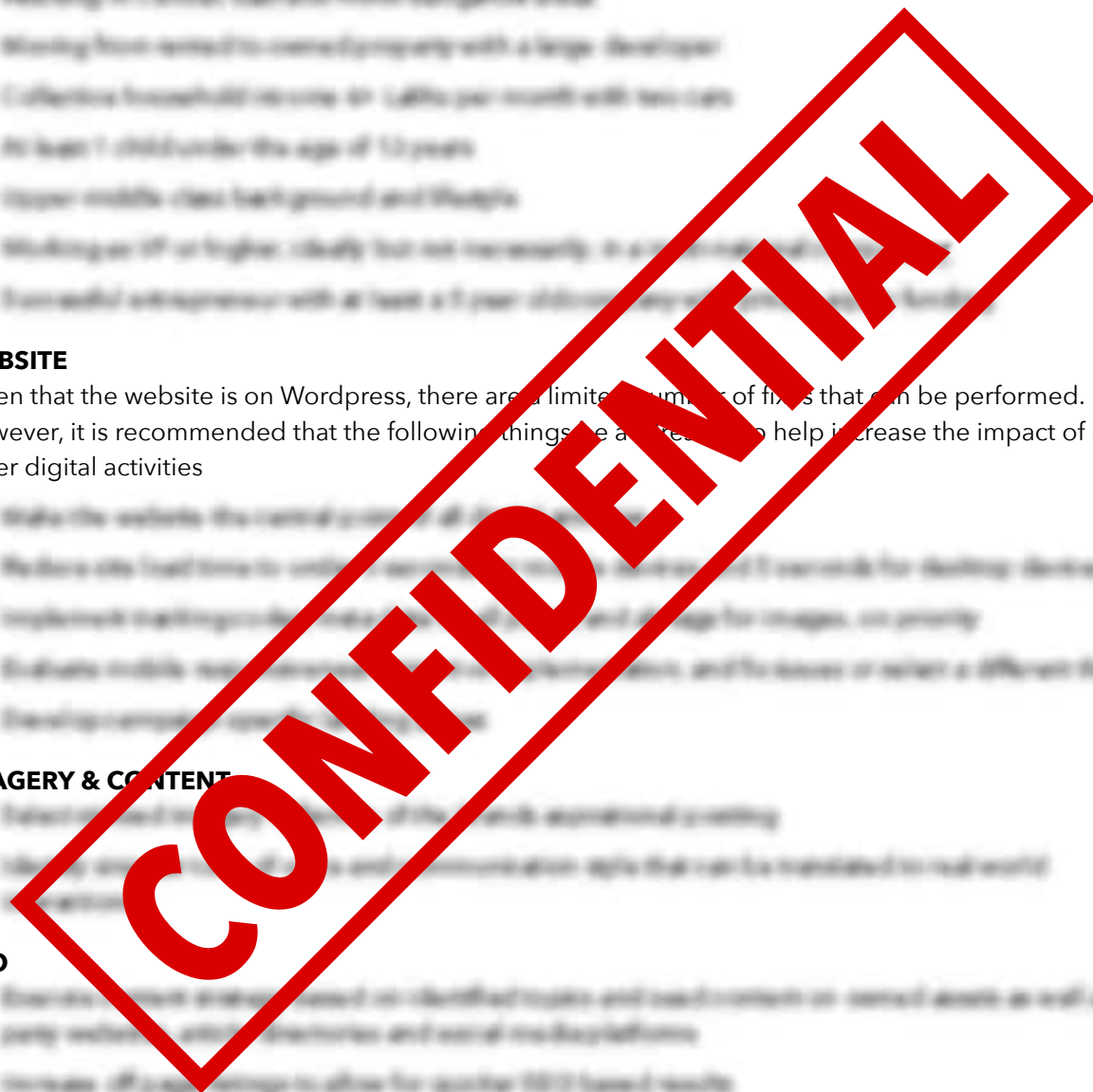
- Make the website the central point of all digital marketing activities
- Reduce site load times to under 3 seconds (currently 11 seconds for desktop devices)
- Implement marketing tools such as analytics and a plug for images, on priority
- Evaluate mobile responsiveness, user experience, and fix issues or select a different theme
- Develop content strategy

## IMAGERY & CONTENT

- Increase the number of high quality, original content pieces
- Identify and use relevant communication apps that can be translated to real world activities

## SEO

- Develop content strategy based on identified topics and user content on current assets as well as third party website, email newsletters and social media platforms
- Increase off page strategy to allow for quicker SEO based results
- Monitor metrics such as keyword based traffic, bounce rate, time on site, and lead numbers before measuring lead quality
- Provide in depth qualitative feedback for further agency services and/or SEO on agency website



## SEM

- Implement user intent based campaigns to offset time taken for SEO writing
- Utilize keyword grouping based on user intent similarities
- Utilize landing pages for better lead quality
- Monitor metrics such as quality score, bounce rates, time on site and lead quality at a campaign level for better optimization success
- Provide in depth qualitative feedback for better agency success and thus, ROI on agency relations

## SOCIAL MEDIA

- Use organic posts to demonstrate knowledge & skill
- Utilize paid campaigns to focus on offers and responses to buy as well as having qualitative pricing being clearly articulated
- Target paid campaigns based on user groups, demographics and profiles to achieve high conversion success at a campaign & ad level as opposed to an ad account / campaign
- Implement earnings friendly practices that act as flow for content creation and thus, better lead quality

## EMAIL MARKETING

- Utilize professionally designed templates for all email communications for the creation of Creative Geometry
- Creation of audience segments based on behavior, demographics, etc.
- Leverage email automation to nurture content and create an experience on creating and disseminating knowledge based on user intent
- Track & monitor conversions from email campaigns, provide content, subject lines and formats according to each audience group

## AGGREGATORS

- Leverage aggregators to create and share new profiles
- Drive leads to each platform and encourage conversations with each platform before moving into more formal communication channel
- Develop a content strategy for each platform and through the platform's native leads with also create a strategy for the earned leads

## GENERAL

- Run a track record of campaign and targeting over time consistently with relatively low budget to demonstrate value to audience
- Leverage low cost practices in conjunction with accurate audience expansion to further enhance audience profile targeting

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## PRODUCT UNDERSTANDING

As an interior design company geared towards custom built solutions, the focus and effort goes towards new properties as opposed to renovations. As mentioned by the Creative Geometry team, the rule of thumb is 10% of the property value is set aside for interior design. To that end, the team has prepared three offerings based on affordability, to entice and retain customers.

With that being said, the challenge faced by the team is generating relevant leads from various digital channels.

## CHANNEL WISE CHALLENGES

A segregation of each channel and their respective challenges from the perspective of Creative Geometry's team

Channel	Challenges
Website	Lead Generation
Social Media	Junk or Irrelevant Leads
Paid Search	Cost Effective Lead Generation
Organic Search	Lead Generation
Email Marketing	Non-existent

## GOALS & OBJECTIVES

Creative Geometry wishes to position themselves as a boutique interior design agency with an upmarket clientele. The overall objective of this audit report shall be to highlight problem areas (based on the desired positioning), in Creative Geometry's lead generation process and to make recommendations to address each problem based on benchmarks and industry trends.

The goal shall be to recommend a budget and a set of activities for each channel to accelerate Creative Geometry's goal of using multiple digital channels to drive leads and thus revenue. Thereby allowing Creative Geometry to better plan and approach each activity with better clarity, regardless of any digital agency they partner with in the coming months.

# DIGITAL ASSET AUDIT

First Disciple has evaluated the website, its content quality, the relevance of each channel based on the stated objectives and expected outcomes of Digital Marketing by the team at Creative Geometry. Further, as per the list of competitors provided by Creative Geometry, First Disciple has benchmarked their online presence and the findings are as follows:

## WEBSITE AUDIT

In the website audit section of this report, a technical evaluation of the website will be undertaken including the load time and its impact on other digital channels.

### FINDINGS

An evaluation of Creative Geometry's PageSpeed score (classically... Table 2) resulted a 97% positive rank with a 100% score (classically... Table 2) of 97%.

The only issue which appeared on PageSpeed test of performance to achieve a 100% score was "defer parsing JavaScript" what this means is that, in order to load a page, the browser has to parse the contents of all code before it can render various things like which will add additional time to the amount of loading needed to render the page, and... (text is partially obscured by watermark)



Figure 01 : Screenshot from Creative Geometry's GTmetrix Score

However upon examining the 100% score... (text is partially obscured by watermark)

- 1. While PageSpeed reports a 100% score for overall page speed, it is recommended to... (text is partially obscured by watermark)
- 2. Add Expires headers... (text is partially obscured by watermark)
  - 1. Expires: 30 days
  - 2. Expires: 30 days
  - 3. Expires: 30 days
  - 4. Expires: 30 days
- 3. Use a Content Delivery Network (CDN) which can give an equally fast web experience to your users across the globe... (text is partially obscured by watermark)





# COMPETITION BENCHMARKING

## COMPETITION BENCHMARKING - PURESAPACES

### WEBSITE:

PureSpaces' website, leverages many aspects of good on-page SEO practices. While the website is only 2.27MB, and it loads in 2.8 seconds, it's extremely well optimised barring a few javascript and image optimisation issues, the website is well built with the metadata being properly structured to ensure adequate visibility even without any off-page optimisation activities. With the site being built on squarespace, it has sitemaps, robots.txt files and even a properly structured website schema. All of which aid in the organic ranking without the effort of off-page activities.



Figure 05 : Screenshots from PureSpaces' GTmetrix Score

### SOCIAL MEDIA:

PureSpaces' social media channels, especially Instagram, appear to be well structured and focused on creating awareness for the brand with well thought out layouts and imagery. An analysis of their content buckets however appear to be focused on their projects (owned content), appreciation for other people/companies/partners, general information, sharing of other (non-owned) content, as well as general factoids not always related to the business or the product.



Figure 06 : Screenshots from PureSpaces Posts from their Facebook & Instagram handles

While on the surface, it appears well thought out and structured, the content buckets and the ability of all the posts to drive leads directly, is questionable. However, due to the social nature and approach of their posts, it is very likely to drive leads indirectly to the brand and company by creating awareness through word of mouth in the long run.

### SEO:

With over 60 pages indexed, PureSpaces has a good on-page listing. However, from a keyword ranking and backlink creation, they appear to rely on other (probably non-digital) channels to aid discovery and thus drive leads and conversions. Their digital channels appear to be focused more on good hygiene as opposed to driving revenue. While it is impossible to definitively say the number of keywords PureSpace ranks for, with the help of [this tool](#), it is possible to determine that the site ranks for keywords such as 'sanchez indiranagar', 'sriracha indiranagar', 'sriracha ub city', within the top 30 results.

## COMPETITION BENCHMARKING - LIVSPACE

### WEBSITE:

LivSpace has an appalling score on GTMetrix with a 9.4 second load time, however this is due to the fact that there are several server redirections and requests in order to make the website load. Which is a result of the way the website is built in terms of pulling resources from multiple other servers.



Figure 07 : Screenshots from LivSpace's GTMetrix Score

### SOCIAL MEDIA:

LivSpace's social media handles are quite focused on selling and thought leadership primarily with some focus being given to the ads created by them. However, apart from the ads the overall tone and style of the posts remain unchanged.



Figure 08 : Screenshots from LivSpace's Posts from their Facebook & Instagram handles

Livspace however does use social media as a lead generation platform, as is evident from some of the ads displayed below:

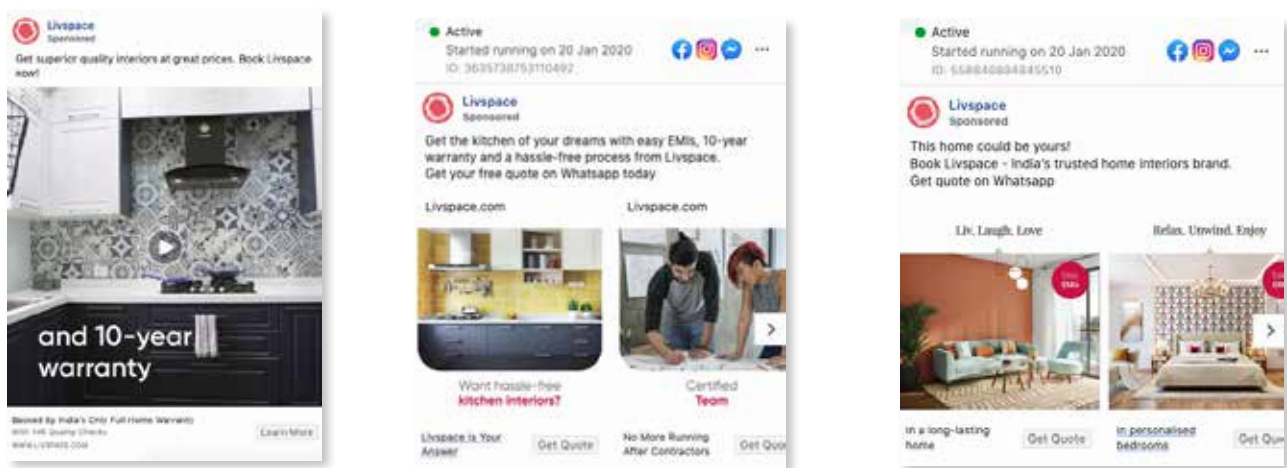


Figure 09 : Screenshots from LivSpace's Ads from Facebook's Page Transparency Section

### SEO:

Google has indexed 12,600 pages of LivSpace's website, all of which have on page metadata on the site. LivSpace currently has 117,640 backlinks with 1,751 referring domains. LivSpace also appears to rank for 109,841 keywords. Of which 2,52,173 visitors come from organic search traffic and 87,591 visitors coming

from SEM traffic every month. The bulk of their traffic comes from direct traffic, with social media contributing only 5% (58,000) of their overall traffic every month.

## COMPETITION BENCHMARKING - BONITO

### WEBSITE:

Bonito has adopted many aspects of a good on-page SEO practices and website load time to achieve a B for PageSpeed Score. However, they received a D on YSlow's Score card with aspects such as image sizes, server requests and CSS & Javascript issues. While the website is only 2.39MB, it loads only within 8.5 seconds and isn't completely optimised for mobile devices, but better optimised than Creative Geometry's website, however marginal. Bonito's website being built on wordpress, appear to have implemented proper metadata and schema, tracking of leads appear to be tracked Google Tag Manager ensuring proper tracking of user flow and data. However, while robots files exist, the sitemaps don't and could hamper long term lead costs.



Figure 10 : Screenshot from Bonito's GTMetrix Score

### SOCIAL MEDIA:

Bonito appears to have very active support due to their high responsiveness tag and appear to have properly leveraged Facebook's tools for appointment scheduling. From the perspectives of posts, Bonito appears to utilise natural lighting and scenery to create a sense of warmth in their posts. The posts are also contextually relevant and posts are published with a general frequency of 1 per day.

Bonito also appears to use a singular theme across all images across all social media channels to ensure their brand identity is maintained.



Figure 11 : Screenshots from Bonito's Facebook Page

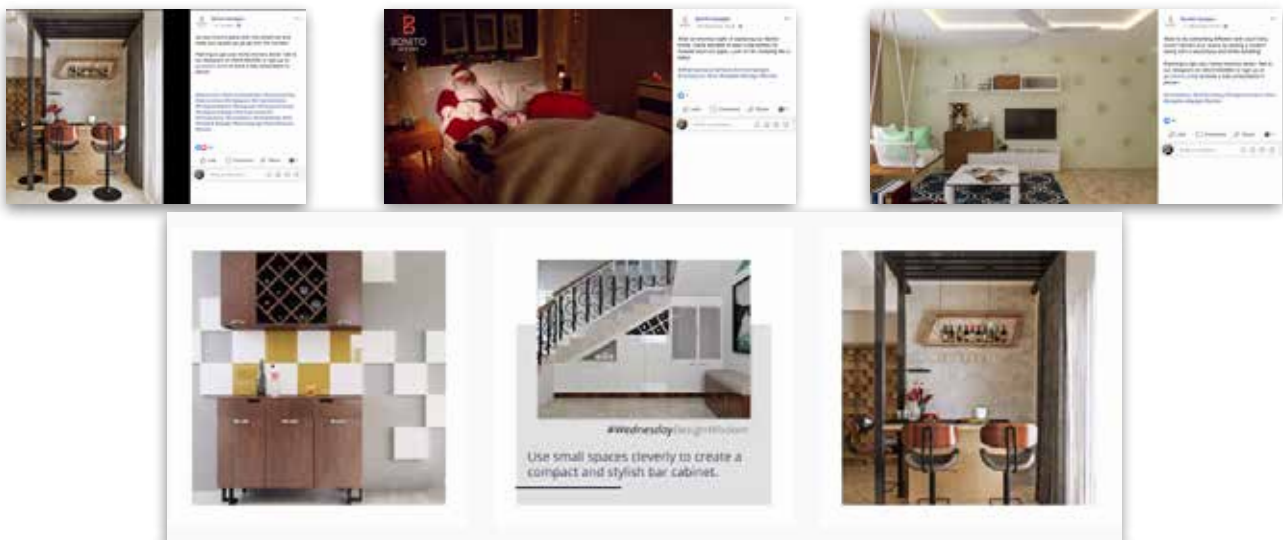


Figure 12 : Screenshots from Bonito's Posts from their Facebook & Instagram handles



With regards to ads, Bonito appears to focus on selling their service and solution leaving the organic posts to focus on being a portfolio for the brand itself. The focus of their ad content is their range and expertise with stylised images from their image bank as opposed to unique shots every time. Based on data from their ad library, they appear to have started advertising from their ad account only this year. Therefore past campaigns, if any cannot be evaluated.

It also appears that the same ad has been created multiple times, running simultaneously across all platforms.

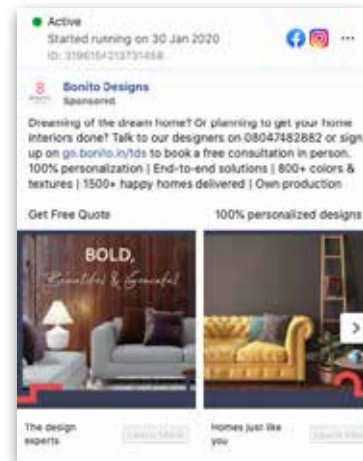


Figure 13 : Screenshots from Bonito's Ad Library

### SEO:

Google has indexed 293 pages of Bonito's website, all of which have on page metadata on the site. Bonito currently has 3,994 backlinks and 486 referring domains. As far as keyword ranking is concerned, Bonito appears to rank for 5,000+ keywords. However, traffic estimates for Bonito are not available, with the exception that 52% of their traffic comes from search traffic, and only 8% coming from social media.

# QUANTITATIVE ANALYSIS

In the quantitative analysis section of this report, an evaluation of the website was undertaken to evaluate the SEO efficacy of the website as the hub of all digital assets and content with the aim being to drive traffic to the website in order for Creative Geometry to effectively acquire leads.

## SUB-DOMAINS

### FINDINGS

Creative Geometry doesn't use subdomains (example.creativegeometry.in), but rather instead uses a subfolder structure (creativegeometry.in/example) in its URLs.



Figure 11 : Screenshot from Creative Geometry's URL Address

### IMPACT

The use of subdomains (example.creativegeometry.in) is not recommended for Creative Geometry's business and is discouraged due to the singular nature of the business. It is recommended to use a proper website structure.

### RATIONALE

While Google doesn't really distinguish between subdomains, it does view a subdomain as important to understand the relationship of the subdomain to the main website.

Subdomains are typically used to separate content that is structurally different from the rest and purpose of the main website. For example, a company might use subdomains to separate different products or services, each with its own unique content.

While some search engines do treat subdomains as separate entities, most will only follow one or two levels.

Subdomains are not considered by Google and not apart of the main website. As such, you may not receive the same level of search engine optimization as you would if you used a subfolder structure.

Subdomains are not considered by Google and not apart of the main website. As such, you may not receive the same level of search engine optimization as you would if you used a subfolder structure. This is because subdomains are not considered as part of the Creative Geometry website's brand and are not considered as part of the Creative Geometry website's content.

Subdomains are not considered by Google and not apart of the main website. As such, you may not receive the same level of search engine optimization as you would if you used a subfolder structure.

## FOLDER STRUCTURE

### FINDINGS

There are four key observations with regards to Creative Geometry's folder structure.

- Creative Geometry uses a flat folder structure, which is a good practice. That is, not more than 2 sub-folders in the URL, i.e. <https://creativegeometry.in/folder/subfolder/>

\*This document contains confidential information and is intended only for the individual named.



Figure 12 : Screenshot from Creative Geometry's URL Address

- The names of these folders should ideally be relevant to the content on the page, with a variety of the website itself (e.g. <https://www.creativegeometry.co.uk/category/mandagi-residence/> vs <https://www.creativegeometry.co.uk/mandagi-residence/>) as opposed to <https://www.creativegeometry.co.uk/mandagi-residence/> vs <https://www.creativegeometry.co.uk/mandagi-residence/>
- Keyword stuffing within the URL was not found. An example of this would be <https://www.creativegeometry.co.uk/mandagi-residence/mandagi-residence/mandagi-residence/> and this would be considered a form of keyword stuffing.
- Keyword repetition in URL was observed however a single use of a keyword would be <https://www.creativegeometry.co.uk/mandagi-residence/mandagi-residence/> and would be considered to be repetitive in nature and result in parallel content.

## IMPACT

- A properly structured URL allows both users and search engines to understand the content and context of a page without having to open it. This is particularly important in a mobile environment.
- Lower bounce rates, more traffic and a higher conversion rate of content available on a page without having to visit the page.
- A URL domain with a relevant keyword including relevant keywords in the URL will suggest to search engines that the content is relevant, while they might see this as a way to ensure that the content is relevant to search results. In recent years Google through its search algorithm has been using more and more keywords to determine the relevance of content.

## URL STRUCTURE

### FINDINGS

There are three key observations with regards to Creative Geometry's URL structure.

- ▶ Creative Geometry uses a hyphens ('mandagi-residence') in the URL as opposed to underscores ('mandagi\_residence').
- ▶ There are no dynamic URLs (typically denoted by a '?' Or '#' in the url) which ensures that content will be indexed properly and far easier than with a dynamic URL.
- ▶ Canonical Tags and Case sensitive URLs (eg: /residence.html & /Residence.html should be the same page) have been properly setup on Creative Geometry's website

### IMPACT

- ▶ The use of hyphens in the URL is in the current accepted norm as Google's algorithm for several years has not flagged URLs with underscores in them, making it harder for websites to rank.

- ▶ Dynamic URLs cannot be indexed or crawled by google and as a result neither can the content available on the site. As a result, the robots settings in page meta and content tags are one of the criteria for SEO effectiveness
- ▶ Canonical Tags aren't on Dynamic URLs. A lack of google's crawlers to access these URLs is a different URL, addresses that the content has been copied from another page to increase the number of pages on the site. Google crawlers are confused by google's algorithms. A proper use of the canonical tag will help crawlers find and then and marked as open.

## SITEMAPS & ROBOTS.TXT

### FINDINGS

- ▶ Robots.TXT file is present on Creative Geometry's website.
- ▶ Neither XML or HTML Sitemaps are present on the website.

### IMPACT

While the impact of these two is not critical, it is still a concern. It is critical to an SEO team effectiveness in both the short and long term.

### RECOMMENDATIONS

A Robots.TXT file is a file that tells search engines which pages should be crawled or not crawled, indexed or not indexed by a search engine. The presence of a Robots.TXT file ensures that pages you don't want crawled or indexed are not. It also ensures that unnecessary pages such as employee login, vendor portal, etc. are not indexed. This can help improve search results instead of the ones you wish to rank.

Whether the site is crawled or not is critical to creative geometry's website which makes it harder for crawlers to find content. It is also critical to know what has happened and whether a search result is happening, or whether it is not. The search engines look for both of these, and if they are not found, they will not index the site. This leads to a loss of any SEO activity.

## METADATA

### FINDINGS

The findings of a metadata analysis are as follows:

- ▶ Keywords in H1-H6 Tags - Not Available
- ▶ Unique Meta Title Present on all pages - 2 pages have duplicate Page Titles
- ▶ Meta keywords on pages - Not Available
- ▶ Unique Meta Description Present on pages - No Meta Descriptions present at all
- ▶ Alt Tags present on images - 100% of alt tags are missing from all images
- ▶ Webmaster Code Verification Code - Not Present
- ▶ Google Analytics Tracking code - Present but implemented recently

- ▶ GoogleAd Tracking codes - Not Present on any page, including the thank you page
- ▶ Facebook Pixel tracking code - Not Present on any page, including the thank you page

### IMPACT

The absence of these On-Page SEO activities are not present, making any SEO success, Search Engine Lead/Inquiries or even any Promotion/Inquiries on Google/Ads or Facebook/Instagram a matter of guesswork and not a data driven approach.

## CONTENT

### FINDING

There is some amount of content duplication. This is primarily due to the repetitive nature of multiple pages for sites due to the fact that each testimonial has been entered for multiple units as an individual unique page. Examples of these links are provided below:

- <https://www.creativegeometry.com/testimonials/101/>
- <https://www.creativegeometry.com/testimonials/102/>
- <https://www.creativegeometry.com/testimonials/103/>

### IMPACT

Content duplication while not an activity that is penalized by Google, it does have the SEO ranking efforts as creative do not know which content is preferred. It also gives the user the impression that the page doesn't have enough content or information and even if it does, it might not be treated as a quality link at some time in the future and it may affect the ranking efforts.

## RESPONSIVENESS

### FINDING

While the website appears to be responsive, there are issues with scripts affecting load times on mobile devices, theme and plugin related script issues, etc.

Additionally, only about 70% of the text on the mobile view of the website is legible.

### IMPACT

Most of these errors and issues appear to be originating from the theme and the plugins installed on the website and as a result might impact how the website should function on various devices.

While this is not unusual for a website built on Wordpress, there are steps to minimize these issues so as to ensure that the user experience isn't adversely impacted.

A full detailed report can be found in the full report:

- <https://www.firstdisciple.com/wp-content/uploads/2020/02/creativegeometry-digitalmarketingauditreport.pdf>



Figure 13 : Screenshot from Creative Geometry's Webpage on a Mobile Device



Appendix: Additionally a detailed evaluation of each page can be found in [Table 3. Website Qualitative Evaluation of the appendix](#).

## CONTENT EVALUATION

### FINDING

A review of the content on the website, shows that while the content is relevant to the business and devoid of the practice 'keyword stuffing' where multiple keywords are inserted into the content of a page regardless of relevance to incorporate the search engine algorithms to rank the website for targeted keywords. There is also a lack of keyword relevant content or content to demonstrate thought leadership, also referred to as content depth.

### IMPACT

By demonstrating thought leadership, users and creators are able to see a connection and affinity between search intent and the content on the website itself. In turn, visitors are more likely to stay on site, thereby having a positive effect on SEO rankings, which in turn, increases organic traffic, and thus the number of organic leads over time.

A detailed evaluation of each page can be found in [Table 3. Website Qualitative Evaluation of the appendix](#).

## IMAGE EVALUATION

### FINDING

A review of the image quality on the website shows that while there are images relevant to the content, with a few of them being either stretched or pixelated, what's missing are the 'alt-tag' which help the crawlers understand what the image is about and how it is relevant to the content on the page. What is also evident, is the lack of imagery that is consistent with the desired brand positioning of Creative Geometry.

### IMPACT

By consistently using high quality images, it will help the impression of the brand and help to create a more cohesive and consistent design flow. Having the 'alt-tag' will help crawlers understand the image and how it is relevant to the content on the page. Thereby having a positive effect on SEO rankings, which in turn, increases organic traffic and thus the number of organic leads over time.

A detailed evaluation of each page can be found in [Table 3. Website Qualitative Evaluation of the appendix](#).

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## CRM ANALYSIS

While analyzing lead-based on leads, opportunities and conversion over the last 12 months the data reveals that while 11 leads were created during the period, only 11 of those were turned into opportunities.

After dissecting leads imported from the previous CRM (Hubspot), an analysis of the data from Zoho CRM reveals that while several leads are marked as "not rated" or "junk leads," 178 appear to not be interested after the initial conversation. Only 19 appear to have been marked lost to the competition. While details on why leads are not interested is not available, it is likely that the leads are being lost to competition, the sales evidently being strong.

While 146 of leads appear to be classified as "junk leads" and 19 being classified as "not rated," for the purposes of this analysis, we shall recommend that over the 19 be classified as "lost" or "interest."

A review of leads and opportunities across the 12 months, only 11 opportunities were created from 11 leads, of which only 2 were converted. A revenue of \$10,000 between the months of November and December.



In view of that while the data appears to be adequate, the quality of the data is however questionable. More detailed lead, drop off notification, lead qualification, analytics leading to conversion, campaign cost tracking, etc. would help better track and measure metrics such as True ROI, number of interactions to conversion, drop off reasons, etc. While also helping marketing teams plan campaigns better with refined targeting and targeting data with metrics like lead reason, junk reason, deal value, etc. being the basis of measurement to help optimize campaigns and further refine targeting parameters.



# CHANNEL ANALYSIS

## WHAT IS SEO?

SEO or Search Engine Optimisation is the practice of improving the quantity and quality of traffic coming to a website without engaging in the practice of bidding a particular amount on a specific keyword.

The position of a website in the list or search results is commonly known as ranking or SEO ranking.

The practice of bidding an amount on a keyword to appear in a search result is known as PPC/Paid Search/Paid Ads or SEM.

SEO involves two components in order for it to perform well, and while the effort does not yield immediate results, the results are viewed by people to be genuine. The two components of SEO are:

- ▶ **On-Page SEO:** the process of complying with the best practices of SEO as it pertains to the actual website. Aspects such as URL structure, Page content, Content length, etc all form a part of good on-page SEO activities. This is typically an activity that doesn't involve too much upkeep and is relatively easy to complete. While it is essential to any SEO activity, we estimate that it contributes only 20-30% in terms of impact on SEO
- ▶ **Off-Page SEO:** refers to the activities involved beyond the company website. Typically these activities focus on improving Domain Authority of the website (credibility of the company in relation to the content) through a variety of activities, like article submissions, social back-linking, directory submissions, etc. This activity is time consuming and requires trained professionals to complete effectively. Unlike On-Page SEO, this activity is time consuming and contributes towards the remaining 70-80% impact on SEO.

Organic/SEO listings generally appear below map listings (which are also organically generated and form a part of the SEO process) and appear without the icon appearing next to a listing, as **Ad** shown in the screenshot above.

Strategy for SEO is typically straightforward and similar overall. However, factors like time, competition, quantity & quality of content, etc. play a role in deciding its relevance and impact in both the short and long run for any digital marketing success.

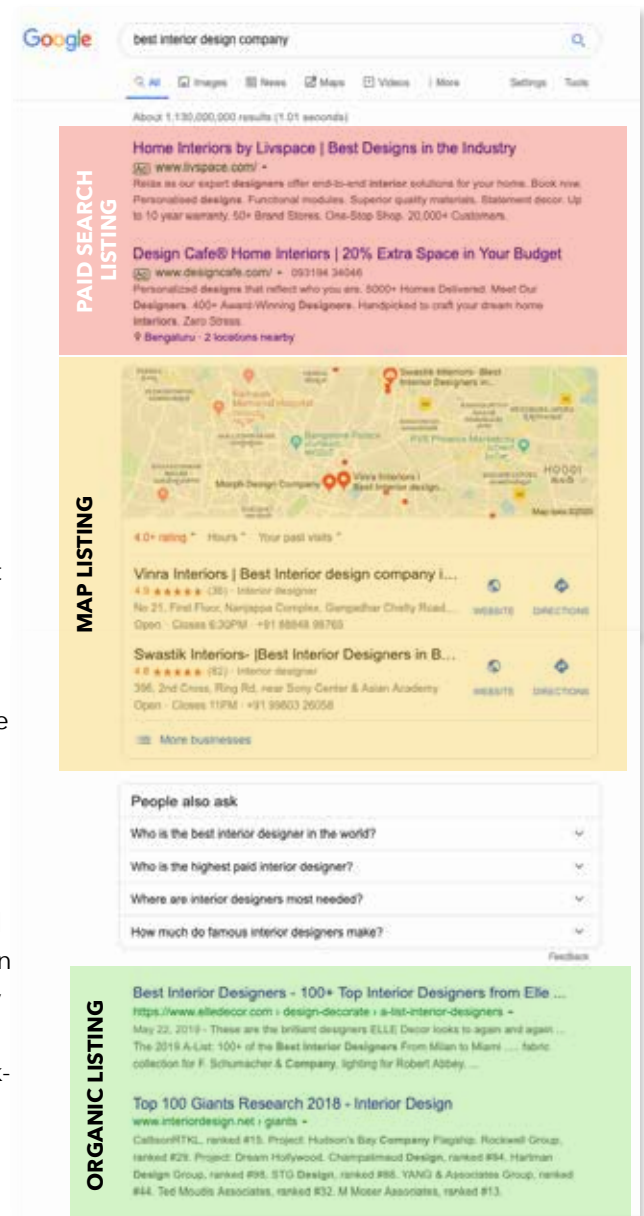


Figure 17 : Screenshot Google Result for the keyword 'best interior design company'



## ANALYSIS OF PAID SEARCH FOR CREATIVE GEOMETRY

An analysis of Creative Geometry's Google Ads account revealed only 9 conversion in total. While the majority of these conversions (6) came from 'Text Ads' campaigns run for mobile devices, the remaining came from campaigns aimed at the desktop. The status of these leads are yet to be determined...



Figure 18 : Screenshot from Creative Geometry's Google Ads Account

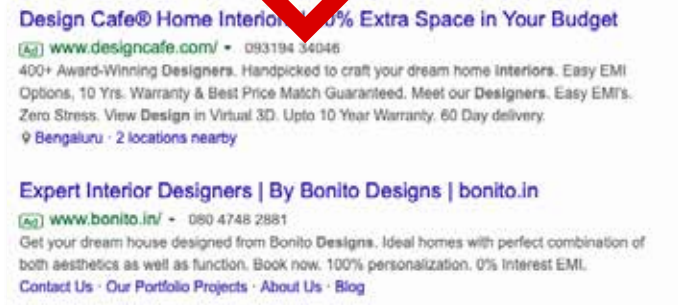


Figure 19 : Google Ad result for the keyword 'interior designer in bangalore'

Pages who are featured in a form.

Overall there appear to be several optimization opportunities. Some of the best practices such as:

- Dedicated landing pages for each ad group
- Conversion tracking only on the best few pages of the site and individual landing pages
- Broad match modifier keywords
- Ads focusing on search intent
- Different usage of ad extensions across ad groups
- Limited keyword usage per ad group

These factors contribute to overall performance and effectiveness in achieving the desired results of planning and tracking for search.

A set of recommendations can be found under the recommendations section. [See, Recommendations](#)



## WHAT IS SOCIAL MEDIA MARKETING?

Social media marketing, like Search Marketing involves two components and these are highly dependant on the channel relevant to a brand or industry. Like search, there is an organic and paid component to it but unlike Search Marketing, a full fledged Cost Per Click bidding model does not exist. In fact, it is predominantly a cost per impression model across various channels.

The two components of social media marketing are:

- ▶ **Organic Posts:** allow brands to update customers about various aspects of their company, product or service. It relies on social media users to like and follow a brand page or group. In the last few years, algorithms have given special emphasis to those updates/posts on a users friend list/follower list as opposed to a brand pages posts, in order to keep users active on the platform. As a result, brands have had to resort to paid promotions in order to ensure that their message/update is visible by as many people as possible. However, organic posts, still lend more credibility, as those who regularly engage with the brand are more likely to see updates and further interact with the content. These are loyal fans and should ideally not be ignored but rather be rewarded.
- ▶ **Paid Promotion:** much like Paid Search and Google Display Network, Social Media Ads allow brands to target people of a demographic or even (on some platforms) potential customers with specific interests. Brands can also target people who 'look like' their existing customers (known as look-a-like audiences). These ads can be run for different purposes such as, brand awareness, traffic, leads, sales, engagement, video views, etc. These ads differ from what are known as 'Boost Post' Promotions as they allow for enhanced targeting parameters not otherwise available on a 'Boost Post' promotion.

Social Media Marketing is gaining in terms of popularity but, in our experience, it cannot be substituted for any other channel of marketing promotion, just yet. Especially if a brand is looking for sales solely from social media promotions.

However, where Social Media is more appropriate is to help brands understand and connect with current/potential customers directly in terms of feedback and desires. In doing so, one must be willing to accept both positive feedback and harsh criticism while being present on any social media platform. Several brands have leveraged negative feedback to improve and scale faster by **listening to their audiences**.

## ANALYSIS OF SOCIAL MEDIA MARKETING FOR CREATIVE GEOMETRY

An analysis of Creative Geometry's Facebook & Instagram accounts revealed multiple posts on topics that are not relevant to the business, and few demonstrating skill or accomplishments. However, there are some demonstrating thought leadership as the client before demonstrating. A detailed report can be found in the appendix for each channel, see Table 2, Social Media Post Analysis.



There are a few duplicate posts that are not unique to the brand, such as the ones below:

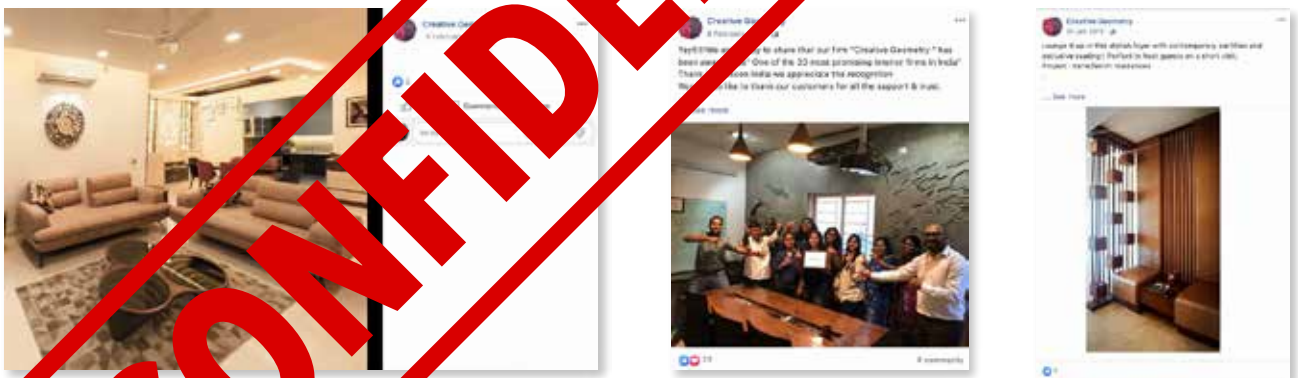


Figure 20 : Creative Geometry Facebook & Instagram Handles

There are a few posts on social media that demonstrate thought leadership, or try to sell a service or product offering, or even network with other companies or individuals. An analysis of the social media posts are as follows:

### Post Type Analysis



An analysis of the type of responses given show that of the few responses, most are neutral and do not mirror the kind of responses made by fans. This 'mirroring of sentiment' can help better connect with fans and help with word of mouth marketing as the brand's visibility grows

When this has an impact is, when analyzed in relation to the kinds of comments received (especially on Instagram with an excited comment, there is either no response or a neutral response. The influence throughout the responses are standard responses, devoid of all emotion and the brand isn't really connecting to its followers on social platforms.

### Response Sentiment Analysis

FACEBOOK



INSTAGRAM



As shown in the charts above, there is significant variation in response types when it comes to activities on social media. A brand's content and marketing efforts, in addition to a set of responses deemed ideal for the brand, are not consistent. They are typically referred to as earned responses and are usually used to promote the brand or a specific product. A negative comment is made on a post. To avoid this impression, content should be reviewed and approved before it is published. The reason for this is, even if a brand is not a professional, their content should be reflected in the brand. Especially with content that is shared on social media.

Since social media is a key marketing channel, brands need to listen to its audience and engage with them on the basis of their needs. Content that demonstrates domain knowledge communicates a

### Comment Sentiment Analysis

FACEBOOK



INSTAGRAM



'premium' positioning which is a theme of the Creative Geometry team as well as information will help build a fan following for Creative Geometry organically.



Placing utility on Digital Photo  
Systems, there is a need to  
demonstrate domain knowledge and  
skill with designing or re-designing a  
form. Little effort appears to be made  
towards this.

With regards to paid promotions the bulk  
of our leads come from Men in the age  
groups of 35-44 with the next highest age  
group being women aged between 25-34.

The cost per lead is higher for men on  
average with 35-44 consuming the most in  
terms of budget as shown in the right

However, the next largest group of leads  
aged between 25-34 has a higher average  
cost per lead at \$881,214.75.

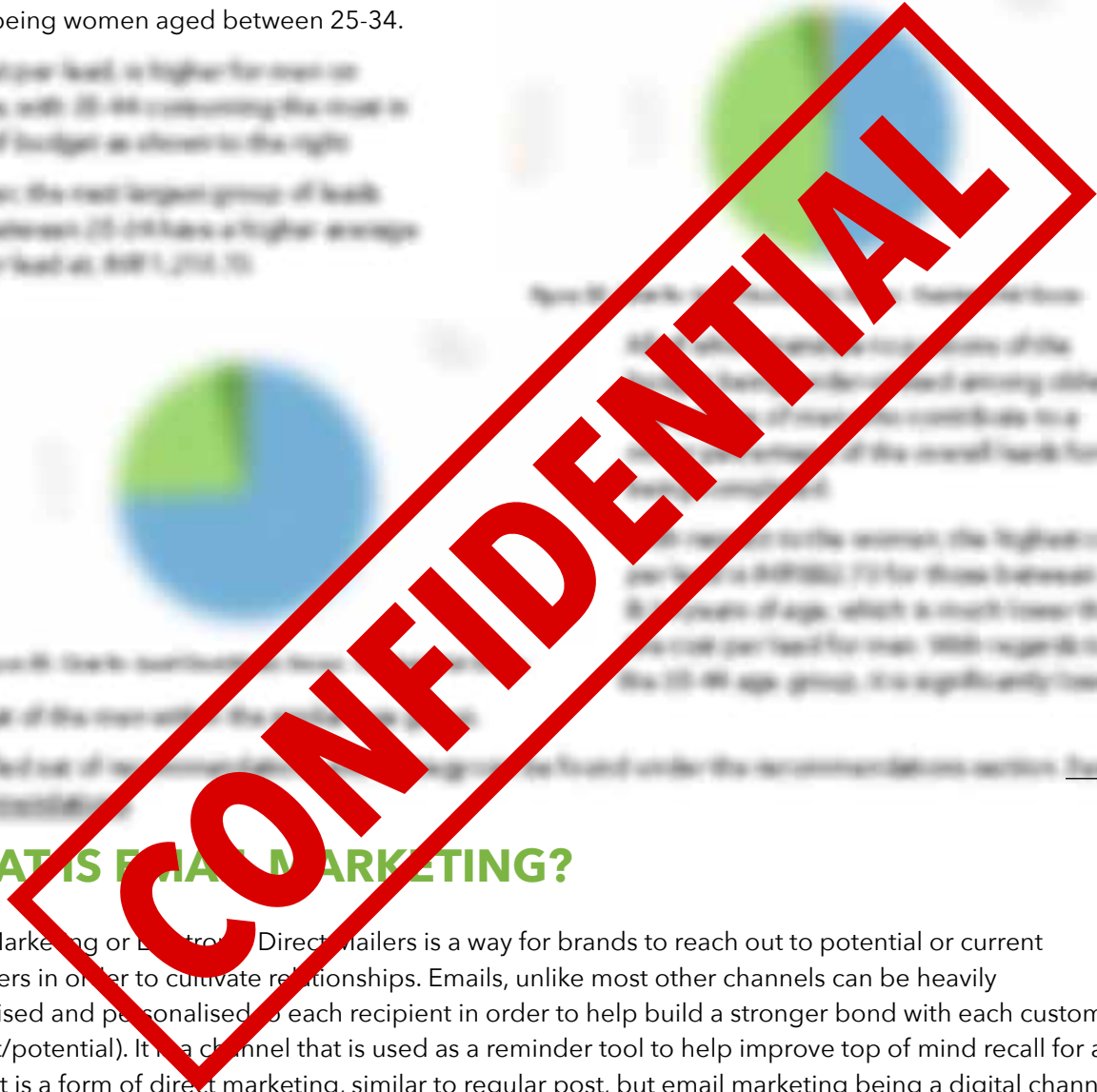


Age 35-44 leads contribute the most to the budget  
than that of the next largest group, 25-34.  
A detailed list of recommendations is found under the recommendations section [See Recommendations](#)

## WHAT IS EMAIL MARKETING?

Email Marketing or Electronic Direct Mailers is a way for brands to reach out to potential or current customers in order to cultivate relationships. Emails, unlike most other channels can be heavily customised and personalised to each recipient in order to help build a stronger bond with each customer (current/potential). It is a channel that is used as a reminder tool to help improve top of mind recall for a brand. It is a form of direct marketing, similar to regular post, but email marketing being a digital channel offers trackable metrics and statistics while also being cheaper than most other forms of marketing.

Three ways to start email marketing is by either leveraging ones existing customer database, or by buying an email database from third party company, or by partnering with other companies to send out emails to their customers.



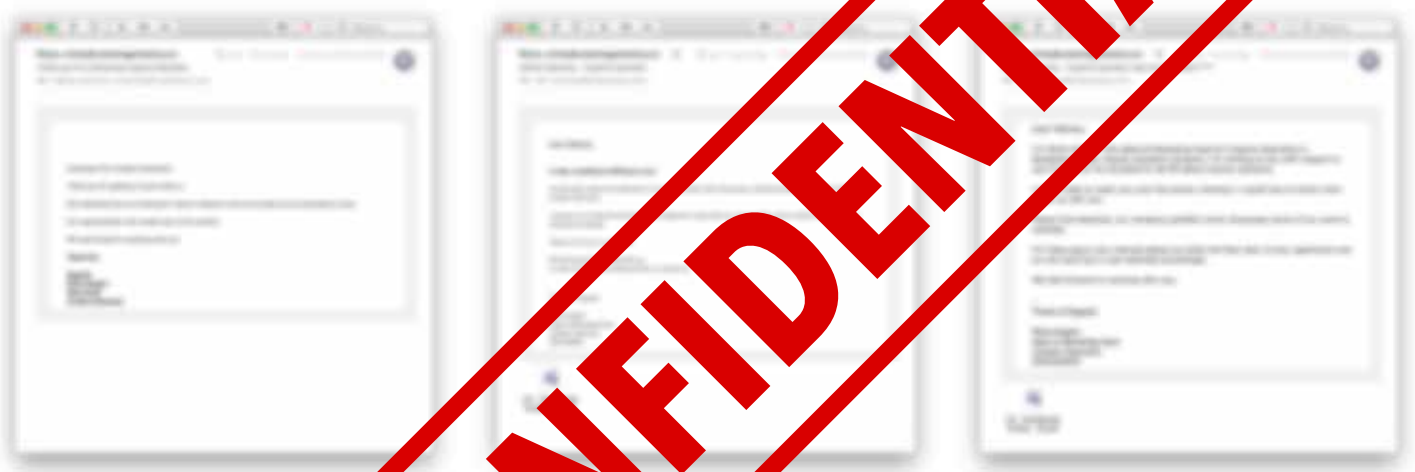
While today, email marketing might seem like an irrelevant channel, various industries have been able to achieve an **ROI of US\$32 for every US\$1** spent on email marketing<sup>5</sup>. Making it a highly effective and cheap marketing tool in any brands arsenal.

However, as a note of caution, acquiring databases isn't a recommended approach as the rate of success in our experience has been relatively low when compared to creating and nurturing a database on ones own.

## ANALYSIS OF EMAIL MARKETING FOR CREATIVE GEOMETRY

While emails are being sent as an automation of design and webinars creation I don't think the email marketing and lead nurturing program has been fully implemented based on the understanding given by the Creative Geometry Team.

A sample of the emails sent out for lead generation can be seen here, and while the content is relevant, the design does not using the desired positioning of Creative Geometry.



Subsequent...  
A set of recommendations...  
Recommendations

<sup>5</sup>Source: [https://www.entrepreneur.com/resources/2019/02/14/email-marketing-roi/](#)



# MARKETING & SALES PROCESS FLOW AUDIT

This section of the report maps the current marketing and sales processes and flows of leads through the various tools and teams/partners in order to close a sale. In addition to this, the sales process is also described below to visually depict the current flow of data and information between the tools and teams.



Figure 27 : Marketing & Sales Process Flow

The diagram above illustrates the current flow of all sales and marketing activities, from lead generation to lead nurturing. It also shows the current state of CRM, which ensures a single point of management of leads and opportunities.

The diagram above illustrates the current flow of all sales and marketing activities, from lead generation to lead nurturing. It also shows the current state of CRM, which ensures a single point of management of leads and opportunities.

# RECOMMENDATIONS

## STRATEGY RECOMMENDATIONS

The focus of any good digital strategy is to build leads that drive revenue. The components of the strategy for Creative Geometry could be described roughly as follows:



With the focus on Discovery, we'd recommend creating a digital platform that allows users to access all channels of communication. The key components of this platform would be to create a single user to generate naturally towards a complete digital presence. The platform's main objective is to search for a solution which leads to a complete digital presence. The components of a good strategy that revolve around the website of Creative Geometry should be a solution with some strategic elements leading to a direct way into the site.



The focus of digital marketing should not just be to generate leads, but also reduce the cost per channel by leveraging both organic and paid channels in tandem to lower the overall cost to acquire and drive all opportunity and increase revenue & profitability. While this is a long-term goal, the short-term goal shall be to activate all channels today in order to achieve the long-term goals tomorrow. Once this has been achieved, the next step would be to strengthen the website by relying on Search, Social Media and Aggregators to offer discoverability. Each component of the figure above that funnel leads to the website should be enhanced to complement the desired positioning of Creative Geometry – a premium



• All of which contribute towards a premium look and feel

• The tone of communication can be one of the following styles. It is recommended that a style that best represents the founders and the core team are selected so as to ensure continuity from marketing communications to real world experiences for a customer. The styles recommended for Creative Geometry are as follows:

- Warm & Welcoming
- Sophisticated & Chic
- Executive & Mature
- Youthful & Energetic
- Empathetic & Personable
- Calm & Sober

• It is recommended that one style be picked and communicated consistently across all communications to ensure any new engagement

• It is also recommended that the tone of voice can change for certain communications

• Punctuation should be avoided at all costs

• **Phase 1B - Channel Identification:** After having completed the audit, it is recommended that a clear identification of types for the remainder of the audit. The types of content which are most effective should be determined to be taken forward into the next phase. The types of content can be placed on the company blog and various of the social media channels. Other articles submitted will be to add to the backlog.

## CHANNEL RECOMMENDATIONS

Based on the strategic recommendations, the audit team shall be to create and evaluate the current standing of each channel. It is recommended that the audit team shall be to create and evaluate the current standing of each channel. It is recommended that the audit team shall be to create and evaluate the current standing of each channel. It is recommended that the audit team shall be to create and evaluate the current standing of each channel.

An audit of the current standing of each channel and its progress is visually depicted below.



## SEO RECOMMENDATIONS

Given the amount of competition in the interior design space, it is often competing for position as leading interior design with regards to content and reach. Coupled with Creative Geometry's desire to position themselves as a business-to-business organization.



Figure 28: SEO Iceberg image courtesy of Kinetic Learning

Based on this data, the site should be reworked to include content around the following through backlinks. The content should focus on the number of times with large and small companies for visibility on Google, social media and other marketing channels. Both online and offline. The content of results available on the site should be updated. The content should be updated to reflect the current state of the industry. The content should be updated to reflect the current state of the industry.

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budget and time constraints, the effectiveness and efficiency considerations. The content should be updated to reflect the current state of the industry. The content should be updated to reflect the current state of the industry.

Content Status	Keyword Focus
	Keyword Focus
	Link

Component	Report Name
New User Budget	Search
	Display
Conversion Budget	Search
	Display
	Video
	Native



From this, creation of a robust marketing and sales funnel is essential to the desired positioning of the brand.

Finally, a lead nurturing process and strategy is required to attract and convert unqualified leads and segments from appropriately.

**IMPACT OF THE PREVIOUS STRATEGIES**

While SEO does not yield immediate results, the long-term benefits of SEO activities, lowers the cost of sale in the long run. This is because the leads generated are more likely to stick as an organic listing as opposed to an ad listing. Organic listings are more likely to be seen as a user something relevant and an organic listing is more likely to be seen as a user something relevant. For that reason, in the long run, SEO contributes towards a more sustainable and engaged for both on and off page optimization as soon as possible.



## PAID SEARCH

Grouping of adgroups and their campaigns could be structured as follows:

Category	Adtype	Keyword	Match Type
Main Campaign	Search Text	See below category in language	Exact Match Modifier
	Display	Keywords under language in language	Exact Match Modifier
	Click to Call	Keywords under language in language	Exact Match Modifier
New Main Campaign	Search	See above category in language	Exact Match Modifier
	Display	Keywords under language in language	Exact Match Modifier
	Click to Call	Keywords under language in language	Exact Match Modifier
Conversion Main Campaign	Search	Keywords under language in language	Exact Match Modifier
	Display	Keywords under language in language	Exact Match Modifier
	Click to Call	Keywords under language in language	Exact Match Modifier
Competitor	Image	Keywords	Exact Match Modifier
Branding	Text Ads		-
	Conversion Ads		-
Lead	Conversion Ads	Conversion Tracking	Pages or Lead

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Note: The grouping mentioned above is only a suggestion. Grouping can be varied and expanded upon based on the advertiser's requirements.

The intent of the list of keywords for each ad group is to appear based not just on selected keywords but also combinations of keywords that may be the focus of Creative Geometry's business. This would also enable discovery of new keywords and conversions before moving them to an exact match type.

Click to call campaigns should be designed directly to the sales team at Creative Geometry to enter and track leads based on current campaigns. Ad creatives for these should also include mobile users to call as opposed to clicking on a link, leaving the website and filling a form/step that can be achieved in one single step. For example, someone is searching for "interior design for 2020" in Bangalore. The ad should clearly include an extension or call to action, design ideas, phone number, and previous experience/profiles.

With regards to ad content, focus and attention should be given to content that engages confidence and knowledge in the business as experts in the space, need reassurance that their home is being handled by professionals with vast amounts of experience and know-how.

Recommendations for a complete list of keywords can be found in the Appendix, page. However, budget recommendations and expected traffic would be as described in the table below.

Spreads	100
Average Monthly Search Volume	45,800
CTR	1%
Average Monthly CTR	400
Average CTR	10000
Average Monthly Budget	\$5,000

### IMPACT AREAS ON OVERALL STRATEGY

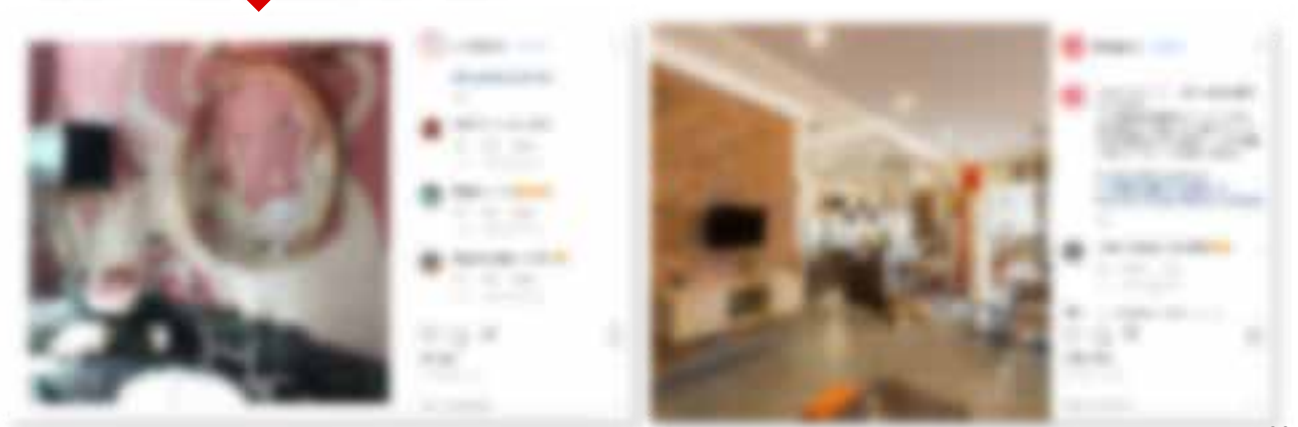
While SEO takes its time to become an effective traffic and then lead generation source, there is a better way to drive leads towards the website for those actively searching for your services. Creative Geometry's design solutions, which will aid in increasing lead quality and quantity, are designed to position awareness of Creative Geometry's brand and services in the minds of those who are actively searching for your services. As a result, the skills in increasing the number of leads and quality of leads indirectly leads are largely impacted more by the content of the website. It is advised to set the attract and heading.



### ORGANIC SOCIAL MEDIA

Based on the overall strategy, content is created around the topics identified in the overall strategy. Content is created using various content types. Through knowledge, skill and expertise should be the focus of content. Content such as, Trends & Materials being used and in development, tool usage, etc. Trends & Materials, and industry updates. All will all contribute towards organic content. Content is shared organically on social media channels.

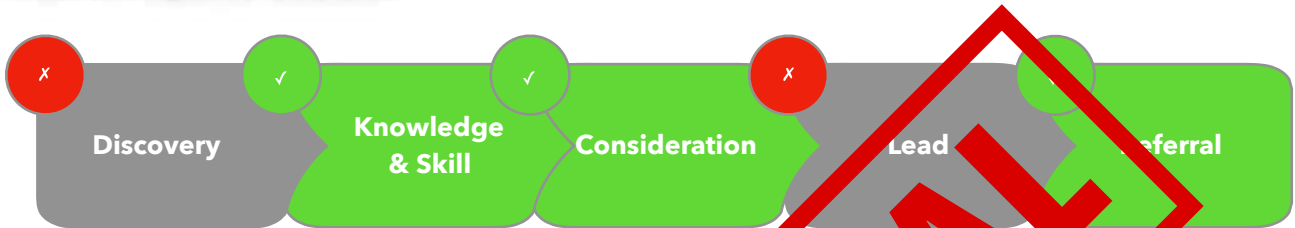
The organic flow of traffic is generated from these posts, shall either be the website, where a lead form will be provided, or a direct message management of direct call/whatsapp, ensuring about the content of a post. The results are shown below:





### IMPACT AREAS ON OVERALL STRATEGY

The key focus of these points is to create and to discover, but priority to demonstrate knowledge & skill which is then will impact conversion.



### PAID SOCIAL MEDIA PROMOTIONS

Paid promotions on social media should focus on the following:

1. Lead Generation
  - a. Unrelated Audiences
  - b. Lookalike Audiences
2. Lead Nurturing
3. Remarketing

Lead generation based on targeting is the most effective way to acquire leads. Targeting based on demographics and interest based targeting are the most effective ways to acquire leads. Targeting based on interest are usually as follows:

Criteria	Results
Age	Lead Generation
Gender	Lookalike Audience (Interest Targeting)
Age	Interest
Gender	Lead
Interests	Engagement (Targeting based on Interest Targeting) (Interest Targeting)

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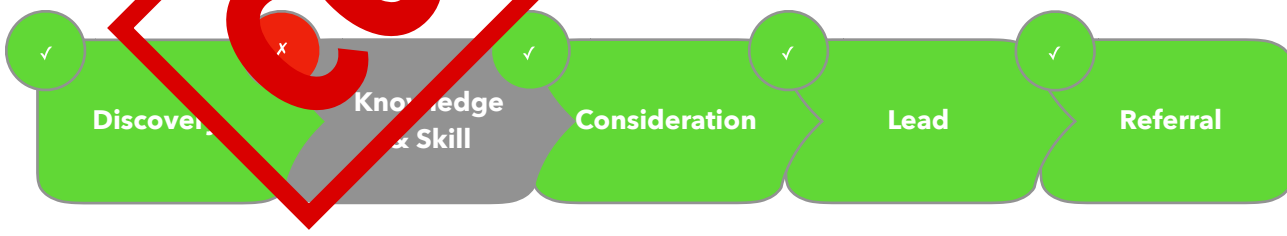
**52- MARKETING**

Based on lead value, no marketing rules based on various criteria can be as follows on the condition that 2000000 allows for audience definitions as follows:

	Goals		Regulation		Lead with Frequency		Lead for the Frequency	
	Min	Max	Min (daily + 1 Month)	Min (daily + 2 Months)	Min (daily + 1 Month)	Min (daily + 2 Months)	Min (daily + 1 Month)	Min (daily + 2 Months)
Why Services	50	50	None	None	None	None	None	None
Why Services	50	50	None	None	None	None	None	None
Why Services	50	50	None	None	None	None	None	None
Why Services	50	50	None	None	None	None	None	None
Why Services	50	50	None	None	None	None	None	None

- Remember who would be referred to each type of campaign. The more information you have, the better. The more information you have, the better. The more information you have, the better.
- For example, if the lead is in the region, you should consider the quality and the quality of our price for the region. This is important to consider.
- Ready to? This shall ensure that the lead is in the region, you should consider the quality and the quality of our price for the region. This is important to consider.

**53- MARKETING**  
The key focus of the marketing strategy is to ensure that knowledge & skill which is why it is necessary to ensure that the lead is in the region, you should consider the quality and the quality of our price for the region. This is important to consider.



**EMAIL MARKETING**

Given that the demand for interior designers is high, and with the options for interior designers being increasingly online, leveraging all forms of communication to ensure top of mind recall is critical.



Additionally, given that the cost of small marketing is negligible and the therefore the ROI being significantly high, it is essential that cannot be ignored even in today's context of hyper-targeted campaigns being made available on other channels.

Examples of small campaigns that can be considered for interior design firms such as Creative Geometry can be seen to the left.

The associated small marketing campaigns can be as follows:

- 1. Social media posts
- 2. Email newsletters
- 3. Direct mail
- 4. Referral programs
- 5. Local events

daily family members etc.

Step 1: Welcome each segment to your newsletter list. Offer them a special discount or early access.

Step 2: Structure each email into five small sections:

1. Greet the reader (message someone you know personally)
2. Address a frequent pain for the reader (e.g. "I know you're always looking for the right sofa")
3. Address a frequent pain for the reader (e.g. "I know you're always looking for the right sofa")
4. Address a frequent pain for the reader (e.g. "I know you're always looking for the right sofa")
5. Better looking to the reader (e.g. "I know you're always looking for the right sofa")

Step 4: Share all landing pages on social media with appropriate tracking codes.

Step 5: Focus on getting the most leads from campaigns on other channels.

It is not necessary to do all these things or create a whole database at any stage. The truth is that high ROI can be achieved with a few well-targeted campaigns.

MARKETING FUNNEL

While most people still think of small marketing as a dead investment, in the context of interior design, the core function of an interior design firm is to sell a service. Small marketing is a cost-effective way to reach the right people, and the long-term success of it as a marketing channel is contributed towards lowering the cost of sale and even towards nurturing of a lead.



## AGGREGATORS

With the handful of aggregators today, each with similar offerings, the approach should be to ensure that discoverability is made possible. While it is understood that a large number of leads will be acquired through these platforms, they can help ensure that a lead is generated and consider Creative Geometry by creating the work placed on each of these sites with the profile section.

Further, images for each of all showcase projects should be placed on each site with special emphasis made to background and close-up images to make available on these platforms.

### IMPACT AGAIN ON OVERALL STRATEGY

Aggregators should be viewed as a means to make it easier for the user to find and connect with the website, which is our primary goal. The user should be able to find and connect with the website through these aggregators. Aggregators should also be used to showcase and demonstrate the work done.



## WEBSITE

With the website being the central piece of our digital campaign, it needs to be the most robust of all platforms to ensure lead generation and demonstrate knowledge.

Further, the following items should be taken into consideration and implemented to make for all the recommendations to be more and be effective. The recommendations are broken into two major for user production activities.

### STAGE 1

1. On Page SEO flow to be implemented which includes meta data updates, URL recommendations, content density, etc. mentioned in the analysis section of the report and further detailed in the appendix.
2. Website load time as well as page speed and CSS flow where possible.

- 3. Mobile responsiveness, especially with regards to form size and usability on smaller screens
- 4. Tracking code implementation on relevant pages

**PHASE 2**

- 5. Landing page creation based on recommendations identified
- 6. Image optimization to be fixed based on recommendations above
- 7. Content tone & style to be reviewed based on identified tone and style above

The estimated time to completion of Phase 1 tasks is 1 month with Phase 2 taking around of 2-3 months depending on turn around times between the agency partner and Creative for content creation and internal team.

**IMPACT AGAIN ON OVERALL STRATEGY**

With discovery being handled by several other channels, the website is an important piece in the remaining components of the overall strategy.



**BUDGET & COST**

Given all the channels being leveraged and the complexity of the strategy, we are estimating the cost of advertising based on traditionally measured CPE rates for the respective channels as follows:

**PAID SEARCH BUDGET ESTIMATION**

Search Engine	100
Search Engine	10,000
Search Engine	10
Search Engine	100
Search Engine	10,000
Search Engine	10,000

Note: Budget estimates are approximate and based on industry standards and are subject to increase with proper optimization efforts.

**SOCIAL MEDIA BUDGET ESTIMATION**

Social Media	10,000
Social Media	10,000
Social Media	100



Conversion Rate	1.5%
Average Monthly Budget	\$40,000.00

Note: Conversion rates mentioned are approximate and based on Facebook's estimations.

### COST OF SALES ESTIMATIONS

With effective optimization across all channels (SEO, Social, Email, Display, Video, etc.) and the costs involved in marketing will decrease, the cost per sale will rise before either leveling off and then staying constant or reduce further as the number of total leads increases.



The goal of all channels is to increase the number of leads while decreasing the cost per lead or adding traffic while increasing the number of leads.

Please note: These are estimates and may vary from actual results. This graph is merely for representation purposes and is not a guarantee of all channels working in tandem.

## EXECUTION PLAN & ROLL OUT ESTIMATIONS

Given the nature of the assumption that run around times between systems is kept to a minimum, the expected start and end dates of each channel can be visualized below.

Channel	1	2	3	4	5	6	7	8	9	10	11	12
Search & Display	Blue	Cyan	Green	Yellow	Red	Pink	Blue	Cyan	Green	Red	Pink	Dark Blue
Social & Video	Grey	Blue	Cyan	Green	Yellow	Red	Pink	Blue	Cyan	Green	Red	Pink
Website Dev	Yellow	Yellow	Yellow	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey

Month	1	2	3	4	5	6	7	8	9	10	11	12
Q1 Ad Spend	Yellow	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Q1 Marketing Revenue	Grey	Grey	Grey	Grey	Grey	Green	Green	Green	Green	Green	Green	Green
Q1 Campaigns Launched & Executed	Yellow	Yellow	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	Green
Q1 Social Media Organic Growth & Reviews	Yellow	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey
Q1 Organic Social Media Posts	Grey	Blue	Cyan	Green	Yellow	Red	Pink	Blue	Cyan	Green	Red	Pink
Q1 Customer Campaigns Launched & Executed	Yellow	Yellow	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	Green
Q1 Email Campaigns Launched	Yellow	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey
Q1 Lead Marketing	Grey	Blue	Cyan	Green	Yellow	Red	Pink	Blue	Cyan	Green	Red	Pink
Q1 Lead Marketing	Grey	Blue	Cyan	Green	Yellow	Red	Pink	Blue	Cyan	Green	Red	Pink
Q1 Marketing Budget & Implementation	Grey	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow

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Each color underpins a specific action item for each department in the following month, implying that the items to be completed will be decided and completed in the month of year.

Further, the color yellow indicates a high-priority or ongoing amount of attention for the respective department and a red indicates a critical or urgent need to a minimum. Such a necessary to ensure proper execution of the marketing plan.

### KPI IDENTIFICATION

Based on the above execution effort & timelines, as well the the history of each account and challenges faced by the Creative Geometry Team in terms of results and execution, below are a set of KPIs the team should focus on for each quarter.

Month	Q1	Q2	Q3	Q4
Website	<ul style="list-style-type: none"> <li>Website Audit</li> <li>Website Update</li> <li>Page Refresh</li> </ul>	<ul style="list-style-type: none"> <li>Lead Source</li> <li>Lead Conversion</li> </ul>	Lead No. Lead MQL	Lead No. Lead MQL
CRM	<ul style="list-style-type: none"> <li>Website Approval</li> <li>Website Approval</li> </ul>	<ul style="list-style-type: none"> <li>Approved Spending</li> <li>Table Conversion</li> </ul>	<ul style="list-style-type: none"> <li>Approved Spending</li> <li>Table Conversion</li> </ul>	Lead No. Lead MQL

Channel	Q1	Q2	Q3	Q4
SEO	<ul style="list-style-type: none"> <li>Revenue from Search</li> <li>Profit from Search</li> </ul>	Use for Acquisition	Use for Acquisition	Use for Sales (MKT)
Social Media	<ul style="list-style-type: none"> <li>Revenue from Social</li> <li>Profit from Social</li> <li>Revenue from Lead gen Campaigns</li> <li>Profit from Lead gen Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Revenue from Social</li> <li>Profit from Social</li> <li>Revenue from Lead gen Campaigns</li> <li>Profit from Lead gen Campaigns</li> </ul>	Use for Acquisition	Use for Sales (MKT)
Local Marketing	<ul style="list-style-type: none"> <li>Revenue from Local</li> <li>Profit from Local</li> <li>ROI</li> </ul>	<ul style="list-style-type: none"> <li>Revenue from Local</li> <li>Profit from Local</li> <li>ROI</li> </ul>	<ul style="list-style-type: none"> <li>Revenue from Local</li> <li>Profit from Local</li> <li>ROI</li> </ul>	<ul style="list-style-type: none"> <li>Revenue from Local</li> <li>Profit from Local</li> <li>ROI</li> </ul>
Ad Marketing	ROI	Use for Acquisition	Use for Acquisition	Use for Sales (MKT)

Disclaimer: Metrics such as ROI, acquisition costs and conversion rates are only calculated once the metrics have been established in the previous quarter. Therefore, if there is no data for any digital campaign or strategy cannot be measured effectively.

## MARKETING & SALES PROCESS RECOMMENDATIONS

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While the current process flow adopted by Creative Geometry is adequate, it can be expanded to improve efficiency across the 3 teams, namely the sales, marketing and digital agency. The aim being to reduce time around time, improve communication and quality of feedback from each team. Thereby improving lead quality which in turn will affect lead cost and therefore cost of sale.

For an interactive, larger version of this chart please visit <https://www.creativegeometry.com>



Strategy	Ad Spend	Reach					
		Brand Name	Category Name	CPA	CPC	Conversion	ROI

### SOCIAL MEDIA

Strategy	Ad Spend	Platform	Reach					
			Brand Name	Category Name	CPA	CPC	Conversion	ROI

### EMAIL

Strategy	Ad Spend	Platform	Reach					
			Brand Name	Category Name	CPA	CPC	Conversion	ROI

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# APPENDIX

TABLE 1 - PAGESPEED SCORE CARD



Grade

A

Sl. No.	YSlow	Importance	Score	Legend
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Number of URLs	% of Total URLs	Total URLs	Total URLs Description
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		Number of URLs	% of Total URLs	Total URLs	Total URLs Description
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Number of URLs	% of Total URLs	Total URLs	Total URLs Description
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	Number of URLs	% of Total URLs	Total URLs	Total URLs Description
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Number of URLs	% of Total URLs	Total URLs	Total URLs Description
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Number of URLs	% of Total URLs	Total URLs	Total URLs Description
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The background of the page features a large, faint table with a grid structure. The table has multiple columns and rows, with some cells containing small, illegible text or symbols. The overall appearance is that of a data table or spreadsheet that has been redacted for confidentiality.



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Item	Category	Value	Unit	Notes	Comments
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
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9	...	...	...	...	...
10	...	...	...	...	...

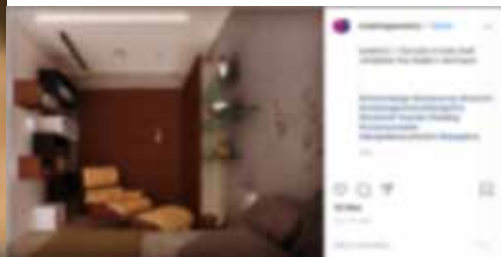
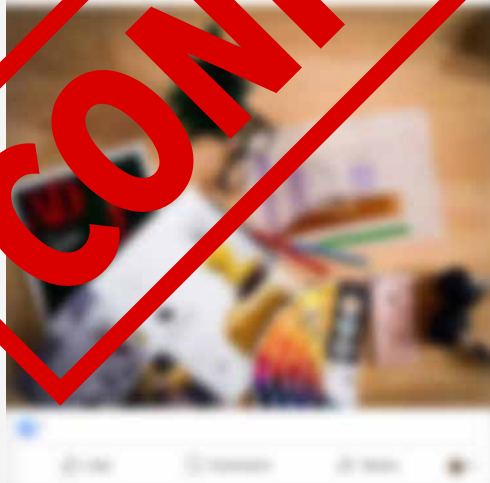
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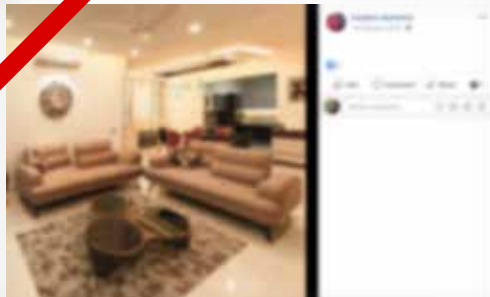
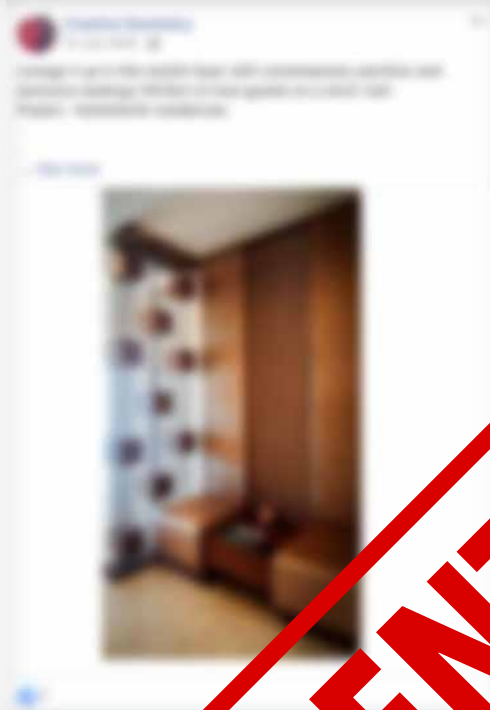
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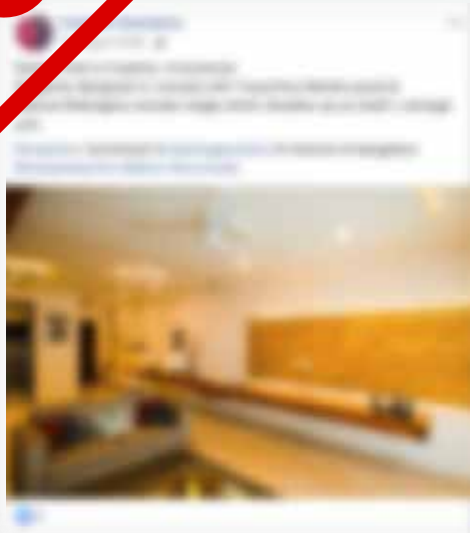


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**FIRST DISCIPLE CONSULTING LLP**

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#225, 3RD MAIN, 4TH CROSS, HRBR - 3RD BLOCK,  
KALYANNAGAR, BANGALORE - 560043

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