mymonograph

Digital Marketing Portfolio

Our Advantage

WE ARE AN INTEGRATED PERFORMANCE DIGITAL SUCCESS AGENCY THAT IS BOLD & CARING!

MyMonograph Advantage

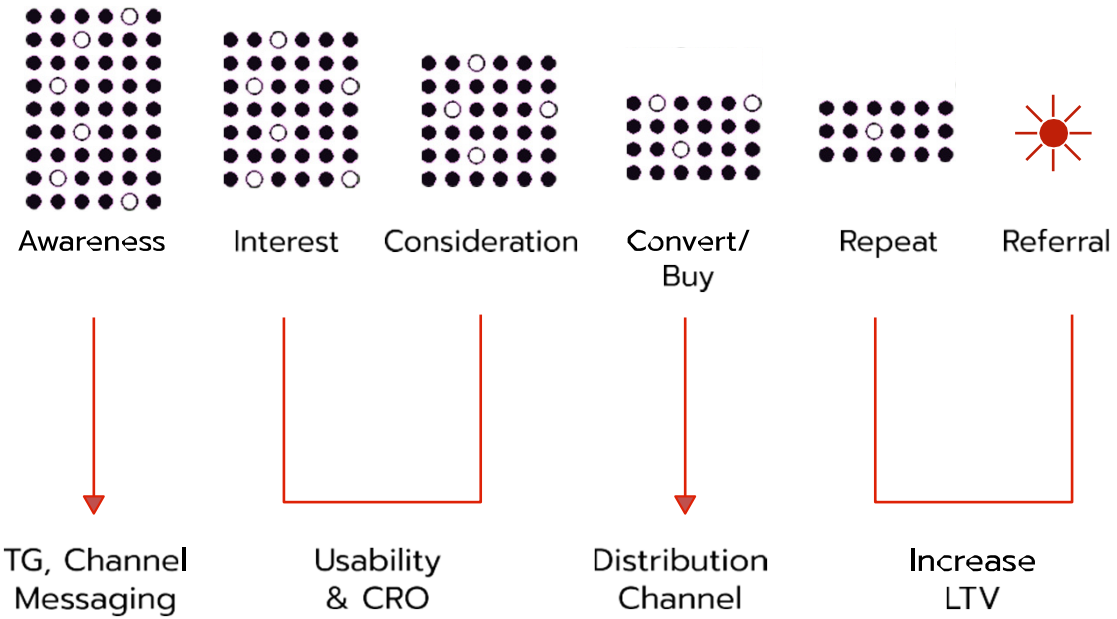
- Integrated (most core services under one roof)
- Thought leader – Knowledge and process advantage, we solve the most complex solutions using the best practices.
- Faster ROI creation than many

> “Offers cutting edge digital marketing services at affordable price range”
>
> “Let no good business or entrepreneur ever struggle for digital marketing”

+91 630 2240 883
Mymonograph.com

Our Approach

- Customer Journey Optimization
- Different TG & Segmentation
- Messaging Framework
- Channel Mix
- Ads, Campaigns, Execution
- LTV, CAC based work



+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

About Us

Since 2014

Team 10+ Passionate Professionals

Presence in
India- Hyderabad

Core Services
Digital Consulting & Digital Marketing

Industries served
Education, Real Estate, Home Automations, Software solutions, Retail & Others

Projects delivered
20+

Proud of
85% Business comes from existing clients

Perceived as
Innovation Outsourcing Partner, Strategic Digital Partner

Lean Organization
Only 3 levels of hierarchy including top management. Empowered team.

Super Team
At least 3x more productive

WHAT IS MYMONOGRAPH

MYMONOGRAPH is a Digital Marketing Agency offering cutting edge strategic digital marketing services. Specializing in SEO, Social Media Marketing, and Google Ads. We also offer WordPress Website Development.

MYMONOGRAPH is based out of Hyderabad, India with 7+ years of experience in Digital Marketing and Software Services.

Founded by :
Cambridge University Certified Digital Marketer

+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

Tailored Strategies

Reach

Our experts will help you to reach more target audience through suitable digital channels

Organic Traffic

We help you in increasing organic traffic to your website through search engine Optimization.

Leads/Sales

We can generate leads or Sales for your business through Organic and Paid channels.

+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

Our Expertise

- Digital Marketing Consulting
- Search Engine Optimization
- Social Media Marketing
- PPC Management
- App Store Optimization
- Conversion Rate Optimization
- E-Mail Marketing
- Content Marketing
- Lead Generation
- CRM & Marketing Automation
- Website Development
- WhatsApp Marketing
- Web Analytics
- Online Reputation Management

Industry Expertise

Driving Organic Growth and Search Visibility

- **Navigating the Algorithms**
- **Cross-Industry Mastery**
- **Keyword Strategy**
- **Technical Prowess**
- **Content Optimization**
- **Authority Building**
- **Local Search Focus**
- **Data-Driven Insights**
- **Adapting to Trends**

Key Takeaway:

Our seasoned SEO professionals combine technical prowess, content finesse, and data-driven strategies to amplify your online presence, boost search rankings, and drive targeted organic traffic.

Our mastery in essential areas empowers us to elevate your brand's digital presence through strategic SEO practices

+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

Proven Results

+91 630 2240 883
Mymonograph.com

Dedicated Team

We're dedicated to delivering top-tier digital marketing services. Our passion for innovation and commitment to excellence ensure your brand's online success. With us, your goals are our priority

Kranthi Kumar T

Sr. SEO Manager

Experienced Digital Marketing Specialist | Lead the team with result-oriented techniques & Trends

Venkatesh T

Sr. SMM Manager

Experienced Digital Marketing Specialist | Driving Business Growth through Innovative Marketing Strategies

Nagaraju Velagapudi

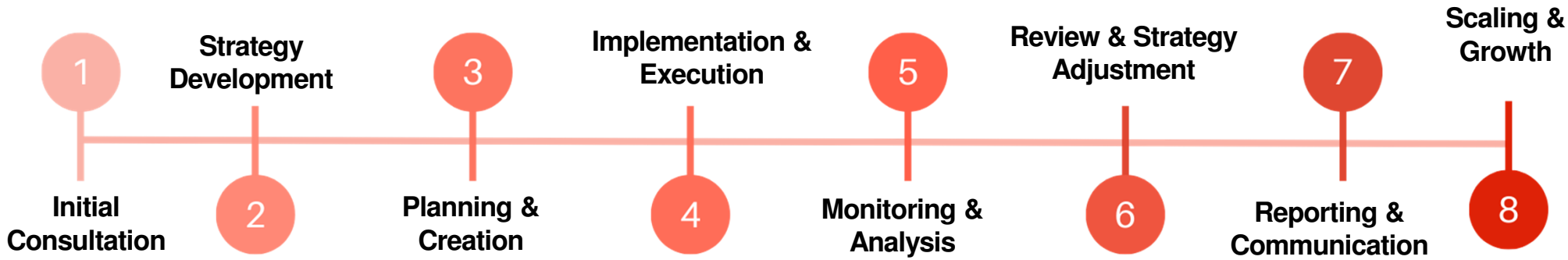
Managing Director

Cambridge University Certified Digital Marketer | Suggest the Team new trends, & Coordinate the Team with Best suggestions

+91 630 2240 883

Mymonograph.com

Collaboration Process



+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

Case Studies

Here is the list of some of the selected Digital Marketing projects of MyMonograph. Being an expert in web, mobile & marketing solutions and having a pool of certified, talented digital marketers, enables our clients to strategize their IT initiatives and achieve their online marketing goals through end-to-end digital marketing solutions.

+91 630 2240 883
Mymonograph.com

URBAN REFLECTIONS
PREMIUM FURNITURE

Case Study – Retail Sector

Urban Reflections, a Premium & Luxury furniture retail start-up in Hyderabad. They have a range of product line in Dining Tables, Center Tables, Console Tables, Beds, Sofa Sets and Recliners. Their motto is to make the living places more elegant and luxurious at reasonable cost.

Solution Provided:

- Digital Marketing

Challenges:

- Brand positioning strategy creation
- Everything built from scratch because it is a startup and doesn't have any digital assets (i.e; Logo, Website, Social Media accounts,....etc)

Our Solutions Metrics:

- Logo & Website
- Social Media – Facebook, Twitter, LinkedIn, Instagram
- Google Search and Call ads
- SEO
- Introduction of Local SEO for targeted localized audience focusing on the store walk-ins

Sales Campaigns:

- Google Search campaign
- Facebook & Instagram Lead Generation campaigns

Key Outcome:

- More than 5000 leads delivered in just 4 months
- Significant improvement in online presence
- Organic traffic generation
- Overall ranking improvement for the Keywords we have targeted

Products:

Dining Tables, Center Tables, Console Tables, Beds, Sofa Sets and Recliners

+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

formula.

Case Study – Education Sector

Formula Trainings is an Education brand focussing on Language Training, Public Speaking and Soft Skills Training. They are in this field for almost two decades and trained thousands of students.

Solution Provided:

- Logo Redesigning
- Website Designing
- SEO
- Leads Generation

Challenges:

- Website was not structured
- Web pages indexing in Google search was not accurate
- Almost negligible visibility on organic search for relevant keywords.
- Increasing the visibility on organic search and the number of enquiries through traffic acquired from organic search

Our Solutions Metrics:

- Google Search optimization for keyword list expansion and mapping them to specific landing pages
- Impactful strategy and implementation for driving more organic traffic, conversions, branding and improving the keyword ranking
- Acquiring quality back links and optimizing the Google Local Business for optimum performance in local search results
- Brand building via content marketing (YouTube Channel)
- Website restructured with best practices in SEO
- Leads generated through social media and Google Ads

Key Outcome:

- Organic traffic improved by 500% in one year
- More than 10,000 Leads generated through Facebook ads, Instagram ads, Google Search and call ads.
- Leads through organic traffic
- Keywords optimized for search rankings.

+91 630 2240 883

Mymonograph.com

Creative - Strategic - Experienced

Case Study – SaaS Product

Dharti Soft is a SaaS company focussed on Real Estate CRM service for Real Estate developers and Agents. With a team of 10+ engineers on staff, they are headquartered in Hyderabad and have a sales office in Bangalore.

Solution Provided:

- Logo Designing
- Search Engine Optimization
- Social Media Marketing
- Leads Generation

Challenges:

- Website technical modification required in order to be SEO compliant and search friendly.
- No conversions through organic channels.
- The website was not properly set up to measure leads & conversions through organic channels.
- Call-To-Action (CTA) points was not utilized adequately, for example forms, phone numbers, etc.
- Social integration was not set-up, resulting in the website missing out on social signals.
- Issue on content presentation in the website.
- Ongoing Google AdWords campaign had a very high Avg. Cost Per Click, without any conversions.
- Existing ad copies lacked competitive messaging & USPs.
- Lack of thematic ad group creation and relevancy with assigned ad text.

Case Study – Home Automation Sector

Lexa Smart is a Home Automation brand based out of Hyderabad. They are into Home Automation products manufacturing, Installation Services and Maintenance. They are one of the best home automation brands in Hyderabad.

Solution Provided:

- Logo Designing
- Website Development
- Social Media Marketing
- Lead generation
- SEO optimization

Challenges:

- Quantity and quality of leads since we had to start from the scratch as it is a start up.
- No SEO was done earlier for the website
- Loca SEO was not implemented
- No social media presence

Our Solutions Metrics:

- Social Media marketing and management – Facebook
- Paid Ads- Search, Display, Remarketing, Profile Targeting on Facebook
- SEO
- Digital Asset management which included website, social profiles
- Paid Ads for Lead Generation through Facebook Carosel Ads, creative Ad copies for campaigns.
- Working on Organic Growth – We did on-page SEO and off-page SEO, started posting contents based on the keywords we wanted to rank.
- Closely worked on Brand positioning strategy with founders.
- Regular Social Media updates and Google Ads.

Key Outcome:

- Lead target is generally 350 approx every month, We have achieved close to 400 every month, the Ad budget remaining constant since it started.
- Significant improvement in online presence.
- Good organic engagement, high ranking for targeted keywords.

Sundar K

Managing Director of
Formula Trainings

Deliver the best results according to client required goals

★ ★ ★ ★ ★

Hanumanthu

Managing Director of
Veda Spoken English

The Team Offer Best Services at affordable price for small business

★ ★ ★ ★ ★

Srinivas V

Managing Director of
Medha Electronics

Very dedicated & well professional team strongly suggestable for small business

★ ★ ★ ★ ★

Client Testimonial

Client feedback and testimonials vividly showcase our institute's service satisfaction. Their appreciation drives us to continually excel in delivering exceptional educational experiences

+91 630 2240 883
Mymonograph.com

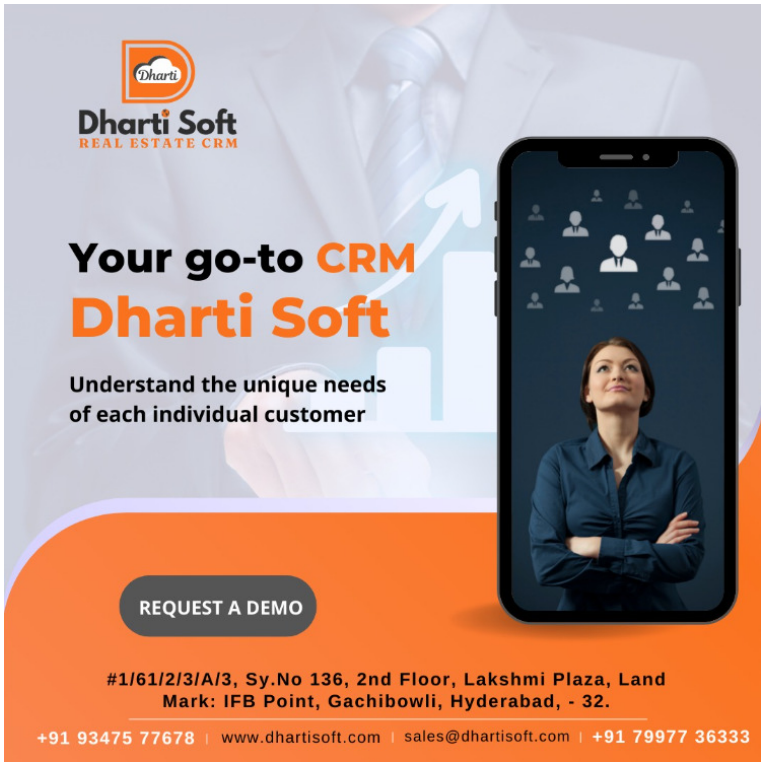
Creative - Strategic - Experienced -

Social Media Creatives Design Samples

+91 630 2240 883
Mymonograph.com

+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -



+91 630 2240 883
Mymonograph.com

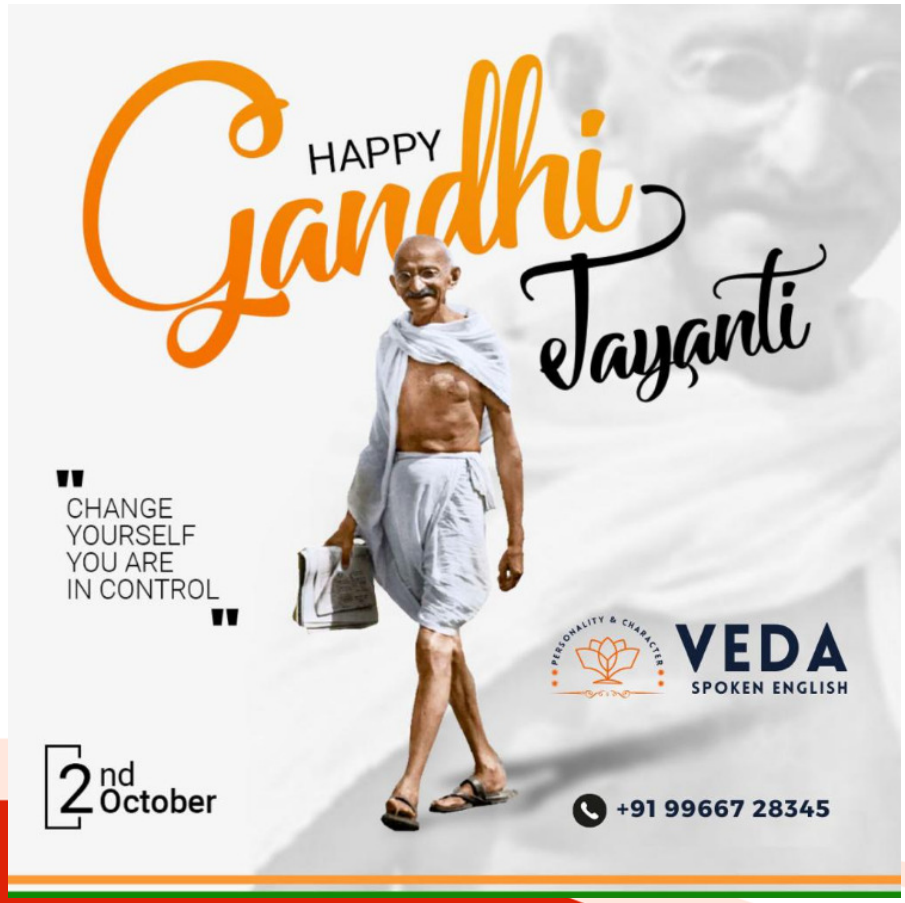
Creative - Strategic - Experienced -

+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -



+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

+91 630 2240 883
Mymonograph.com

Creative - Strategic - Experienced -

Got questions?

Reach out.

+91 630 2240 883

info@mymonograph.com

Creative - Strategic - Experienced -

Thank You
myMonograph