

DIGITAL PORTFOLIO MARKETING



HIMANSHI MONE

Helping Brand grow through strategy, Creativity & Results

- Social Media Marketing & Ads
- SEO & Content Strategy
- LinkedIn Marketing & Personal Branding
- Graphics Designing
- AI Generated Content Creation
- Packaging Design

E-mail
vistaardigitalsolution@gmail.com

WhatsApp
+91-8103206753





MARKETING CONSULTANCY

As a digital marketing consultant, I help businesses unlock growth by creating tailored strategies that combine creativity with data-driven insights. My expertise spans social media marketing, SEO, paid advertising, content strategy, and brand storytelling. I work closely with clients to understand their goals, identify opportunities, and implement solutions that drive measurable results—whether it's boosting online visibility, building brand identity, or increasing sales. With a blend of strategic thinking and hands-on execution, I ensure businesses not only reach their audience but also create lasting impact.

E-mail
vistaardigitalsolution@gmail.com

WhatsApp
+91-8103206753



CASE STUDY - 01

SOCIAL MEDIA MARKETING

GEHNA BOUTIQUE

A boutique in Indore specializing in ready-to-wear Nauvari sarees and traditional Maharashtrian wear.

Goal

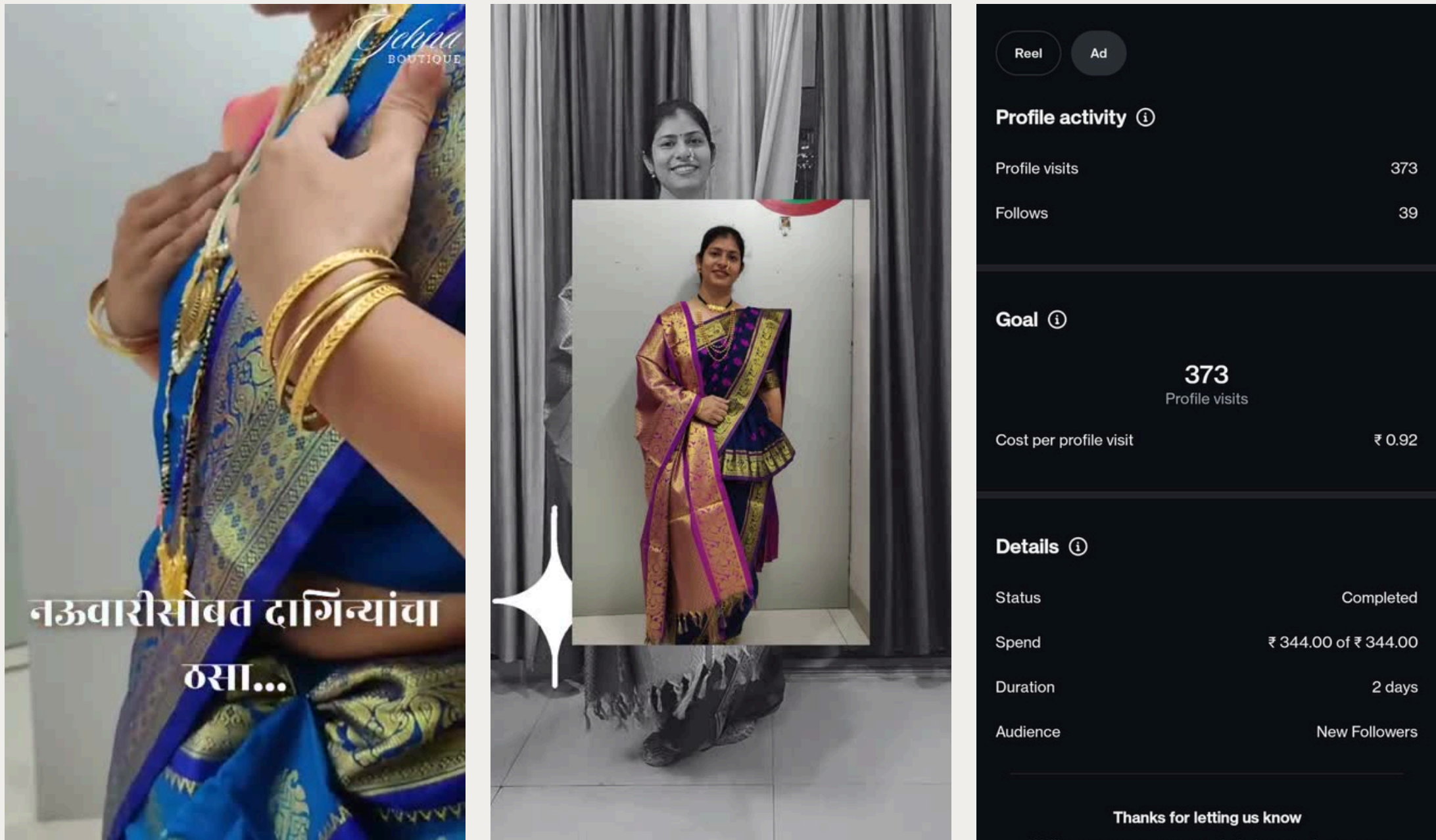
To build a strong social media presence, showcase the elegance of their ready-to-wear Nauvari sarees, and drive more sales both online and offline.

Strategy

- **Brand Positioning:** Highlighted Gehna Boutique as a trusted destination for authentic yet modern Maharashtrian attire.
- **Content Creation:**
 - a. Produced engaging reels featuring women wearing Nauvari sarees styled with traditional jewelry.
 - b. Designed carousel posts explaining draping ease, styling tips, and cultural significance.
 - c. Used customer testimonials and behind-the-scenes tailoring process for authenticity.
 - d. Community Building: Engaged with local women-centric groups, fashion pages, and cultural
- **Community Building:** Engaged with local women-centric groups, fashion pages, and cultural communities.
- **Engagement Tactics**
 - Polls, Q&A, and quizzes in Instagram Stories (e.g. "Which jewelry looks best with Nauvari?").
 - User-generated content campaigns — encouraging buyers to share photos with branded hashtags.
 - Collaboration with local influencers & micro-creators in fashion/tradition niches.



To connect with the modern audience, we crafted engaging video creatives that highlighted both the cultural richness and the convenience of Gehna Boutique's ready-to-wear Nauvari sarees. Below are some of the standout videos and the measurable results they delivered.



Result -

- **Followers:** Instagram audience grew by 170%, building a loyal community around Maharashtrian wear.
- **Engagement:** Reels and cultural storytelling posts achieved 4x higher engagement compared to earlier content.
- **Sales:** Direct inquiries and orders for ready-to-wear Nauvari sarees increased by 40%, with a noticeable spike during festive campaigns.
- **Brand Visibility:** Gehna Boutique became recognized as a go-to destination for Nauvari sarees in Indore,

E-mail
vistaardigitalsolution@gmail.com

WhatsApp
+91-8103206753



CASE STUDY - 02

LinkedIn Management



GARVANSH BIZ SOLUTION

Goal

Make Garvansh the go-to startup advisory brand for founders who are confused about compliance, accounting, and business setup.

Strategy

- Optimized LinkedIn page with branded visuals and keyword-rich descriptions.
- Created a content calendar mixing storytelling posts, educational insights, and client success stories.
- Published long-form articles to build thought leadership.
- Focused on network growth & engagement with startup founders and professionals.
- Tracked key metrics (impressions, engagement, inquiries) to refine content formats.

E-mail
vistaardigitalsolution@gmail.com

WhatsApp
+91-8103206753



Result (with in 2 months) -

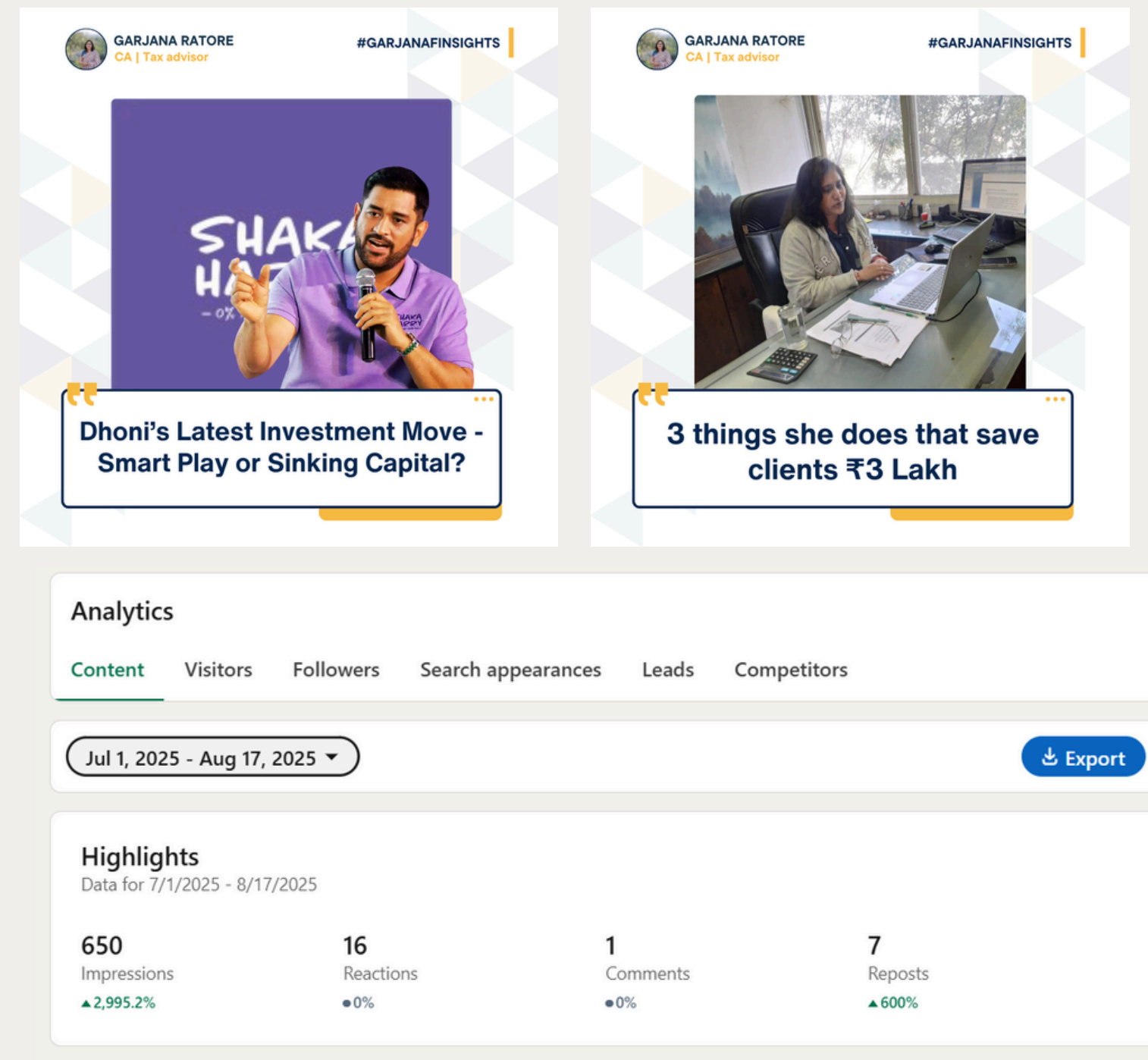
- **Impressions:** Achieved 650 impressions, a +2,995% increase compared to the previous period.
- **Engagement:** Secured 16 reactions, 1 comment, and 7 reposts – with reposts up by 600%, showing stronger shareability of content.
- **Visibility:** Despite only 25 followers, the page gained consistent traction, proving that quality content and optimized strategy can deliver visibility beyond follower count.

Next Steps

- Scale up by increasing posting frequency and adding short-form video content to boost engagement.
- Launch LinkedIn ad campaigns targeting startup founders and entrepreneurs for lead generation.
- Leverage employee advocacy by encouraging team members to engage with company posts.
- Track conversion metrics (website clicks, inquiries) to directly link content efforts with business outcomes.

E-mail
vistaardigitalsolution@gmail.com

WhatsApp
+91-8103206753



CASE STUDY - 03

LinkedIn Management



TOOLTECH PACKAGING

Goal

Position ToolTech Packaging as a trusted precision-packaging partner and generate qualified B2B inquiries through LinkedIn & website.

Strategy

- Optimized the LinkedIn page with branded visuals and keyword-rich descriptions for better visibility.
- Built a strategic content calendar blending storytelling, educational insights, and client success posts.
- Published long-form articles to strengthen thought leadership.
- Focused on network growth and engagement with founders and professionals.
- Tracked impressions, engagement, and inquiries to refine content and improve performance.

E-mail
vistaardigitalsolution@gmail.com

WhatsApp
+91-8103206753



Result (with in 2 months) -

- **Impressions:** Achieved 6,274 impressions, showing a +474.5% growth compared to the previous period – indicating a strong increase in content visibility.
- **Engagement:** Generated 225 reactions, reflecting a +603.1% increase, proving improved audience interest and content relevance.
- **Visibility:** With just 126 followers, the page achieved strong organic reach – demonstrating that strategy and content quality matter more than follower count.

Next Steps

- Increase posting frequency with educational & industry-insight content
- Introduce short-form video posts to boost reach and engagement
- Focus on share-worthy content (tips, myths, process explainers)
- Encourage team & partner engagement to improve reposts
- Track website clicks & inquiries to connect content with business outcomes

E-mail
vistaardigitalsolution@gmail.com

WhatsApp
+91-8103206753



Analytics

Content Visitors Followers Search appearances Leads Competitors

Sep 27, 2025 - Dec 25, 2025

Export

Highlights

Data for 9/27/2025 - 12/25/2025

6,274

Impressions

▲474.5%

225

Reactions

▲603.1%

2

Comments

●0%

0

Reposts

●0%



CASE STUDY - 04

PRATHAM SUPER FOODS

Pratham Super Food – A brand selling homemade breads and healthy snacks online and offline (Narmadapuram and nearby area)

Goal:

To increase organic visibility, rank for relevant keywords like “healthy snacks Indore” and “buy homemade breads online”, and drive more website traffic that converts into sales.

E-mail

vistaardigitalsolution@gmail.com

WhatsApp

+91-8103206753

SEARCH ENGINE OPTIMIZATION



Strategy-

1. Website Audit & On-Page SEO

- Optimized meta titles, descriptions, and H1 tags with high-intent keywords.
- Improved site speed and mobile responsiveness for better user experience.
- Created keyword-rich product descriptions for all snack items.

2. Keyword Research & Content Creation

- Identified long-tail keywords such as “gluten-free snacks in Indore” and “homemade multigrain bread online”.
- Developed a content calendar with blogs like:
 - 5 Healthy Snack Ideas for Busy Professionals
 - Why Homemade Bread is Better for Your Health
- Added FAQ schema to blog posts for better chances in Google’s featured snippets.

3. Local SEO

- Optimized Google Business Profile with photos, posts, and customer reviews.
- Targeted local directories and food-related listings to improve local search visibility.

4. Backlink Building

- Reached out to food bloggers and wellness websites for guest posting.
- Secured backlinks from local business directories and lifestyle publications.

5. Analytics & Tracking

- Set up Google Search Console & Google Analytics to track impressions, clicks, and conversions.
- Monitored keyword ranking progress monthly.

E-mail

vistaardigitalsolution@gmail.com

WhatsApp

+91-8103206753





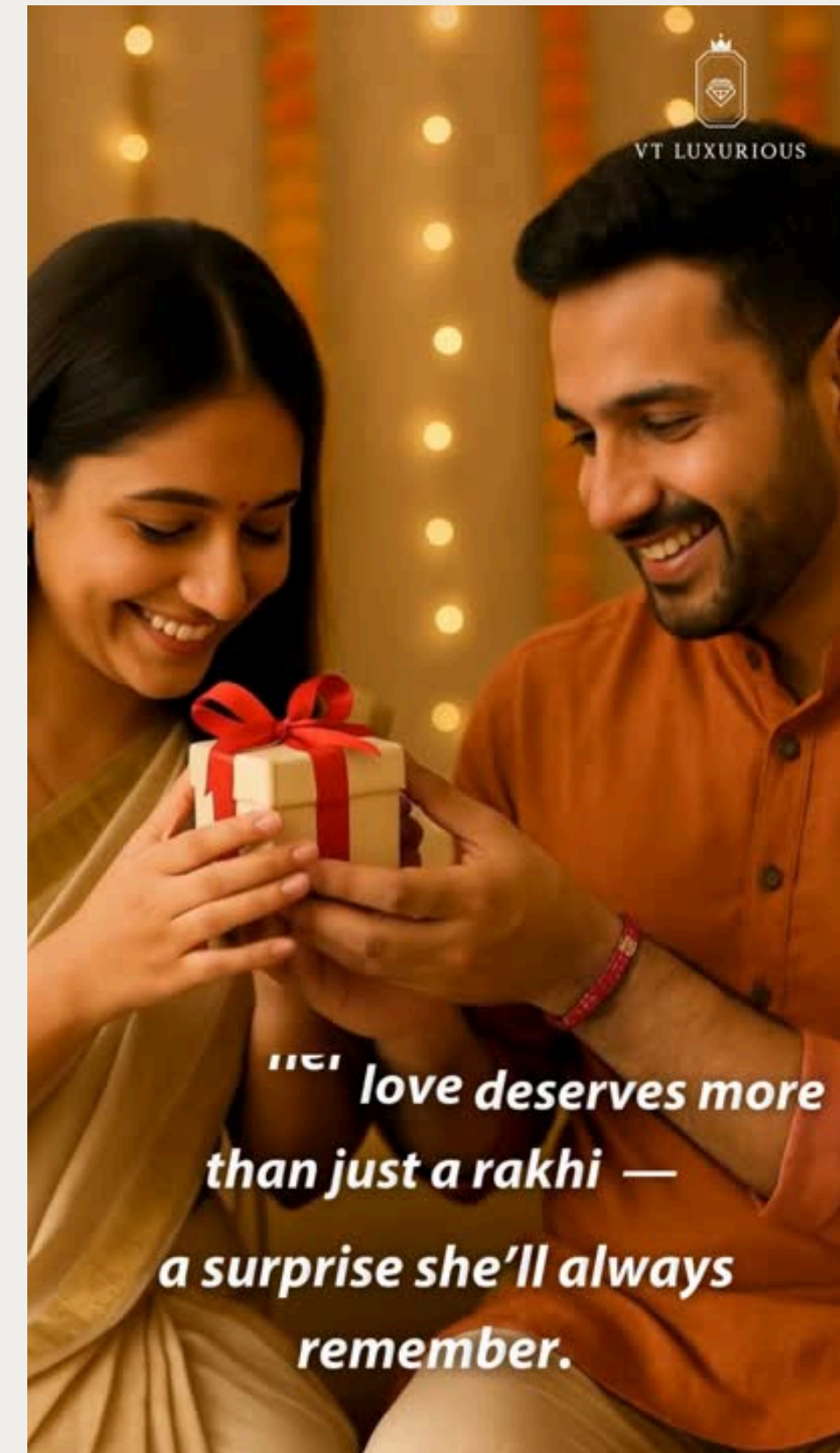
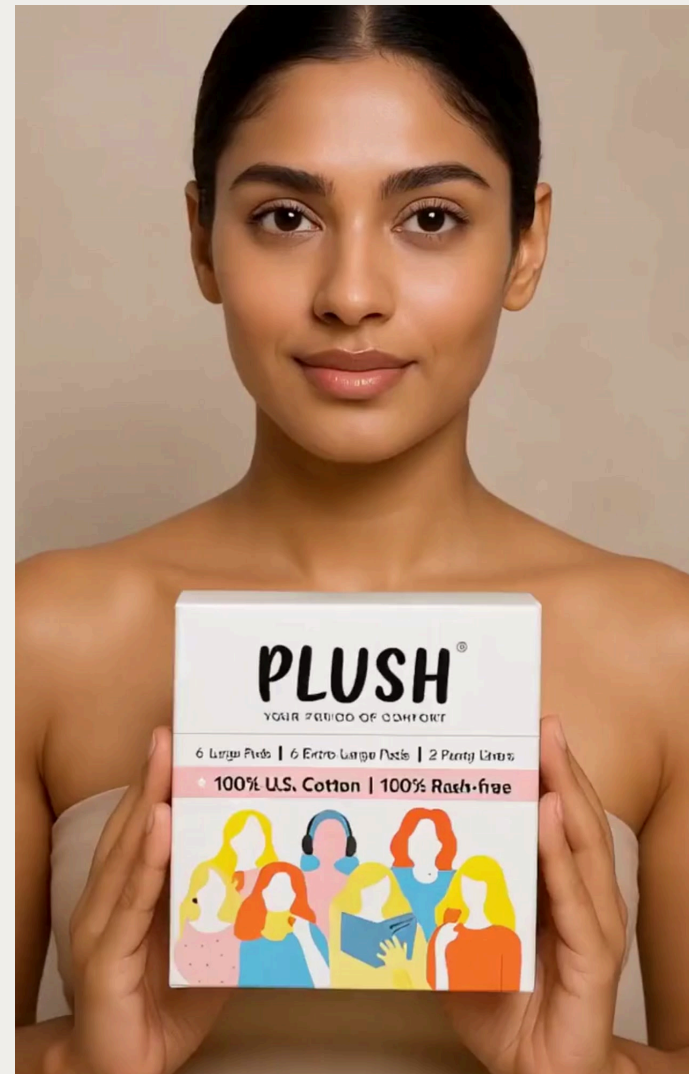
OTHER CREATIVES

In the early days of my freelancing journey, I focused on experimenting with different design styles and content formats to understand what connects best with audiences. I created a variety of social media creatives—from engaging carousel posts and promotional graphics to eye-catching reels and ad visuals—that helped small businesses present their brand more professionally online. These projects not only sharpened my creative and strategic approach but also laid the foundation for the result-driven designs I deliver today.



AI CONTENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



LET'S WORK TOGETHER!

E-mail
vistaardigitalsolution@gmail.com

WhatsApp
+91-8103206753

