



BUSINESS

PROJECT

**TRANSFORMING BUSINESSES WITH THE POWER
OF "DIGITAL"**

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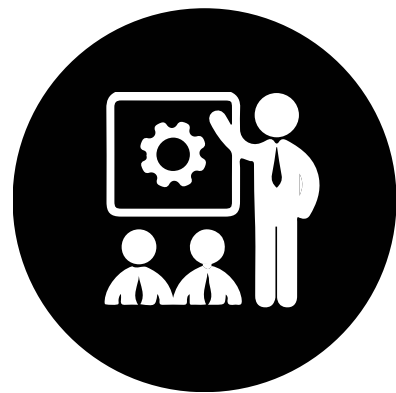
08

Results

ZOXIMA SOLUTIONS



Zoxima Solutions provides a variety of SaaS services aimed at helping businesses with digital transformation, CRM, and process automation.



- Built on leading platforms: Salesforce and Microsoft.

01

About Zoxima

SERVICES



Sales Automation

Streamlining sales processes and improving productivity.



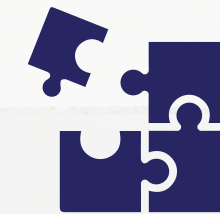
Customer Service Management

Managing service requests and enhancing customer support.



Marketing Automation

Automating marketing campaigns and customer engagement.



Analytics

Delivering actionable insights with advanced analytics and AI-powered tools.

SERVICES

Industries		Services	
EDTECH	Agro	VAN sales app	ECOM
WHITEGOODS	Manufacturing	Loyalty app	DMS
Fashion	Distribution	TPM	SFA
Electrical	Building material	industry ready solutions	CRM
Automotive	Paper	AI analytics	Work Productivity
FMCG	sugar	Digital engmt	Expense mgmt
TMT	ECOM	offline mobile apps	BTL app

02

BUSINESS BENEFITS



- Improved operational efficiency

- Enhanced customer experience



- Cloud-based application integration

- Streamlined business processes



02

Services

GOALS AND OBJECTIVES

01 state of art service with constantly evolving modern needs

with best consultation

02 they know exactly what you want and give customised services

at best price

03 track activities centrally
it brings rhythm and cadence to your sales and marketing efforts

for best optimization

02

Services



PROJECT TIMELINE

03

3 Month
Strategy Plan

May

Foundation &
Awareness Building



June

Lead Generation &
Engagement



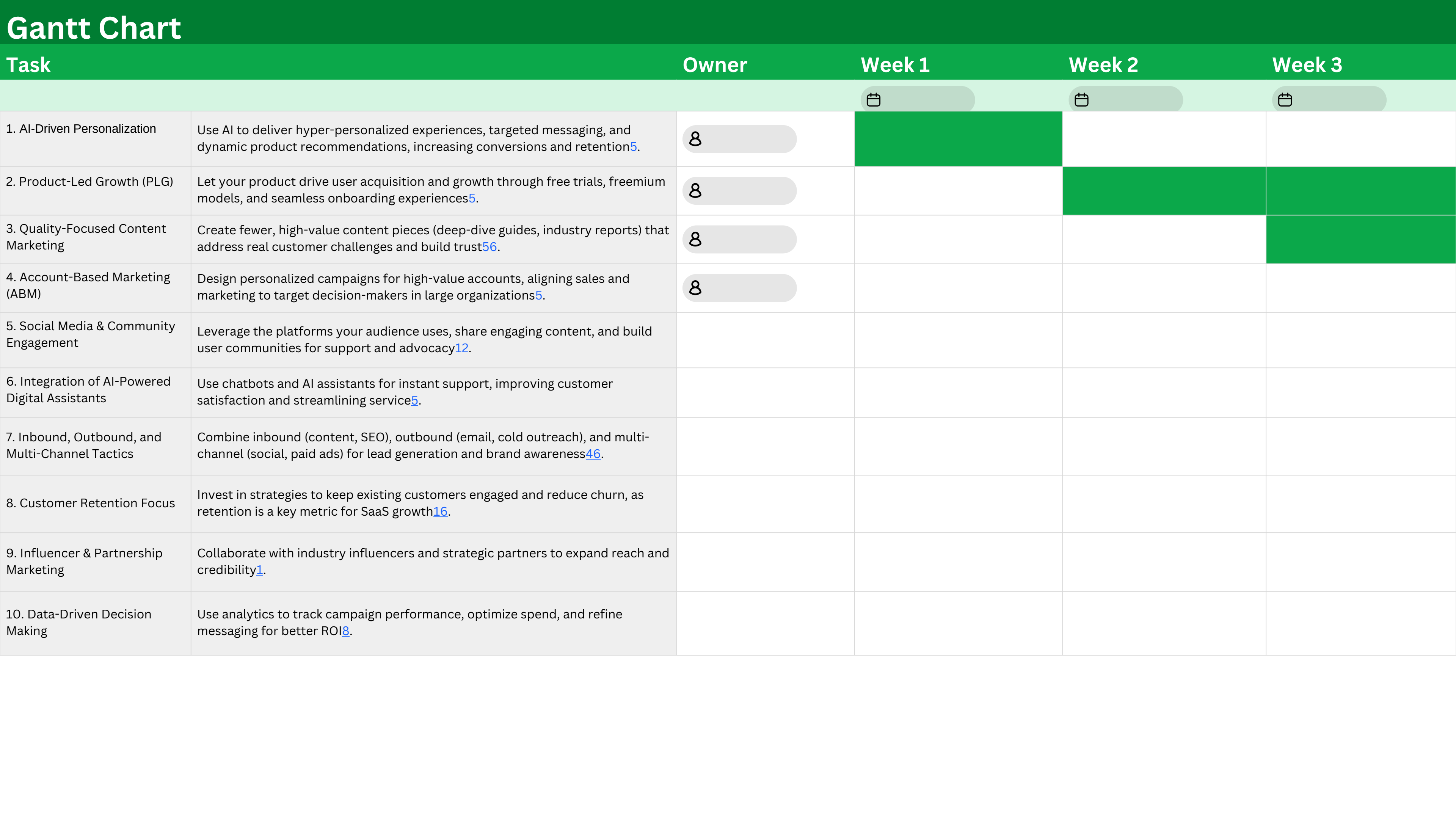
July

Optimization &
Conversion







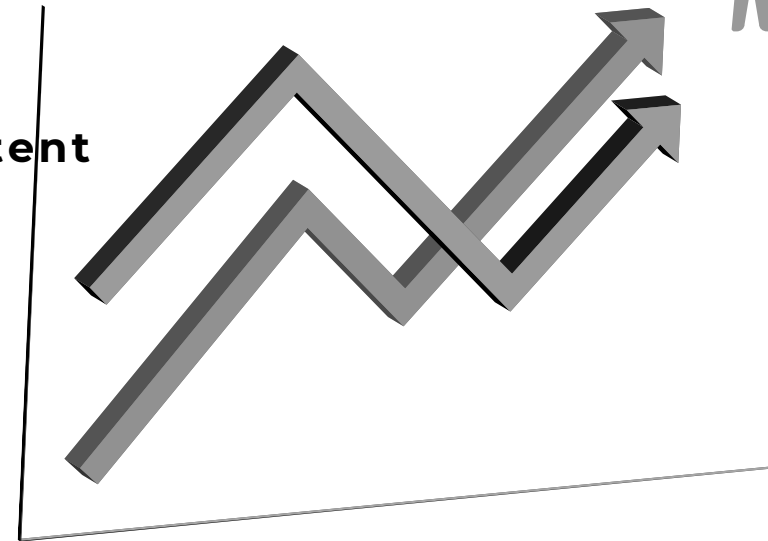


Paid Advertising Strategy				
Task	stretegy	Due Date	Status	Notes
1. LinkedIn Ads	8	09 May 2025	⌚ Not started ▾	Add here
Targeting: <ul style="list-style-type: none"> Job Titles: CEO, CIO, CTO, Head of IT, VP Digital Transformation. Company Size: 1000+ employees or specific revenue filters. Industries: BFSI, Manufacturing, Pharma, IT/ITES. 	8	09 May 2025	⌚ Not started ▾	
Ad Types: <ul style="list-style-type: none"> Sponsored InMail offering a “Free Digital Transformation Consultation” Carousel ads with transformation stories. Lead Gen Forms with CTAs like “Download Enterprise Digital Readiness Checklist” 	8	09 May 2025	⌚ Not started ▾	
2. Google Search Ads	8	09 May 2025	⌚ Not started ▾	Add here
Target decision-stage keywords like: <ul style="list-style-type: none"> “Best Salesforce partner for enterprises” “Digital transformation company for large business India” 	8	09 May 2025	⌚ Not started ▾	Add here
Use ad extensions for testimonials, case studies, and call buttons.	8	09 May 2025	⌚ Not started ▾	
3. Retargeting	8	09 May 2025	⌚ Not started ▾	
Use Google Display & LinkedIn to retarget website visitors with testimonials, case studies, and success stories.	8	09 May 2030	⌚ Not started ▾	

Organic Lead Generation Strategy				
Task	Owner	Due Date	Status	Notes
1. LinkedIn Authority Building	8	09 May 2025	🕒 Not started ▾	Add here
Founders and CXOs of Zoxima should post regularly on LinkedIn showcasing: <ul style="list-style-type: none"> Digital transformation success stories. ROI from Zoxima’s Salesforce solutions. Challenges faced by ₹500+ crore companies and how Zoxima solved them. 	8	09 May 2025	🕒 Not started ▾	
Use relevant hashtags: #DigitalTransformation #SalesforcePartner #CXOSolutions #EnterpriseGrowth	8	09 May 2025	🕒 Not started ▾	
Join and contribute in LinkedIn groups for enterprise IT, CXO networks, etc.	8	09 May 2025	🕒 Not started ▾	
2. Content Marketing (SEO-	8	09 May 2025	🕒 Not started ▾	Add here
Optimize content for keywords like: <ul style="list-style-type: none"> “Digital transformation partner for large enterprises” “Salesforce CRM implementation for ₹500 Cr+ companies” 	8	09 May 2025	🕒 Not started ▾	
Add downloadable resources gated by email capture.	8	09 May 2025	🕒 Not started ▾	
Publish case studies and whitepapers targeting enterprise-level use cases (e.g. “How a ₹2000 Cr Manufacturing Giant Improved Sales by 32% with Salesforce”).	8	09 May 2025	🕒 Not started ▾	Add here
Use ad extensions for testimonials, case studies, and call buttons.	8	09 May 2025	🕒 Not started ▾	
3. CEO Outreach Strategy	8	09 May 2025	🕒 Not started ▾	
Send personalized connection requests with a soft pitch.	8	09 May 2025	🕒 Not started ▾	
Follow up with value-driven messages or whitepapers.	8	09 May 2025	🕒 Not started ▾	
Research top decision-makers via LinkedIn Sales Navigator.	8	09 May 2025	🕒 Not started ▾	

STATISTICS

- **Website Ranking**
- LinkedIn & Google Ads should **Lead Production**
- Email list will be **Growth and Nurtured**
- You'll have a solid base of **Content and Social engagement.**



80%



20%



07

Expected
Outcomes

DIGITAL MARKETING CAMPAIGN SUMMARY (3 MONTHS)

- 01

Total Leads Generated: 148
- 02

Cost Per Lead (CPL): ₹1,013
- 03

ROI Indicators: Improved brand visibility, enterprise inquiries, strong lead nurturing pipeline

Budget		📈 Total Budget: ₹1,50,000
Strategy	Budget Allocated	Key Results Achieved
SEO	₹30,000	+35% organic traffic, 12 target keywords in top 10 positions
Content Marketing	₹20,000	12 blogs published, 1 lead magnet created, avg. CTR: 4.5%
Social Media (Organic + Paid)	₹25,000	3.2K LinkedIn followers gained, 18% engagement rate, 2.1M impressions
PPC (Google + LinkedIn)	₹60,000	85 qualified leads, avg. CPL: ₹705, conversion rate: 7.6%
Email Marketing	₹15,000	2.5K new subscribers, open rate: 38%, CTR: 10.2%