zoxima

BUSINESS PROJECT

TRANSFORMING BUSINESSES WITH THE POWER OF “DIGITAL”

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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
Automtive	Paper	AI analytics	Work Productivity
FMCG	sugar	Digital engmt	Expense mgmt
TMT	ECOM	offline mobile apps	BTL app

BUSINESS BENEFITS

- Improved operational efficiency
- Enhanced customer experience
- Cloud-based application integration
- Streamlined business processes

GOALS AND OBJECTIVES

01 state of art serivce 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 rythmn and cadence to your sales and marketing efforts

for best optimization

PROJECT TIMELINE

03

3 Month
Strategy Plan

May

Foundation &
Awareness Building

June

Lead Generation &
Engagement

July

Optimization &
Conversion

STRATEGIES

Search Engine Optimization (SEO)

Optimizing your website and content to rank higher on search engines like Google.

- Types: On-page SEO, Off-page SEO, Technical SEO
- Goal: Get organic (unpaid) traffic

Social Media Marketing

Promoting your brand through platforms like Instagram, Facebook, LinkedIn, Twitter, etc.

- Organic (posting, engaging) and Paid (ads)
- Goal: Increase brand awareness, traffic, engagement, and conversions

Content Marketing

Creating and distributing valuable content to attract and engage a specific audience.

- Examples: Blogs, eBooks, whitepapers, infographics, videos
- Goal: Educate, build trust, and drive conversions

Pay-Per-Click (PPC) Advertising

Running paid ads on platforms like Google Ads, Facebook, or LinkedIn.

- Examples: Search ads, display ads, video ads, retargeting ads
- Goal: Get instant traffic and leads

Email Marketing

Sending targeted emails to nurture leads, promote content, or drive sales.

- Examples: Newsletters, drip campaigns, promotional emails
- Goal: Build relationships and drive repeat business

04

Genral Marketing Strategies

STRATEGIES

Affiliate Marketing

Paying partners (affiliates) to promote your products or services and drive sales.

- Goal: Expand reach with low upfront cost

Influencer Marketing

- Collaborating with influencers to promote your brand to their audience.
- Goal: Increase trust and exposure quickly

Online Reputation Management

- Monitoring and improving how your brand appears online through reviews, testimonials, and brand mentions.
- Goal: Build trust and credibility

Conversion Rate Optimization (CRO)

- Improving your website and landing pages to increase the percentage of visitors who take a desired action.
- Goal: Maximize results from existing traffic

Marketing Automation

- Using software to automate repetitive tasks like email follow-ups, social media posts, and ad scheduling.
- Goal: Save time and improve efficiency

04

Genral Marketing Strategies

Gantt Chart

Task		Owner	Week 1	Week 2	Week 3
1. AI-Driven Personalization	Use AI to deliver hyper-personalized experiences, targeted messaging, and dynamic product recommendations, increasing conversions and retention[5].				
2. Product-Led Growth (PLG)	Let your product drive user acquisition and growth through free trials, freemium models, and seamless onboarding experiences[5].				
3. Quality-Focused Content Marketing	Create fewer, high-value content pieces (deep-dive guides, industry reports) that address real customer challenges and build trust[56].				
4. Account-Based Marketing (ABM)	Design personalized campaigns for high-value accounts, aligning sales and marketing to target decision-makers in large organizations[5].				
5. Social Media & Community Engagement	Leverage the platforms your audience uses, share engaging content, and build user communities for support and advocacy[12].				
6. Integration of AI-Powered Digital Assistants	Use chatbots and AI assistants for instant support, improving customer satisfaction and streamlining service[5].				
7. Inbound, Outbound, and Multi-Channel Tactics	Combine inbound (content, SEO), outbound (email, cold outreach), and multi-channel (social, paid ads) for lead generation and brand awareness[46].				
8. Customer Retention Focus	Invest in strategies to keep existing customers engaged and reduce churn, as retention is a key metric for SaaS growth[16].				
9. Influencer & Partnership Marketing	Collaborate with industry influencers and strategic partners to expand reach and credibility[1].				
10. Data-Driven Decision Making	Use analytics to track campaign performance, optimize spend, and refine messaging for better ROI[8].				

Paid Advertising Strategy

Task	stretegy	Due Date	Status	Notes
1. LinkedIn Ads	&	09 May 2025	⏳ Not started	Add here
Targeting: • 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.	&	09 May 2025	⏳ Not started	
Ad Types: • Sponsored InMail offering a “Free Digital Transformation Consultation” • Carousel ads with transformation stories. • Lead Gen Forms with CTAs like “Download Enterprise Digital Readiness Checklist”	&	09 May 2025	⏳ Not started	
2. Google Search Ads	&	09 May 2025	⏳ Not started	Add here
Target decision-stage keywords like: • “Best Salesforce partner for enterprises” • “Digital transformation company for large business India”	&	09 May 2025	⏳ Not started	Add here
Use ad extensions for testimonials, case studies, and call buttons.	&	09 May 2025	⏳ Not started	
3. Retargeting	&	09 May 2025	⏳ Not started	
Use Google Display & LinkedIn to retarget website visitors with testimonials, case studies, and success stories.	&	09 May 2030	⏳ Not started	

Organic Lead Generation Strategy

Task	Owner	Due Date	Status	Notes
1. LinkedIn Authority Building		09 May 2025	⏳ Not started	Add here
Founders and CXOs of Zoxima should post regularly on LinkedIn showcasing: • Digital transformation success stories. • ROI from Zoxima's Salesforce solutions. • Challenges faced by ₹500+ crore companies and how Zoxima solved them.		09 May 2025	⏳ Not started	
Use relevant hashtags: #DigitalTransformation #SalesforcePartner #CXOSolutions #EnterpriseGrowth		09 May 2025	⏳ Not started	
Join and contribute in LinkedIn groups for enterprise IT, CXO networks, etc.		09 May 2025	⏳ Not started	
2. Content Marketing (SEO-		09 May 2025	⏳ Not started	Add here
Optimize content for keywords like: • "Digital transformation partner for large enterprises" • "Salesforce CRM implementation for ₹500 Cr+ companies"		09 May 2025	⏳ Not started	
Add downloadable resources gated by email capture.		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").		09 May 2025	⏳ Not started	Add here
Use ad extensions for testimonials, case studies, and call buttons.		09 May 2025	⏳ Not started	
3. CEO Outreach Strategy		09 May 2025	⏳ Not started	
Send personalized connection requests with a soft pitch.		09 May 2025	⏳ Not started	
Follow up with value-driven messages or whitepapers.		09 May 2025	⏳ Not started	
Research top decision-makers via LinkedIn Sales Navigator.		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%