

# What We had worked in the Past



# Ace Digital Care

## Care For Your Business

### Work Portfolio

- A digital marketing portfolio is a powerful tool for showcasing a professional's expertise in online marketing strategies. It typically includes a curated collection of campaigns, projects, and achievements. This portfolio serves as a visual resume, demonstrating skills in areas like **SEO**, social media management, content creation, **PPC** advertising, and email marketing. It allows potential clients or employers to assess the marketer's abilities, creativity, and results, making it an essential asset in the competitive world of digital marketing.

# Know About us



**Poonam Shailesh**  
**Owner of Ace Digital Care**



**3+ years of industry Experience**

**70+ clients taken care**

**14 clients are recurrent & regular**

# What is Digital Marketing?

**Digital marketing is a dynamic strategy that leverages online channels like websites, social media, email, and search engines to promote products or services. It encompasses diverse tactics such as SEO, content marketing, social media advertising, and email campaigns to engage and convert target audiences, driving brand awareness and business growth.**



# Project Gallery



**We at Ace Digital Care, work closely with clients to develop tailored strategies. This involves researching the client's industry, identifying target audiences, setting clear goals, and selecting appropriate digital channels. We optimize content, manage advertising campaigns, analyze data, and provide regular report to ensure clients' objectives are met, fostering lasting partnerships.**

## Our Lead Generation Campaign through Call on Facebook

Campaign name	Results	Reach	Impressions	Cost per results	Amount spent (INR)
Prachin_Lead_Call_March_22	9	3342	7890	94.165556	847.49
Hetvi Steno Class	27	6094	7586	15.693704	423.73
Prachin_Lead_Call_August_Surat_2022	211	60960	94802	17.020284	3591.28
Navsari_Lead_Call_August_12-08-22	142	34143	55102	19.842676	2817.66
Prachin_Ahmedabad_Call_August_22	223	43087	100453	22.165695	4942.95
GeoConcern_Lead_Call_August_15-08-20	29	25950	63584	85.104138	2468.02
Prachin_Pune_Lead_Call_20-08-2022	26	25880	36050	56.808846	1477.03
Rahul_Vapi_14-09-2022	107	35806	63802	22.942617	2454.86
Geo Concerns_Lead Call_19-09-2022	101	28479	53896	24.095446	2433.64
Sonika Jewellers_Lead Call_October	15	6860	8951	18.804	282.06
GTPL_Lead_Mehsana_November	29	8386	30134	57.706207	1673.48
Angelone_SFA_Traffic_Telegram_March_2	2723	185892	473947	2.179321	5934.29
Apex Consultant_Gujarat_April_Lead Call	55	37984	57315	31.232727	1717.8
Savvy_CCC_April_Lead_Call_2023	46	21069	37309	22.593261	1039.29

A lead generation campaign via direct phone calls on Facebook involves reaching out to potential customers through targeted ads. These ads encourage users to provide their phone numbers, allowing businesses to follow up with personalized phone calls. It's a proactive approach that aims to establish direct connections with leads, fostering more immediate and personal interactions.

# Lead Generation Campaign of Prachin Saarvar through Call on Facebook

Campaign name	Results	Reach	Impressions	Cost per results	Amount spent (INR)
<b>Total</b>		<b>1423262</b>	<b>3861563</b>		<b>72054.74</b>
PS_Manish_Navsari_Lead_Call	133	54129	102057	26.073459	3467.77
PS_Manish_Surat_Lead_Call	211	46665	74928	12.373175	2610.74
PS_Manish_Pune_Leads_Call_September	24	18680	22890	50.932917	1222.39
Rahul_Vapi_Valsad_September	132	77505	142383	31.100455	4105.26
Rahul_Vapi_Only_September	71	38145	93566	50.413099	3579.33
PS_Manish_Ahmedabad_West_September	235	43679	74382	16.741277	3934.2
PS_Manish_Ahmedabad_East_September	481	93263	171799	13.773659	6625.13
Prachin_Video_views_December	457474	457474	851932	6.816344	3118.3
PS_Manish_Mahesana_January_2023	243	64176	121522	11.436255	2779.01
PS_Navsari_Lead_Call_Januyary_2023	83	56053	104618	26.78241	2222.94
PS_Manish_Ahmedabad_West_January_2023	55	13616	17156	12.506364	687.85
PS_Manish_Ahmedabad_East_January_2023	50	19432	23566	13.5688	678.44
PS_Manish_Pune_Lead_Call_January_2023	95	33912	44401	17.912737	1701.71
Rahul_Vapi_only_February_23	96	63411	171722	42.81125	4109.88
Rahul_Vapi_Umargam_February_23	574	296581	901615	24.922822	14305.7
Rahul_Bardoli_Vyara	203	86256	203485	22.943695	4657.57
Rahul_Bardoli_Center_Lead_Call_May_2023	431	315025	734057	27.230464	11736.33

Campaign name	Results	Reach	Impressions	Cost per results	Amount spent (INR)
<b>Total</b>		<b>60385</b>	<b>146486</b>		<b>2970.37</b>
Poonam_CCC_Lead_Call_01-09-2023_Mahesana	250	58658	140280	10.667	2666.76
Poonam_CCC_Lead_Call_29-09-2023_Mahesana with same audience	12	4686	6006	13.3158	159.79

# Lead Generation Campaign through Lead Form on Facebook

Campaign name	Results	Reach	Impressions	Cost per results	Amount spent (INR)
<b>Total</b>		<b>61895</b>	<b>138250</b>		<b>5683.65</b>
Shriji Enterprise_July_23 Tally on Whatsapp	95	17935	40999	28.3308	2691.43
Shriji Enterprise_July_23 Tally on Cloud	2	2799	3903	226.32	452.64
RTSM_Lead_Call_August_Mahesana Center	239	41161	93348	10.6259	2539.58

## What is Lead Generation Campaign on Facebook ?

**A Facebook lead generation campaign aims to acquire potential customers. Advertisers create compelling ads with a clear call-to-action, often offering incentives like eBooks or discounts. When users click the ad, a lead form pre-fills with their data, making it easy for them to share contact information. This strategy enables businesses to collect valuable leads for future marketing efforts.**

# Traffic Campaign on Facebook

Campaign name	Results	Reach	Impressions	Cost per results	Amount spent (INR)
Prachin Saarvar_Max_Reach	80391	80391	91450	10.287843	827.05
Prachin_Saarvar_Videoviews_11-11-2021		3434	3500		78.42
Prachin_Sales_Navsari_17-08-2022	205	10836	12098	1.136732	233.03
SFA_Telegram_Traffic	2148	124930	251602	2.616844	5620.98
Sonika Jewellers_Traffic_Whatsapp_October	1794	52448	129582	1.122313	2013.43
SFA_Angle One_Traffic_October	964	107684	149058	1.766556	1702.96
GTPL_Lead_Mehsana_November	29	8386	30134	57.706207	1673.48
SFA_AngelOne_Whatsapp_Traffic_January_2023	2991	108864	208103	0.917302	2743.65
Angelone_SFA_Traffic_Telegram_March_2023	2723	185892	473947	2.179321	5934.29
Savvy_CCC_April_Traffic_Whatsapp_2023	1298	72336	179663	1.118444	1451.74

## What is Traffic Campaign on Facebook ?

A Facebook traffic campaign is designed to boost website visits. Advertisers create engaging ads with clear calls-to-action, such as "Learn More" or "Shop Now." These ads target specific audiences based on demographics, interests, and behaviors, driving traffic to their websites and increasing the chances of conversions or engagement. It's a valuable strategy for enhancing online



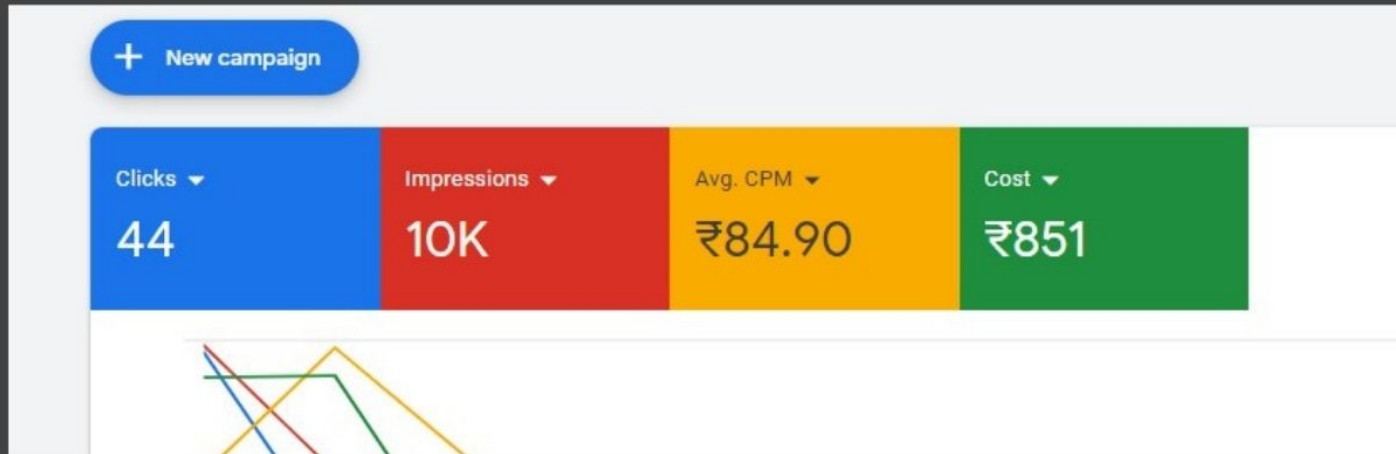
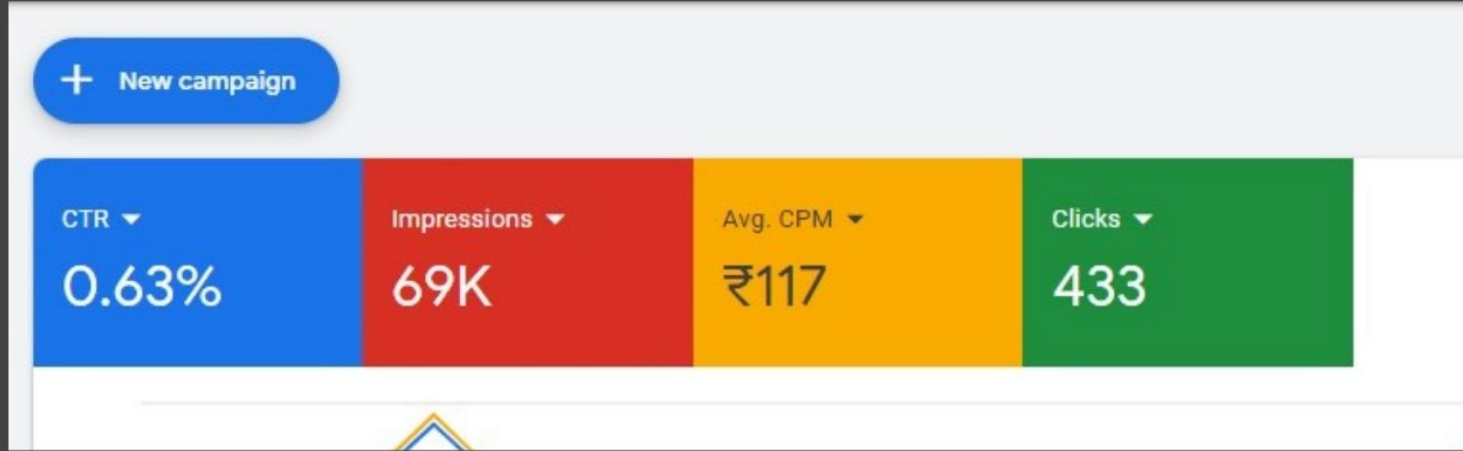
# We do Experimental Campaign for ourselves on Facebook for Effectiveness of each Campaign

Campaign name	Results	Reach	Impressions	Cost per results	Amount spent (INR)
<b>Total</b>		<b>114392</b>	<b>236339</b>		<b>4742.55</b>
ADC_February_2023_Videoviews_Script 12.2	2815	32289	54950	0.253478	713.54
Aryan Palace_Sale_Ad_Feb	223	30072	112291	8.519372	1899.82
ADC_March_2023_Free DMS	7	2001	6367	114.3943	800.76
ADC_September_Gujarati_Festive Image	17	18151	26465	34.46353	585.88
ADC_Digital Ad & Branding @ Rs.999_14-09-20	2	1131	1436	110.78	221.56
ADC_Awarness_999_September	31678	31678	33982	10.80908	342.41
ADC_Lead Forn_999_September_Email ID		297	803		168.14

## Why experiments are essential for Digital Marketing ?

Digital marketers should conduct experimental online campaigns to stay innovative and adapt to changing trends. These experiments provide insights into audience preferences, test new strategies, and uncover hidden opportunities. By continuously experimenting, marketers can optimize their campaigns, improve ROI, and stay ahead in the ever-evolving digital landscape.

# YouTube Bumper Ads (Non-skippable)



# PPC Ads - Google Ads - Search Engine Ads

Ad groups All time Sep 30, 2021 – Oct 3, 2023 < > [Show last 30 days](#)

+ Y Add filter 
🔍 Search
☰ Segment
📊 Columns
📄 Reports
📄 Download
🗨 Expand
⋮ More
⬆

<input type="checkbox"/> ● Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> ● Instagram Ad	Not eligible Campaign paused	₹20.00 <input checked="" type="checkbox"/>	Standard	12	61	19.67%	₹17.84	₹214.03
<input type="checkbox"/> ● SEO	Not eligible Campaign paused	₹20.00 <input checked="" type="checkbox"/>	Standard	6	62	9.68%	₹19.11	₹114.68
<input type="checkbox"/> ● Social Media Marketing	Not eligible Campaign paused	₹20.00 <input checked="" type="checkbox"/>	Standard	4	82	4.88%	₹17.92	₹71.67
<input type="checkbox"/> ● DM Consultant	Not eligible Campaign paused	₹20.00 <input checked="" type="checkbox"/>	Standard	1	3	33.33%	₹3.02	₹3.02
<input type="checkbox"/> ● Facebook Ad	Not eligible Campaign paused	₹20.00 <input checked="" type="checkbox"/>	Standard	1	21	4.76%	₹19.96	₹19.96

+ Y Add filter 
🔍 Search
☰ Segment
📊 Columns
📄 Reports
📄 Download
🗨 Expand
⋮ More
⬆

<input type="checkbox"/> ● Campaign	Budget	Bid strategy type	Status	Campaign type	Avg. CPV	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost
<input type="checkbox"/> ●  Shyam Skyline_Non-skippable_22-10-2022	₹200.00/day	Target CPM	Eligible	Video	–	₹113.88	45,184	271 clicks	0.60%	₹18.99	₹5,145.39
<input type="checkbox"/> ●  Sonika Jewellers_Non-Skippable Video Ads_October	₹350.00/day	Target CPM	Paused	Video	–	₹106.98	23,527	138 clicks	0.59%	₹18.24	₹2,516.97
<input type="checkbox"/> ●  ADC_Search_Launch_November_M	₹100.00/day <input checked="" type="checkbox"/>	Manual CPC	Paused	Search	–	₹1,628.31	260	24 clicks	9.23%	₹17.64	₹423.36

## SEO result :

**Our websites ranked at fourth on the First page of Google on our Primary Keywords\***

## \*Keyword :

**Digital Marketing Company in Mehsana**

 Digital Scholar  
<https://digitalscholar.in> > digital-marketing-agencies-in... ⋮

### Top 10 Digital Marketing Agencies in Mehsana

25-Apr-2023 — Top 10 **Digital Marketing Agencies in Mehsana** · 1. echoVME Digital · 2. Creative Dimag · 3. Bwattinfotech · 4. Happy Technology · 5. G Media · 6. TM ...



 Justdial  
<https://www.justdial.com> > ... > 100+ Listings ⋮

### Top Marketing Agencies in Mehsana - मार्केटिंग एजेंसीज, ...

Top Marketing **Agencies in Mehsana** · D-ICON IT SOLUTION · Shubham Advertising · Funky Developers · Codebource **Digital Marketing** · Orbit Multiprint · Tattva Ads.

★★★★★ Rating: 4.6 · 486 votes

### People also ask ⋮

Which city is good for digital marketing? ▾

Which is best digital marketing? ▾

Who is the No 1 digital marketing company in India? ▾

Is digital marketing expensive? ▾

Feedback

 acedigitalcare.in  
<https://acedigitalcare.in> ⋮

### Best Digital Marketing Company Service Agency in Mehsana

Ace Digital Care | Best **digital marketing company** and **agency in Mehsana**. Expert, strategist, specialist in online, internet **Services**. Call : 09898530558.



## GMB result :

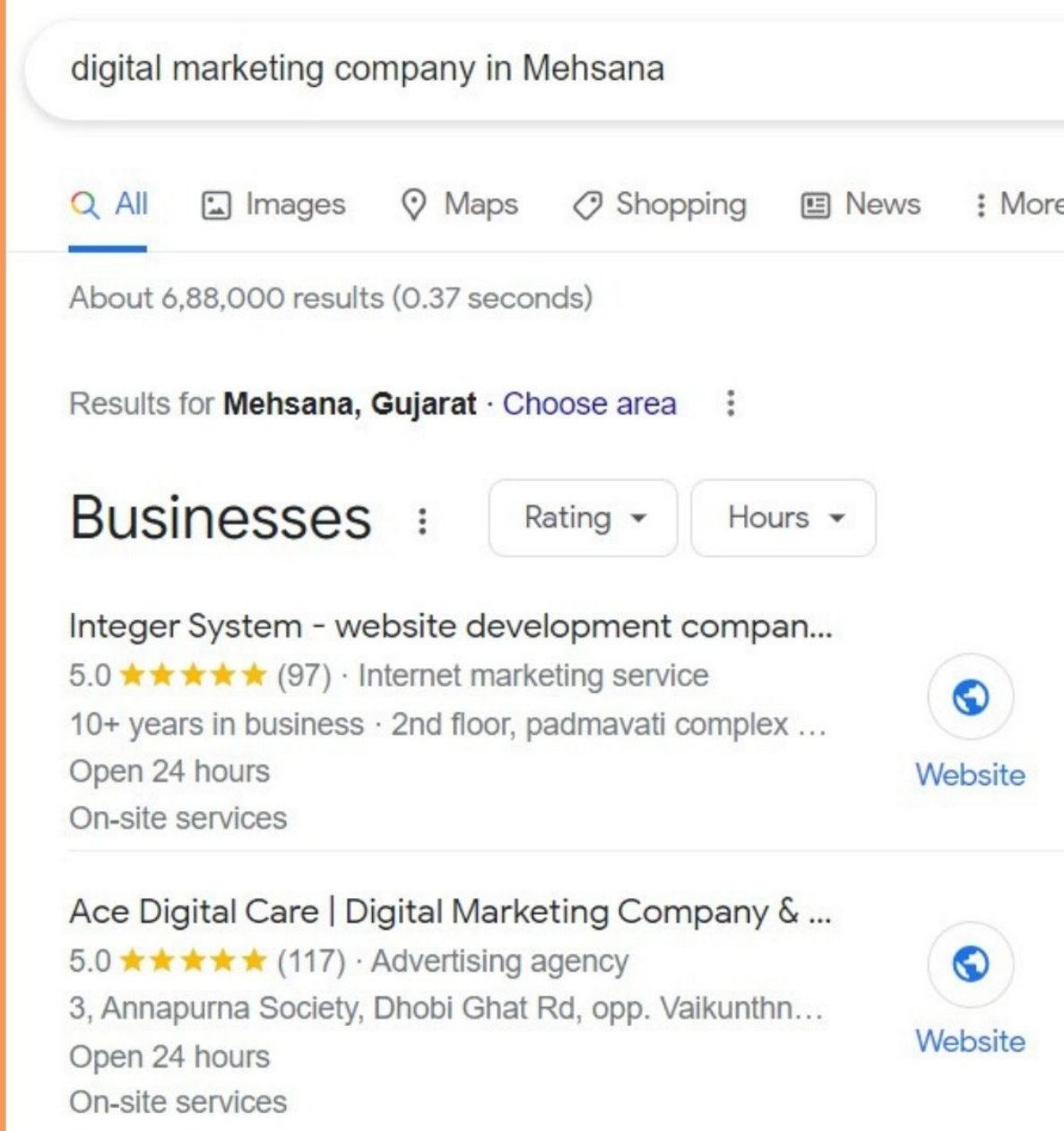
**Our GMB listing ranked at second position on the First page of Google on our Primary Keywords\***

## \*Keyword :

**Digital Marketing Company in Mehsana**

## \*Note :

**Website & GMB listing ranking screenshot taken at the same time when primary keyword typed "Digital Marketing Company in Mehsana"**



The screenshot shows a Google search for "digital marketing company in Mehsana". The search bar at the top contains the query. Below the search bar, there are navigation tabs for "All", "Images", "Maps", "Shopping", "News", and "More". The search results indicate "About 6,88,000 results (0.37 seconds)". The location is set to "Mehsana, Gujarat". There are filters for "Businesses", "Rating", and "Hours". Two results are visible:

- Integer System - website development compan...**  
5.0 ★★★★★ (97) · Internet marketing service  
10+ years in business · 2nd floor, padmavati complex ...  
Open 24 hours  
On-site services  
Website
- Ace Digital Care | Digital Marketing Company & ...**  
5.0 ★★★★★ (117) · Advertising agency  
3, Annapurna Society, Dhobi Ghat Rd, opp. Vaikunthn...  
Open 24 hours  
On-site services  
Website

# We Provide Customised

# Services

1. Google Ads,
2. Social Media Marketing
3. SEO
4. Website Development
5. Content Marketing
6. Paid Advertising on Digital Platforms

Customized services in digital marketing involve tailoring strategies, content, and campaigns to meet the unique needs and goals of each client, ensuring more effective and personalized results.





# Contact Information

## Email

[acedigitalcare@gmail.com](mailto:acedigitalcare@gmail.com)

## Phone

+91-9898530558

## Address

Mehsana, Gujarat,  
India, 384001

## Website

[www.acedigitalcare.in](http://www.acedigitalcare.in)