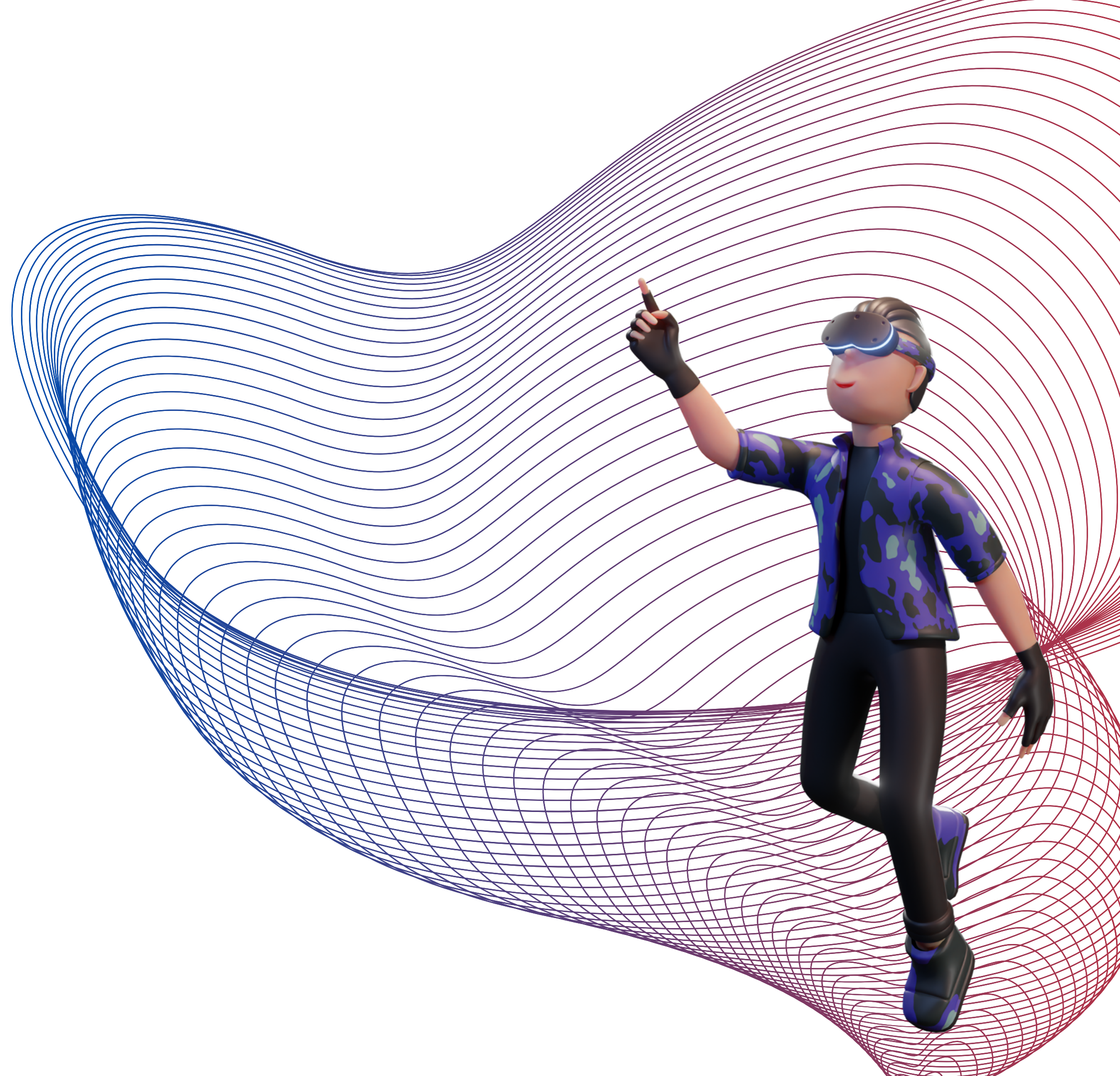# Digital Marketing Roadmap

BOXD
STORAGE SOLUTIONS LTD

Created by: Aqib Hussain
Lead Digital Marketer

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The pandemic era of COVID-19 has made every business circumspect.
It is almost like a new chapter in the marketplace with cautious steps taken to drive results.
Over the last 3 years, we have marked magnificent milestones for brands by imposing
New-Gen services such as Website Audit, Website optimisation, Online Reputation
Management, Mobile Marketing, Video Marketing, Market Automation, and Influencer
Marketing alongside the traditional digital marketing strategy. The situation challenges the
brands to cut down costs to escape the crisis while improving customer experiences. With
rising brand reviews customers look out for brands they connect with and inspire from.
Today, brands are looking for enhanced customer comfort, to trend, targeting more
personalised audiences through digital reports and strategy. Data, analytics, and AI
program brings us results in proven insights that turn the audience into clients.

We connect with the brands and analyse the core need and remove anything dubious in
increasing the brand value. We hearten you to consider that we are the digital space to
bring your brand era-appropriate.

Aqib Hussain
Lead Digital Marketer
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aqib@digimeta.dev
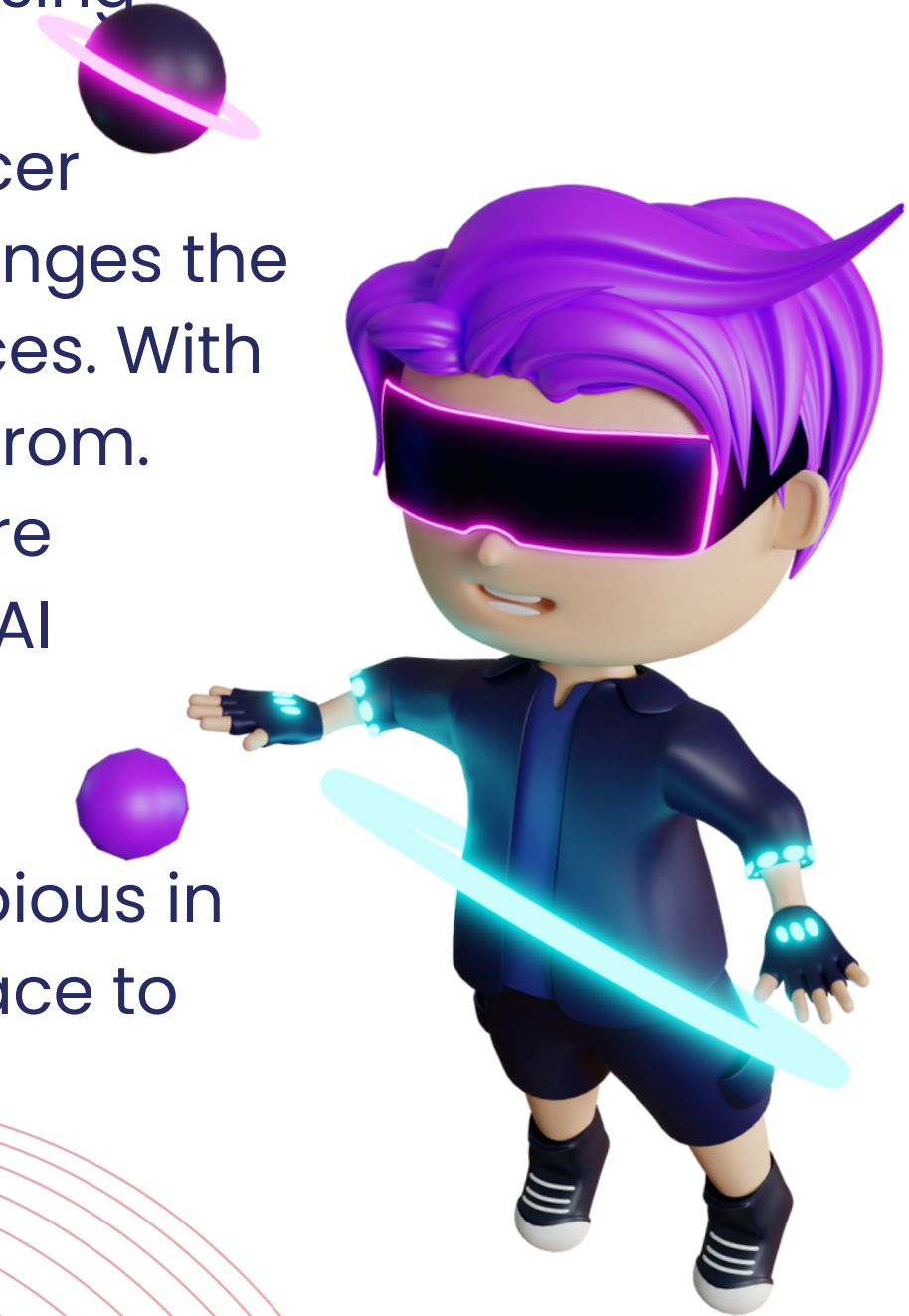
Dear Client,

We provide the best social media solutions and strategies for you. We help you to decide the target audience and position you in their eyes. We cover every aspect of social media be it Facebook, Twitter, Instagram, Linkedin, Pinterest, Snapchat, TikTok, Sharechat, Google, Youtube, Twitter, Quora, Reddit, Taboola, Email Marketing, Whatsapp Broadcasts and many more.

We present your brand with a strong message in front of the target audience. This is done by understanding your and your target audience's need, we market our solutions directly to the customer.
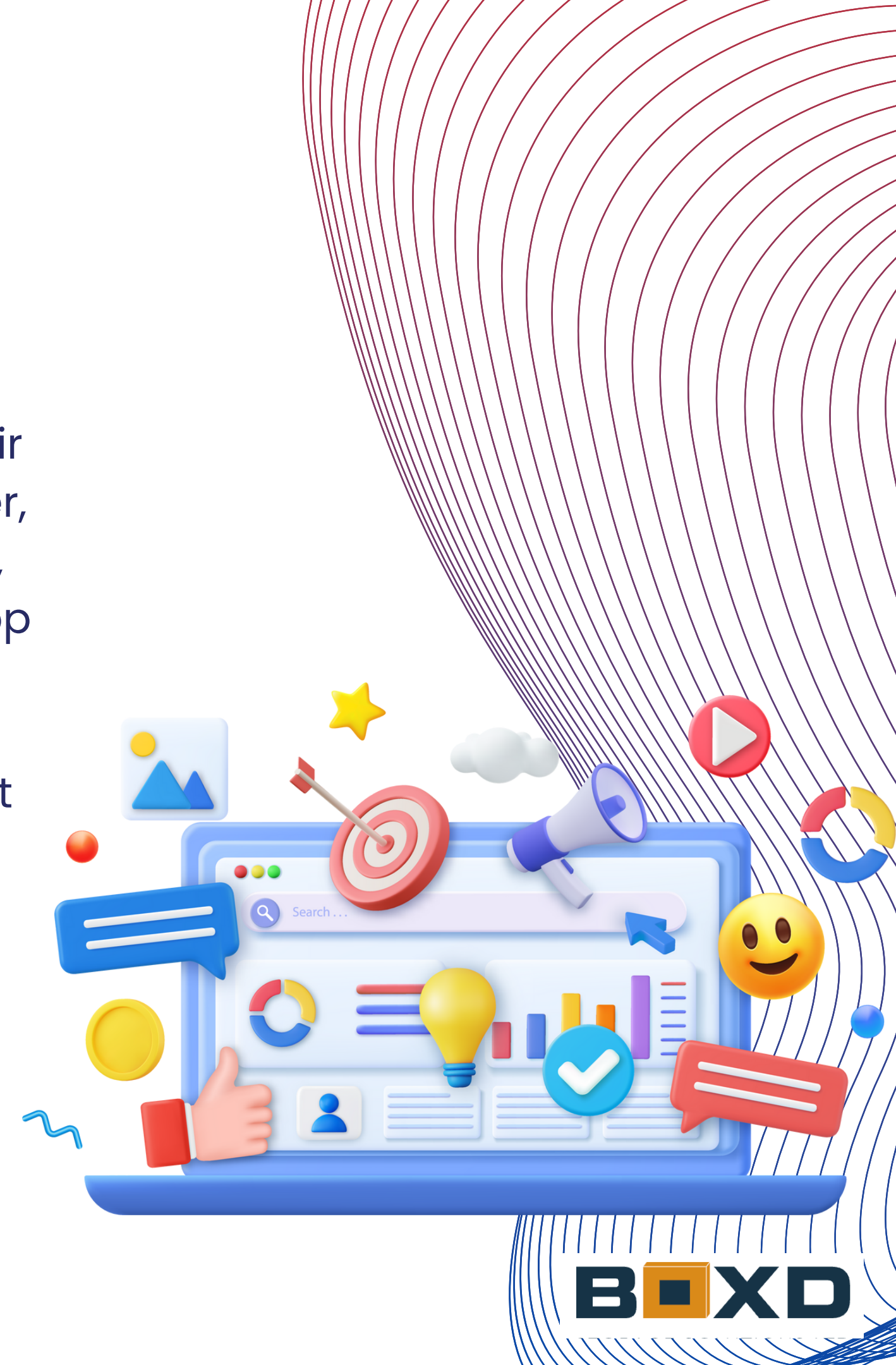
Table of Content

- About Us
- Our Team
- Experience
- Services
- Brand Building

- Market Analysis
- Roadmap
- Audit Report
- Contact Us
- Ending

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About Us

We are a team of passionate web3-enabled developers dedicated to boosting the efficiency, productivity, and profitability of your business by introducing decentralisation, transparency, and smart contract automation.


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Our Team

Our expert team combines your current business challenges along with our world-class digital technologies to provide you with growth-guaranteed results.

"Digital marketing professionals with 7+ years of experience in Brand Building, Product Marketing and Online Sales Generation with a specialisation in Search Engine Marketing, Social Media Marketing, Display Advertisement, Email Marketing, Reputation Management and Search Engine Optimisation.

Fortune enough to have worked for 150+ established brands and startups globally"

Aqib Hussain

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Experience
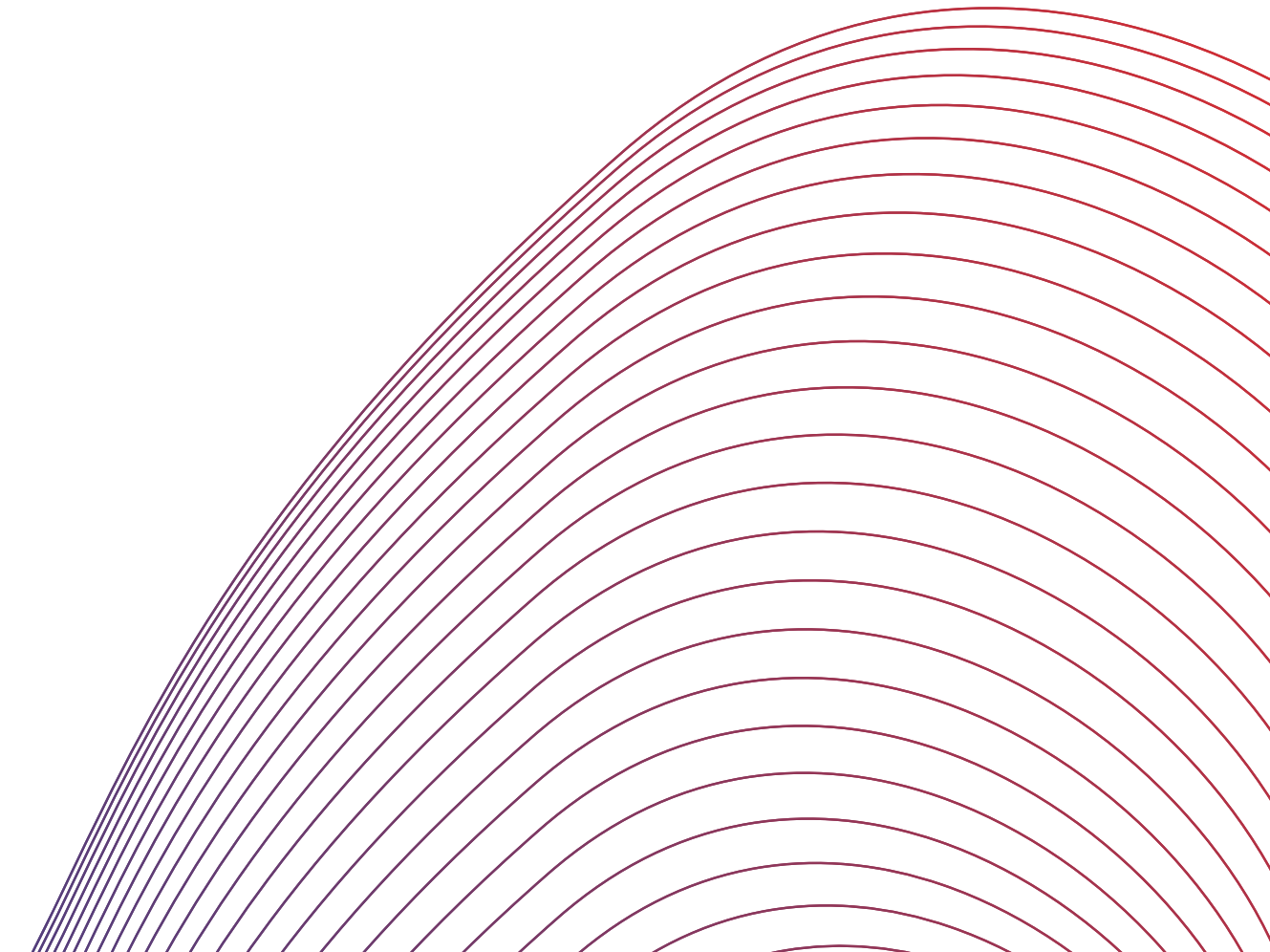
Services

- Web3 Development
- Marketing Analysis
- Artificial Intelligence
- Software Consulting

- Web3 Digital Marketing
- NFT Development
- Metaverse Development
- Blockchain Development

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Business Analysis

- Nature Of Business

- Costumer Persona

- Location Advantages

- Online Presence

- Feedback

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Box Storage Solution Business in UK

According to a report published by IBISWorld in 2020, the self-storage industry in the UK, which includes box storage container businesses, had a revenue of £720 million in 2019. The report also forecasted that the industry would grow at an annual rate of 1.9% from 2019 to 2024. Additionally, a separate report by AMA Research in 2020 estimated that the UK market for container storage was valued at £170 million in 2019. The report noted that the market was expected to see modest growth in the coming years, driven by factors such as increased demand from e-commerce and retail sectors, as well as the trend towards flexible working and remote employment.

According to a report by Statista, the UK storage market was valued at approximately £750 million in 2019 and is expected to grow at a compound annual growth rate of 9.5% from 2020 to 2027. This includes various types of storage solutions, such as self-storage, warehouse storage, and container storage. It is unclear what portion of this market is specifically related to box storage solutions.
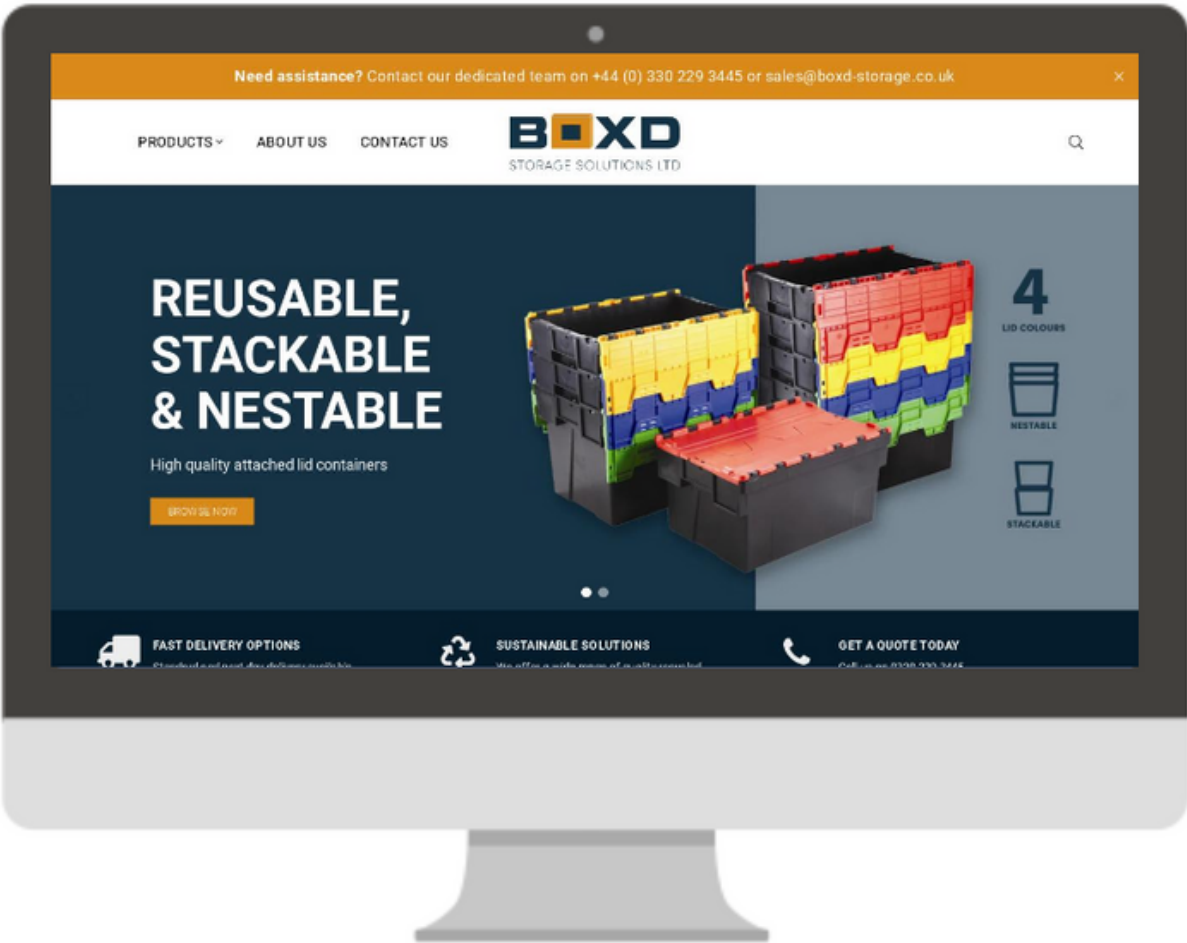
Website Audit Report

Audit Results for boxd-storage.co.uk

B

Your page could be better

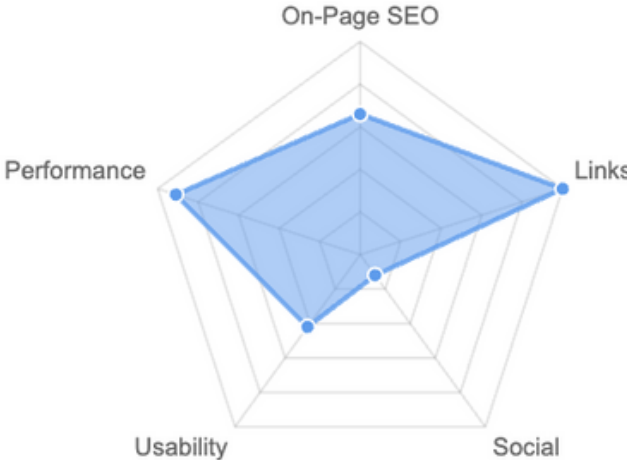Recommendations: 17

B+ On-Page SEO

A+ Links

C Usability

A+ Performance

F Social

On-Page SEO
Links
Performance
Usability
Social

Report Generated: 1 May 5:36PM UTC   Refresh Results Now

Top Competitors in UK

- WAG
- Argos
- IKEA
- Amazon UK
- Wilko
- The Range
- BIGDUG
- Homebase
- Dunelm
- B&Q
- Solent Plastics

- Hobbycraft
- Wham
- Really Useful Products
- Sistema
- Curver
- Strata Products
- Plastor
- Taylor Made Cases
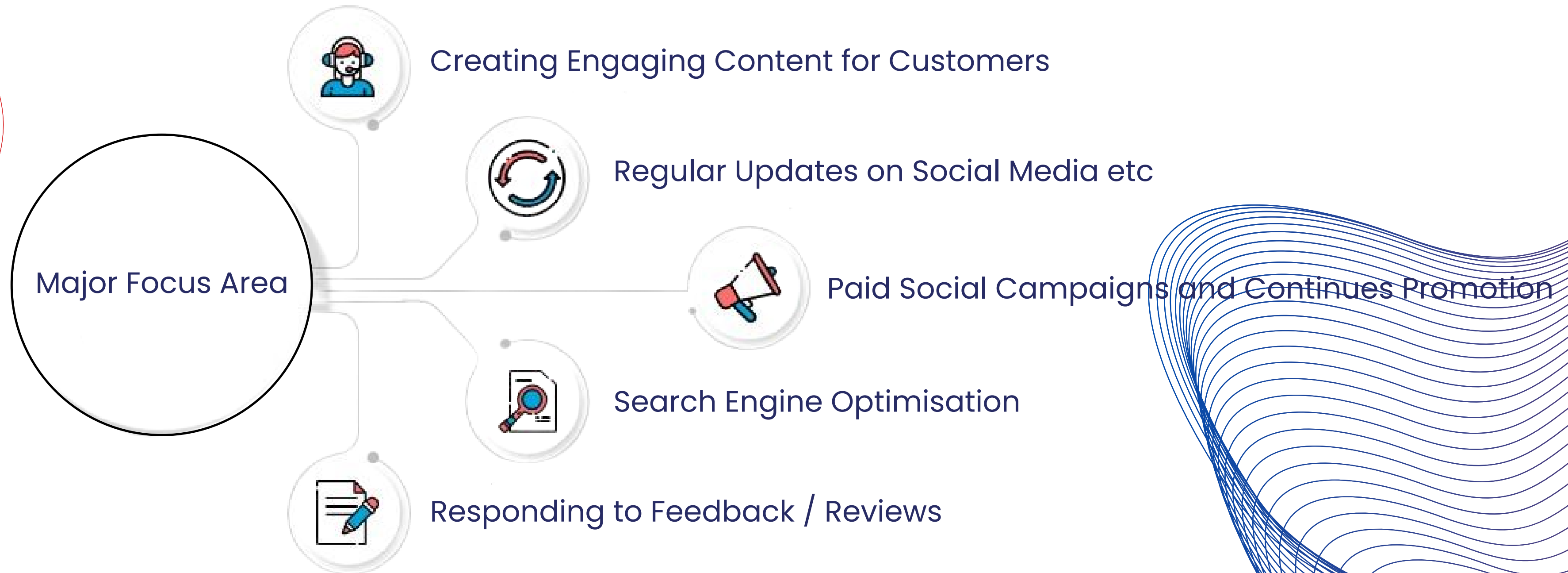- Plastic Box Shop
- Box
- Big Yellow

Branding Objective

Branding or brand objectives are the measurable goals of a particular brand. A company's branding refers to how the public views it and includes brand awareness, engagements etc

Here we will attract the target audience to our platform and make them aware about problems

Parameters for Online Brand Building

Major Focus Area

- Creating Engaging Content for Customers
- Regular Updates on Social Media etc
- Paid Social Campaigns and Continues Promotion
- Search Engine Optimisation
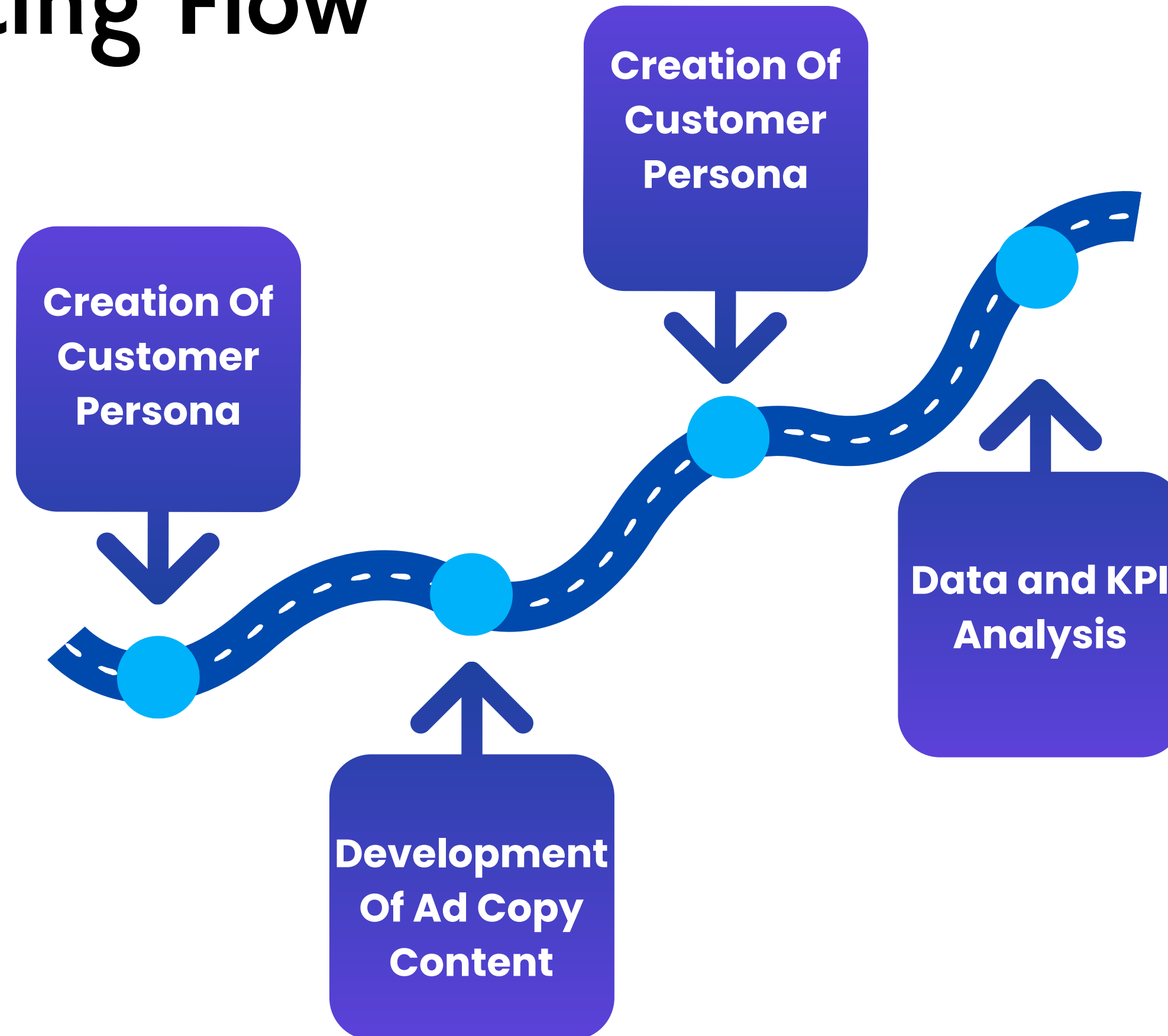- Responding to Feedback / Reviews

Recommended Platforms to be Used Engaged for Brand Building

We will be using those platforms to reach the maximum possible audience organically and through paid ads, create awareness about problems, engage them with precautions and convert them into sales with solutions.

At this stage we will be posting images, videos/reels, writing blogs and giving quick respond to users' queries.

Marketing Flow

Creation Of Customer Persona

Creation Of Customer Persona

Development Of Ad Copy Content

Data and KPI Analysis

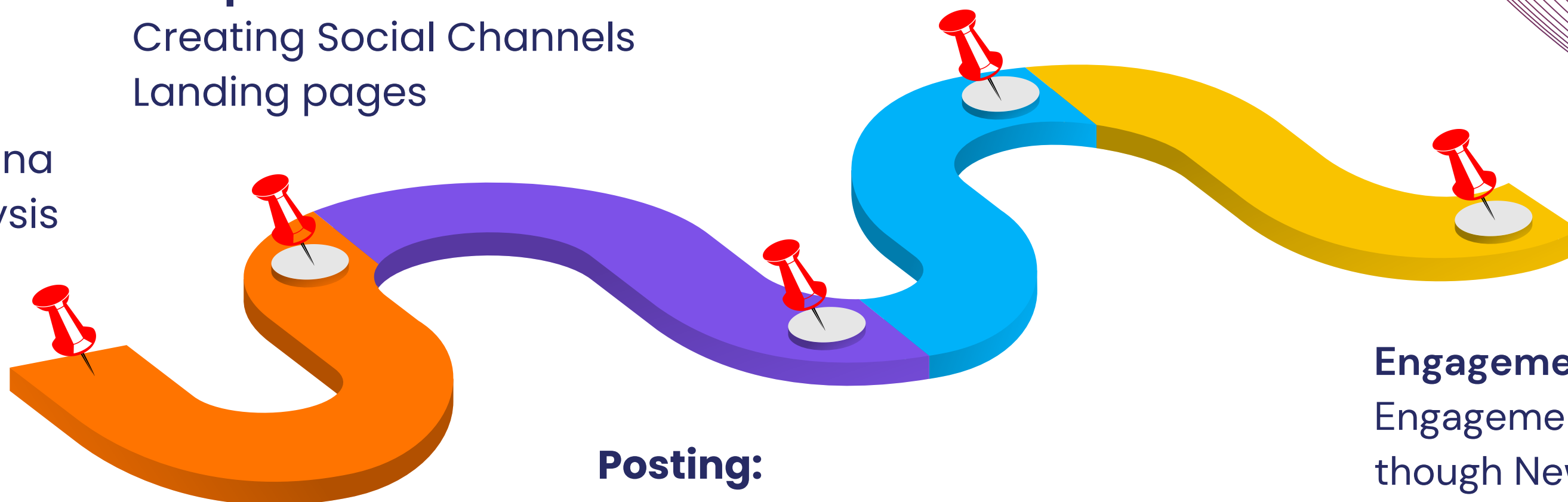DIGIMETA

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Branding Roadmap

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Research:
Audience Persona
Keywords Analysis

Setup:
Creating Social Channels
Landing pages

Reaching to Audience:
Launching Social Media
Campaigns for Brand Visibility

Posting:
Pitch Speaking Engagements
Posting Content as per calendar

Engagement:
Engagement Audience
though Newsletters,
Emailers

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3 Months SEO, Paid Search and Social Media Roadmap for Brand Building.

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Month 01

- Create social media accounts on popular platforms such as Facebook, Instagram, Linkedin, Youtube, Twitter, Trust Pilot, Pinterest etc.
- Set up a posting schedule with a mix of promotional and educational content like "Need of reusable plastic for the preservation of the environment".
- Post at least 3-4 times per week.
- Conduct market research to determine the best hashtags and keywords to use for your posts.
- Run a giveaway or contest to encourage followers to engage with your brand.
- Installing Analytics to measure KPIs
- Starting with On-Page SEO followed by Off-page

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Month 02
- Share customer reviews and testimonials to build trust and social proof.
- Use Instagram Stories to showcase new products and behind-the-scenes footage.
- Collaborate with influencers or bloggers to reach a wider audience.
- Launch a referral program to incentivise customers to refer their friends to your store.
- posting schedule with a mix of promotional and educational content like "Need of reusable plastic for the preservation of the environment".
- Post at least 3-4 times per week.

Month 03
- Share user-generated content to show off happy customers.
- posting schedule with a mix of promotional and educational content like "Need of reusable plastic for the preservation of the environment".
- Post at least 3-4 times per week.
- Run a social media ad campaign to increase brand awareness and drive traffic to your website.
- Review of Q1.
- Host a social media takeover with an influencer to generate buzz and attract new followers.
- Use Instagram Reels to showcase your products and demonstrate their benefits.
- Create product-related educational video reel content to engage the audience
- Share updates on any charity or community work your brand is doing for eco-friendly containers.

Weekly Plan

	1st and 2nd Week	3rd and 4th Week
Social Media	Creating Social Media Handles Posting 3 Post and 1 Reel Weekly on all Platforms Posting a carousel and sharing blog content on all Platforms	Creating Social Media Handles Posting 3 Post and 1 Reel Weekly on all Platforms Posting a carousel and sharing blog content on all Platforms
SEO	Website SEO Audit Installing Analytics Code Page Optimisation and setup GMB Content Optimisation	Link Building Page Optimisation
Content Marketing	Posting A Weekly Blog Posting A Micro Blog	Posting A Weekly Blog Posting A Micro Blog
Email Marketing	Email Campaign on database	Email Campaign on database

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Thank You

Contact Us

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