

P O R T F O L I O

About Us

At Logam Digital, we specialize in performance marketing and lead generation that drives real business growth. Our result-focused approach has helped companies scale their digital presence with measurable impact. We don't chase trends - we chase outcomes that matter to your bottom line.

Services we offer



Performance
Marketing



Lead
Generation



Website
Development



Development
Consultancy



Logo Design
and Branding



Pr
Activity



Whatsapp
Automation

Our clientele



RAAMA
PALACIO-II





Case Studies

Performance Marketing

Hobby India

A Brand Featured on Shark Tank

Problem Statement

Hobby India faced stagnant sales growth despite efforts through SEO, Instagram Organic, and Meta ads.

Additionally, ineffective targeting and tracking issues hindered their ability to scale, while a cluttered user experience led to low conversion rates from ad traffic



Solution Implemented

01 Broadened Targeting

Audience Expansion while retaining key targeting parameters.

02 Creative Assets Development

Highlighted the brand's Unique Selling Proposition (USP) with

- "Us vs. Them" comparisons.
- Educational/Informational ads.
- Special offers.

03 Resolved Tracking Issues

Fixed tracking parameters and provided content guidance for Instagram and video ads.

04 Improved User Experience

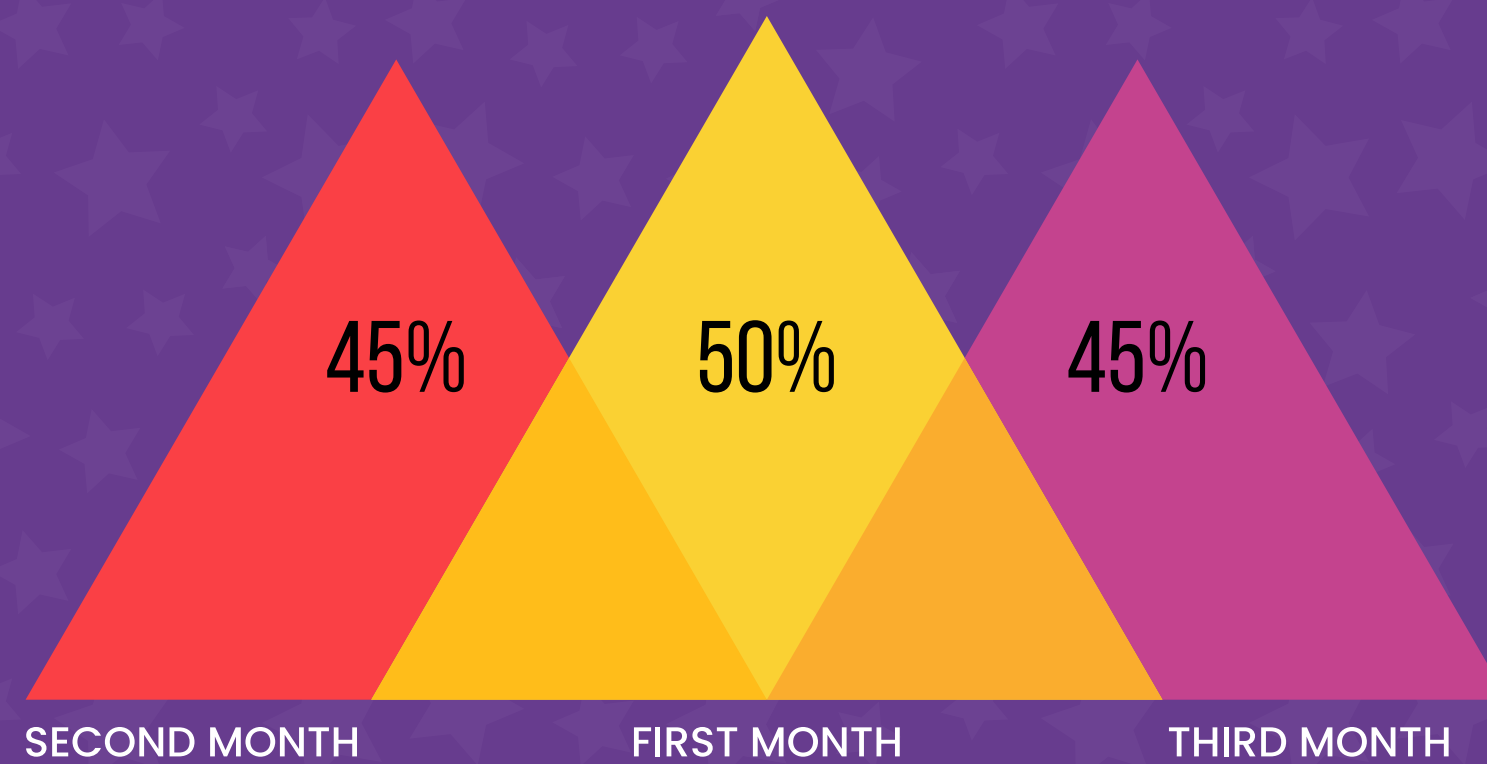
Redirected video ad traffic from the homepage (over 10,000 products) to specific categories/products to reduce confusion and increase direct purchases.

05 Focused on Best-Selling Products

Created two separate campaigns, targeting two distinct product categories.

Results

- Achieved a **ROAS of 7-8x** within the first 10 days of the new campaign.
- First month result : The sale was increased by 2 X in the very first month with 8 ROAS
- Second month result : In 2nd month the sale was increased by 2.5 X with 7 ROAS
- Third month result : In the 3rd month the sale was increased by 3X with 7 ROAS



Fitness fox

A fitness brand from New Zealand

Problem Statement

Fitness Fox, an online retailer specializing in fitness-related products, faced significant challenges following a disappointing month with its previous agency, which resulted in zero profit.

With a large stock of products available, the client aimed to achieve sales of \$25,000 to \$30,000 within the month while targeting a return on investment (ROI) of 4 to 6.



Solution Implemented

01 Campaign Restructuring

We assessed the existing campaigns and identified areas for improvement. By creating targeted ad campaigns tailored to their specific audience, we aimed to enhance engagement and drive conversions.

02 Data-Driven Approach

Our initial testing yielded promising results, achieving a ROIS of 5-7 with a total spend of \$600, generating around \$3,800 in sales during the first week. This data-driven approach allowed us to understand which products resonated best with the audience.

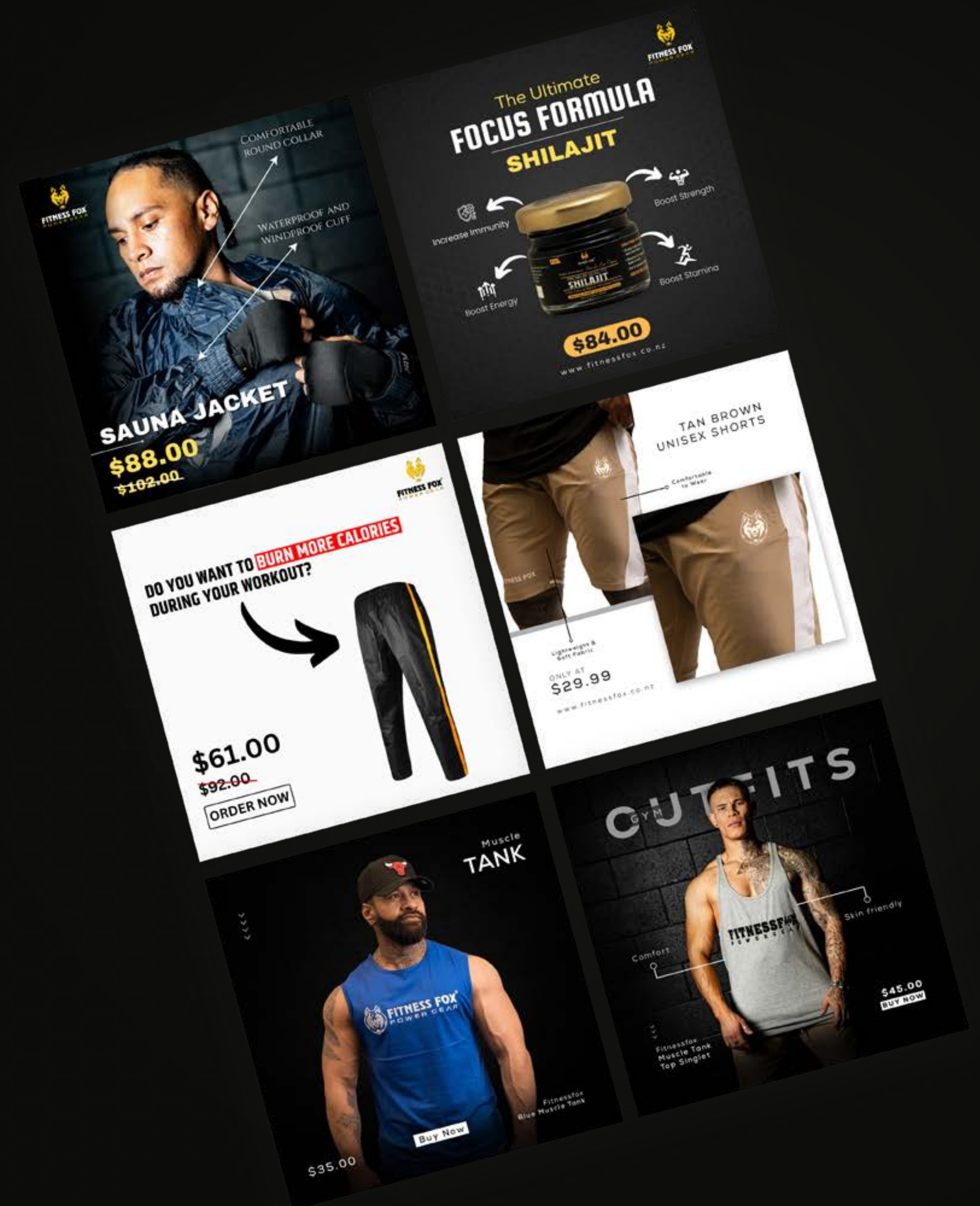
03 Scaling Efforts

With the initial success, we focused on scaling the campaigns while closely monitoring performance. Our goal was to optimize ad spending to maximize sales while maintaining a strong ROIS.

Results

- While it remains uncertain whether Fitness Fox will achieve the \$25,000 to \$30,000 sales goal, the initial results indicate a positive trajectory.

The first week's performance suggests that with continued optimization and strategic scaling, reaching new sales milestones is possible.



Nova Jewels

A jewellery brand from Los Angeles

Problem Statement

Nova Jewels, a newly established diamond jewellery brand, was struggling to generate sales through major e-commerce platforms like Etsy and Amazon, which did not perform as expected.

Despite having high-quality products, they were unable to tap into the right audience.

The brand had no prior sales targets, and the client's primary objective was simply to establish an online presence and generate sales, even if it resulted in no profit or loss initially.



Solution Implemented

01 Instagram Development

Since Nova Jewels was in the process of developing its Instagram page, we focused on growing the brand's social media presence. By creating visually appealing content.

02 Direct Sales Strategy

We moved away from using third-party platforms like Etsy and Amazon and directed our efforts toward driving traffic and sales through their website. We launched targeted ad campaigns on social media platforms, specifically focusing on Instagram and Facebook, to reach potential buyers directly.

03 Initial Focus on Awareness & Traffic

Given the client's openness to no profit or loss in the initial stages, we concentrated on driving traffic to the website and raising brand awareness. This allowed us to gather insights about consumer behavior, preferences, and the best-performing products.

04 Ad Campaign Optimization

Through constant monitoring and optimization, we refined ad targeting to ensure we were reaching the right audience.

Results

While Nova Jewels is still in its early stages, we successfully laid the foundation for future sales. The brand's Instagram following is steadily growing, and we've started receiving website traffic from relevant audiences.



Case Studies

Lead Generation

Sahajanand Elite

Company name : **Sahajanand Elite**

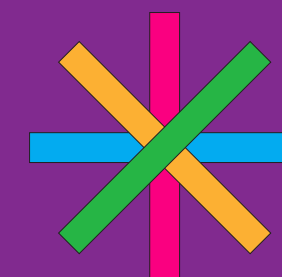
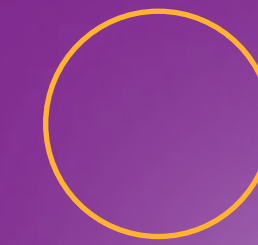
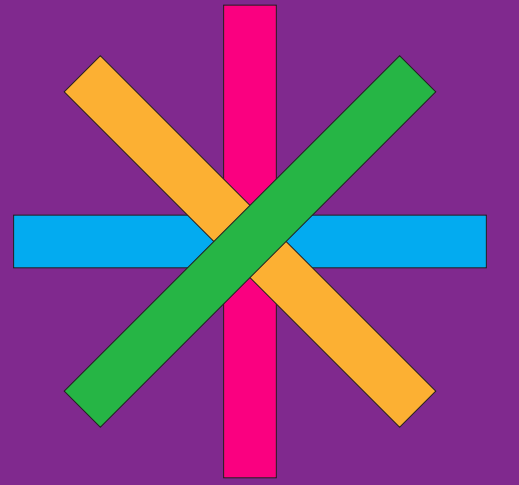
Location : **Sargasan, Gandhinagar, Gujarat**

Key Challenges

The developer was offering 2 & 3 BHK Apartments and Shops (40 ~ 65 Lakhs) in Sargasan which is a developing town with lots of upcoming and ongoing projects. Hence attracting people to their project was quite difficult.

Solution Implemented

- Showcase unique selling points on social media in a creative way
- Use social media ads to target customers and generate quality leads
- Generate Leads by showcasing the USPs of the project
- Implement a proper sales funnel and using a dedicated CRM



Results

- Lead generation started from the 5th day
- Footfall on the site increased by 9x
- First House sold from leads on the 43rd day. Continuous bookings after that
- ROI for digital campaigns was way higher than traditional advertising channels



Testimonial

Gurukrupa Wire Netting Industries

Company name : **Gurukrupa Wire Netting Industries**

Location : **Petlad, Anand, Gujarat**

Key Challenges

Gurukrupa Wire Netting Industries is an already established wire product manufacturing company. They were already utilizing online ads to drive growth in their business. The key challenge was that most of their marketing efforts were previously on third-party platforms such as directories. So, there was no control over marketing specific products and allocating budget to specific products based on their experience. Also, there was a lack of control over the location targeting. Furthermore, all the previous assets were not under their ownership so even after years of marketing on different platforms they were not able to take the advantage of optimization of the platform over time. previously on third-party platforms such as directories.



Solution Implemented

- Created social media handles and started posting consistently on them.
- Video shoot showing the scale of business.
- Content creation showcasing different product manufacturing processes.
- Landing page creation for ads. Keyword research for their product and finalization of a few products that have good search volume.
- Run search engine ads to solve the discovery for people at the bottom of the sales funnel. Retargeting and remarketing ads on social media.
- WhatsApp Automation



Results

- Generated high-quality leads from search engines and social media.
- Online discovery of business and its scale is solved.
- Closed a few high-ticket clients in the first 1.5 months.
- WhatsApp automation has increased productivity for the sales team and personalization for clients.

Testimonial

**Gurukrupa Wire
Netting Industries**



BARBED WIRE

- Provide a sense of security
- Affordable compared to other
- Easy to install
- Low upkeep cost
- Decoration in the garden
- Long-lasting

+91 98791 48505

**Gurukrupa Wire
Netting Industries**

3D SECURITY FENCE

3D security mesh panel with a V beam installed on a post with a V beam

358 MESH FENCE FEATURES

- Anti-climbing: Small openings, no toe/finger holds.
- Anti-cut: Robust welded wire.
- High Strength: Welded at each intersection.
- Durability: Galvan & polymer coating.
- Visibility: Maximum visibility for detection.

+91 98791 48505

**Gurukrupa Wire
Netting Industries**



PVC/PPC COATED FENCE

- Easier and quicker to install
- Longer anti-rust design
- Easy to move without damaging
- No welding results
- Can be powder-coated any color
- Unique coastal coating option

+91 98791 48505

NK Autowing

Problem Statement

The client was consistently experiencing unqualified Leads throughout their campaigns. They were getting leads from 40-50 km away which did not align with their business needs.

Solution Implemented

01 Targeted leads regeneration

We set up a new ad account and launched highly targeted lead-generation campaigns focused specifically on N.K. Autowings' products. This helped streamline their ad reach to more relevant audiences.

02 Collaboration for Effective Targeting

To further enhance performance, we optimized the campaigns and collaborated with Meta's Pro Team to refine lead targeting, ensuring that the leads generated were local and of higher quality.



Results

Campaigns are now performing as expected and leads are more result-oriented.



Happy Ganesh Chaturthi

Super Savetember

Low ROI @ **7.99%***

1 YEAR WARRANTY

Cashback of 5% up to **₹5000***

BOOK ONLINE NOW!

CLICK BOOK RELAX

HDFC BANK

એન કે ઓટોવિંગ્સ હોન્ડા

ડી.એમ. નર્સિંગવડ સામે, ઉત્તરકાંઠા રોડ નર્સિંગવડ - 387001

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પીજરોડ-નકીઆદ 9624307789

મહેમદાવાદ 9537607789



આકર્ષક ઓફર

કેશબેક ₹5000* સુધી

6 વર્ષ વોરંટી

1 વર્ષ મફત સર્વિસ

1 ઓક્ટોબર થી લાય વધી રહિયા છે જોડો 2 હી ના જાય

CASHBACK UPTO 5% ₹5000*

LOW ROI @ **7.99%**

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Happy Navratri

CASHBACK UPTO 5% ₹5000*

LOW ROI @ **7.99%**

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શુભ નવરાત્રી

CASHBACK UPTO 5% ₹5000*

LOW ROI @ **7.99%***

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શુભ નવરાત્રી

₹1/-

ડાઉન પેમેન્ટ માં

ડી.એમ. નર્સિંગવડ + હેલ્મેટ 1200/-*

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EcoTrip



Problem Statement

They were managing their social media independently But struggled to generate good leads.

After reviewing the Meta Ad Account, we identified that running campaigns from a personal account was harming their performance.

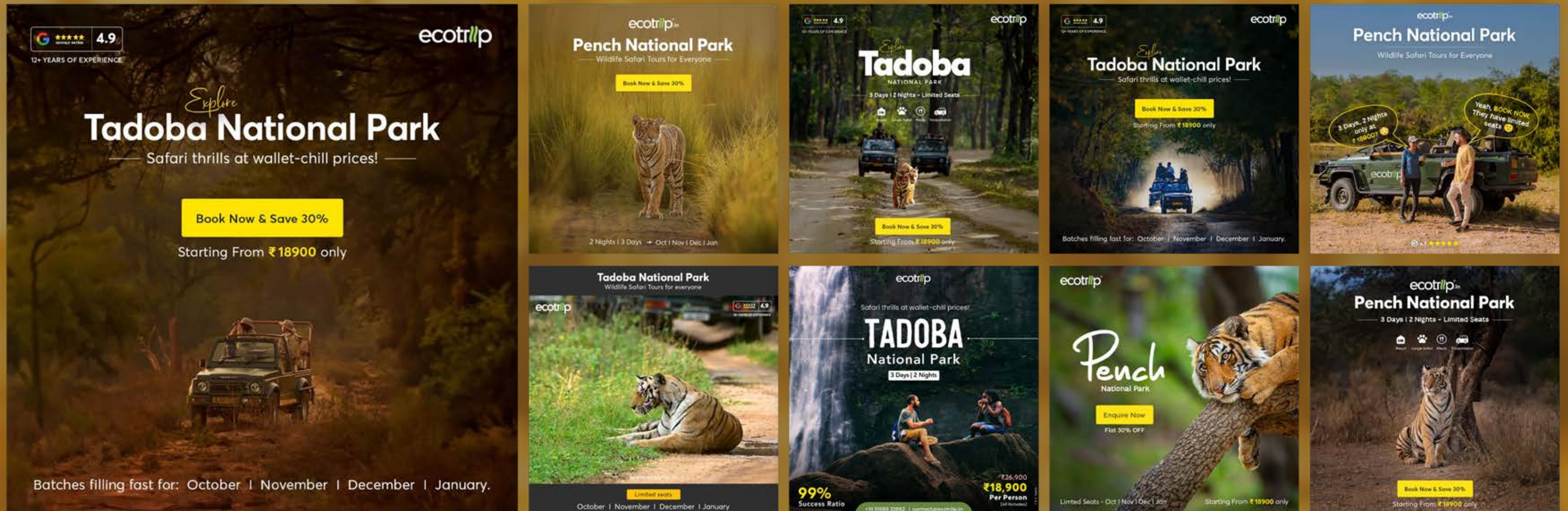
Solution Implemented

With a new Meta Business account we restructured their campaigns which were solely focused on generating leads.



Results

In a month they got nearly **200 Leads**, from which there were **16 qualified leads**, which significantly improved the performance of the campaigns.



LOGAM DIGITAL

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