



EKATRAA

360° Digital Marketing · Bhubaneswar

THE CHALLENGE

Ekatraa — a unique event-service business in Bhubaneswar — was launching from zero with not digital proper work flow. They needed a complete 360° strategy: SEO, Meta Ads, Facebook, and technical marketing infrastructure built from scratch.



Zero SEO visibility — not indexed on SERP or GEO



Facebook & Meta Ads connectivity issues



No digital presence — starting from ground zero

OUR APPROACH

01

In-Depth SEO & SMM Execution

Conducted full on-page and technical SEO — keyword targeting, metadata, structured data, and GEO optimisation for local Bhubaneswar visibility.

Developed and executed a well-structured monthly social media content plan, resulting in an increase in average views, follower growth, and engagement within just one month, driven by authentic and value-focused content.

02

Technical Coordination

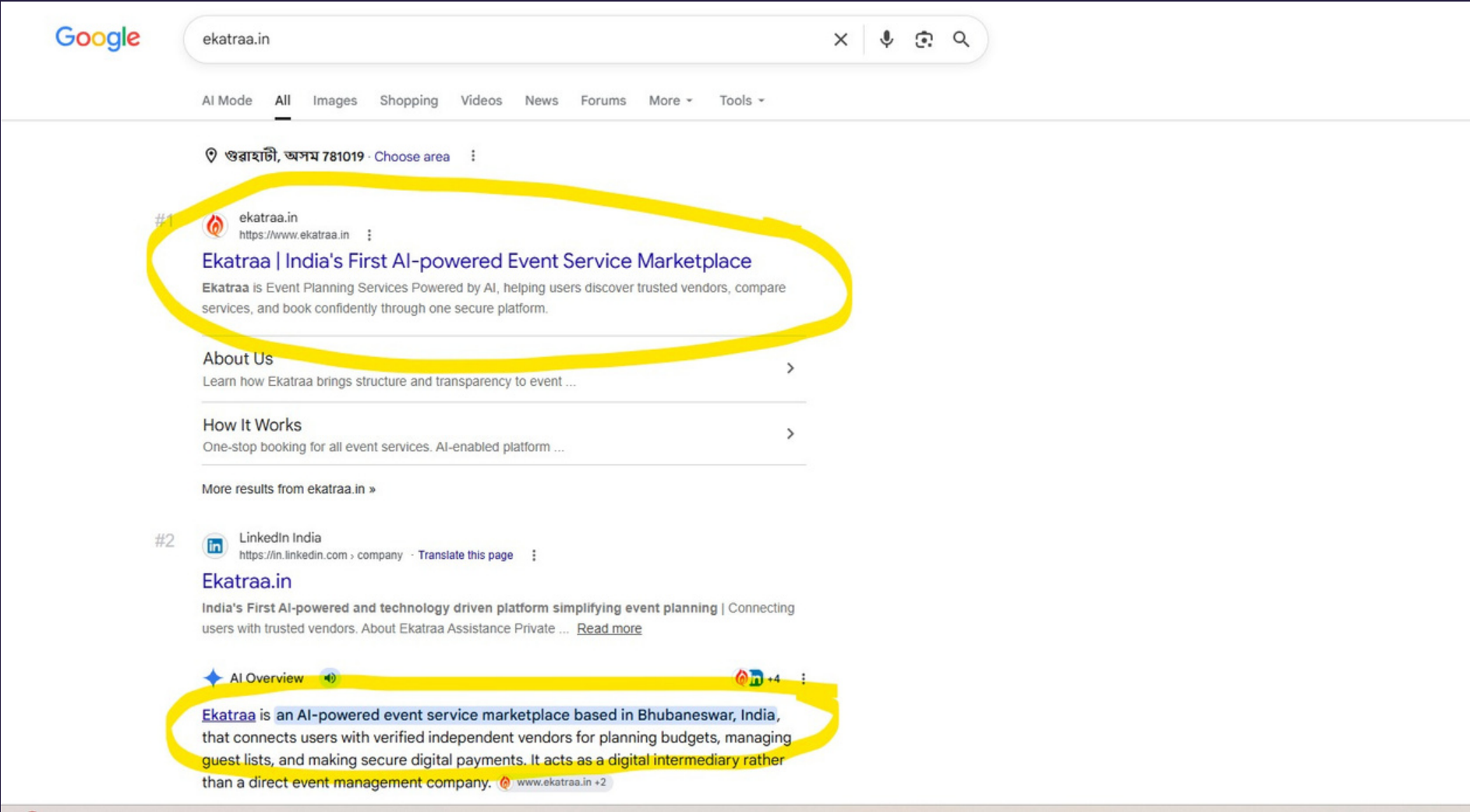
Managed all technical marketing setup: tracking pixels, analytics, ad account structures, and platform connectivity across channels.

03

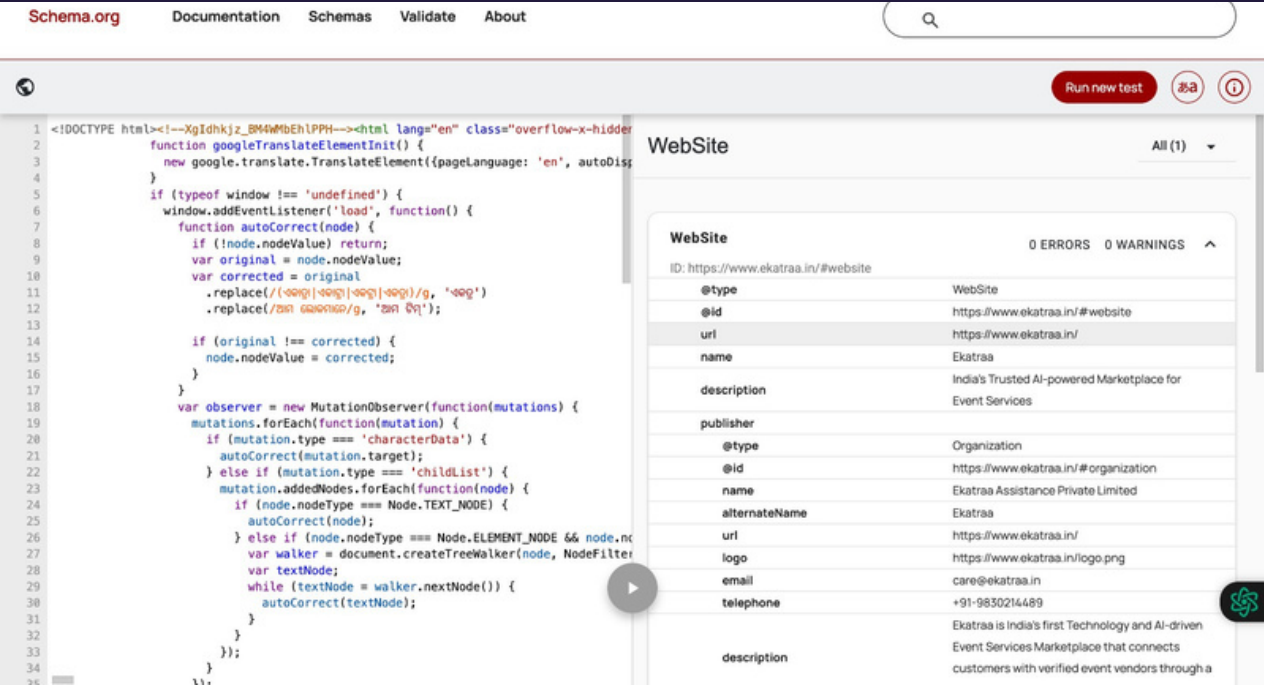
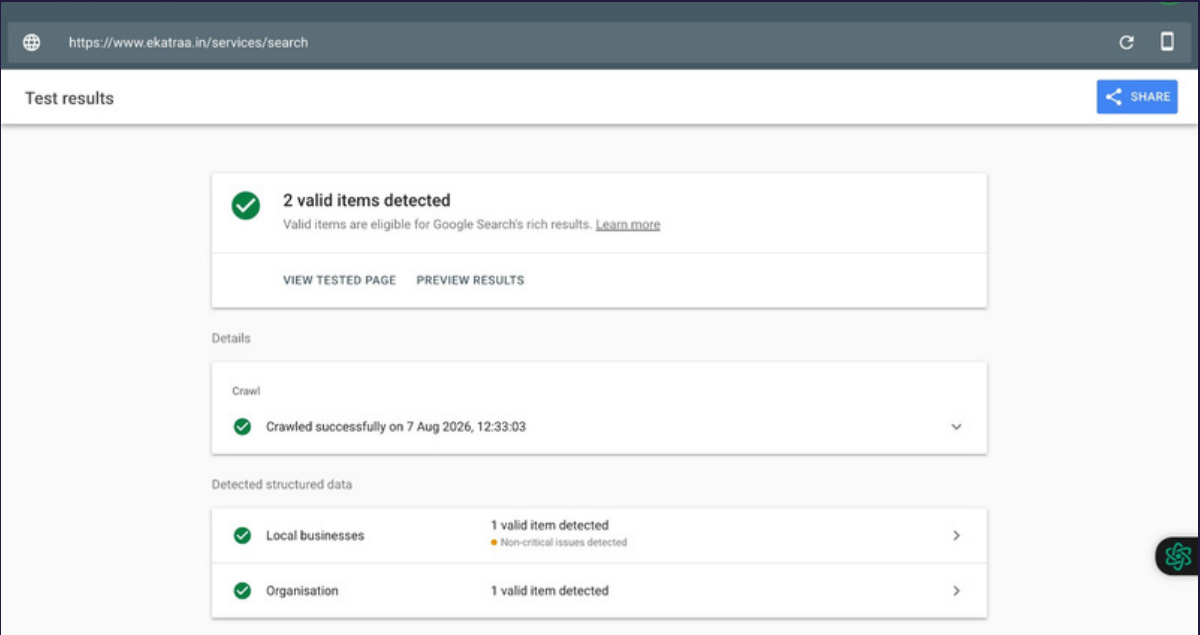
Meta & Facebook Resolution

Diagnosed and resolved Facebook & Meta Ads connectivity issues. Connected accounts, configured campaigns, and launched paid media.

SEO IMPLEMENTATION

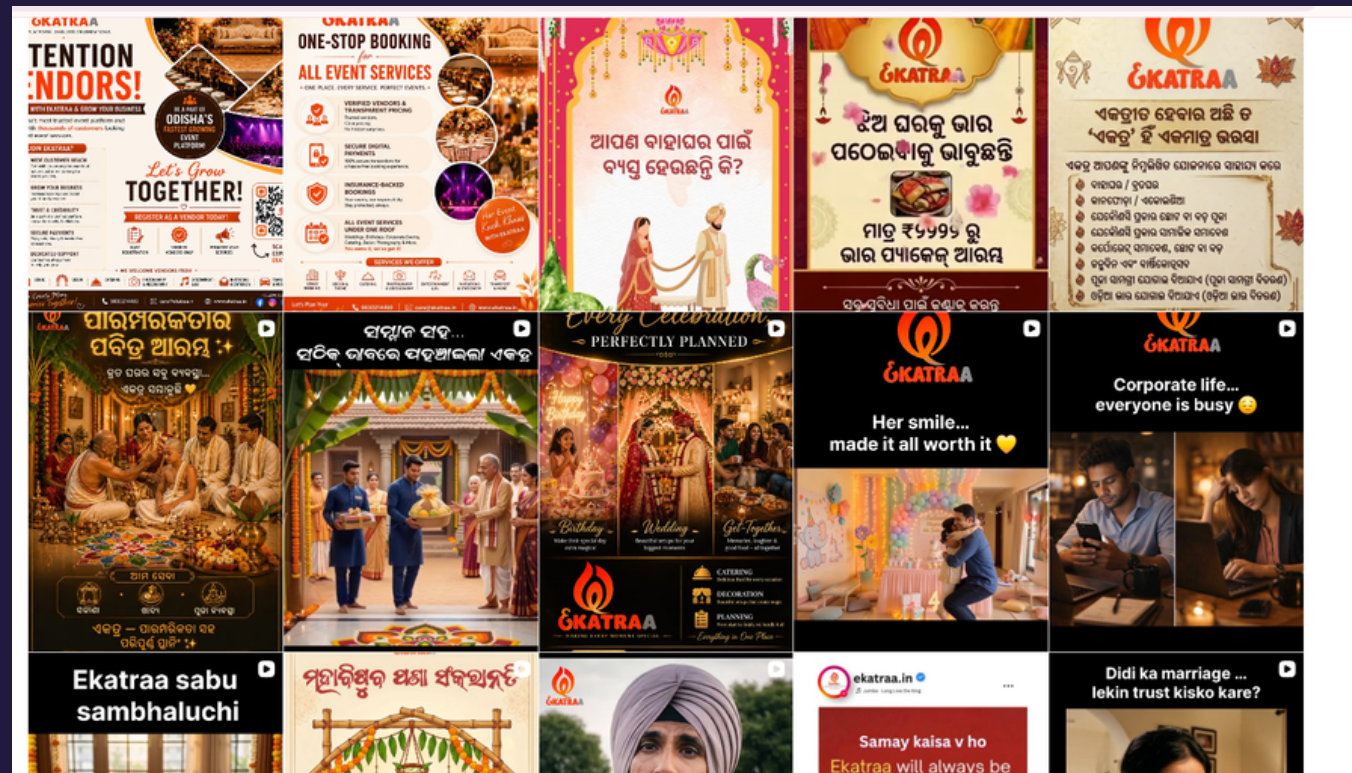


NOTE:- While it's a new website, we worked on on-page SEO and technical SEO, with proper coordination to improve its visibility across SERPs and GEO. The work was successfully completed, along with a 6-month SEO strategy to rank for multiple targeted keywords.

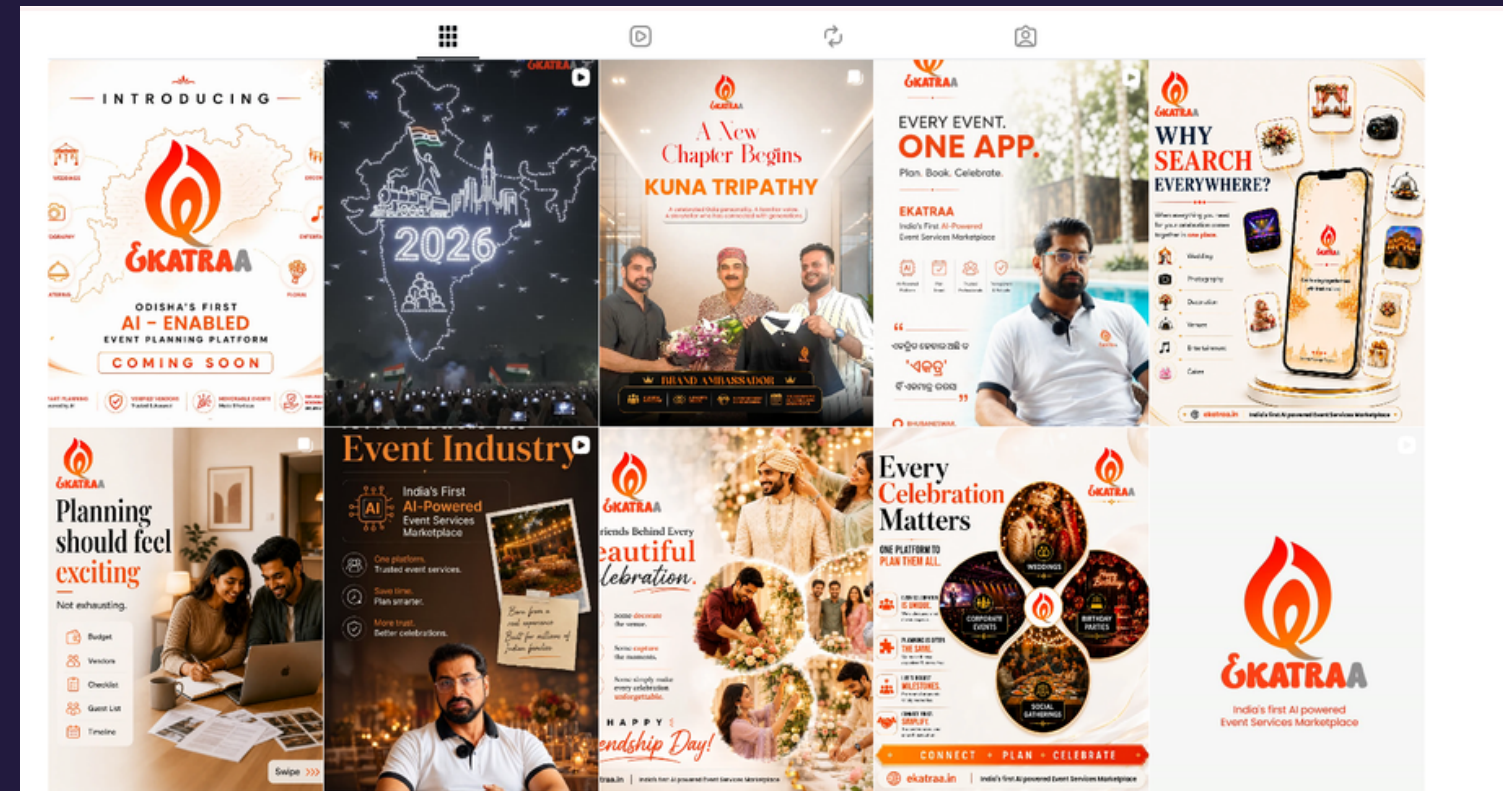


Social Media Marketing

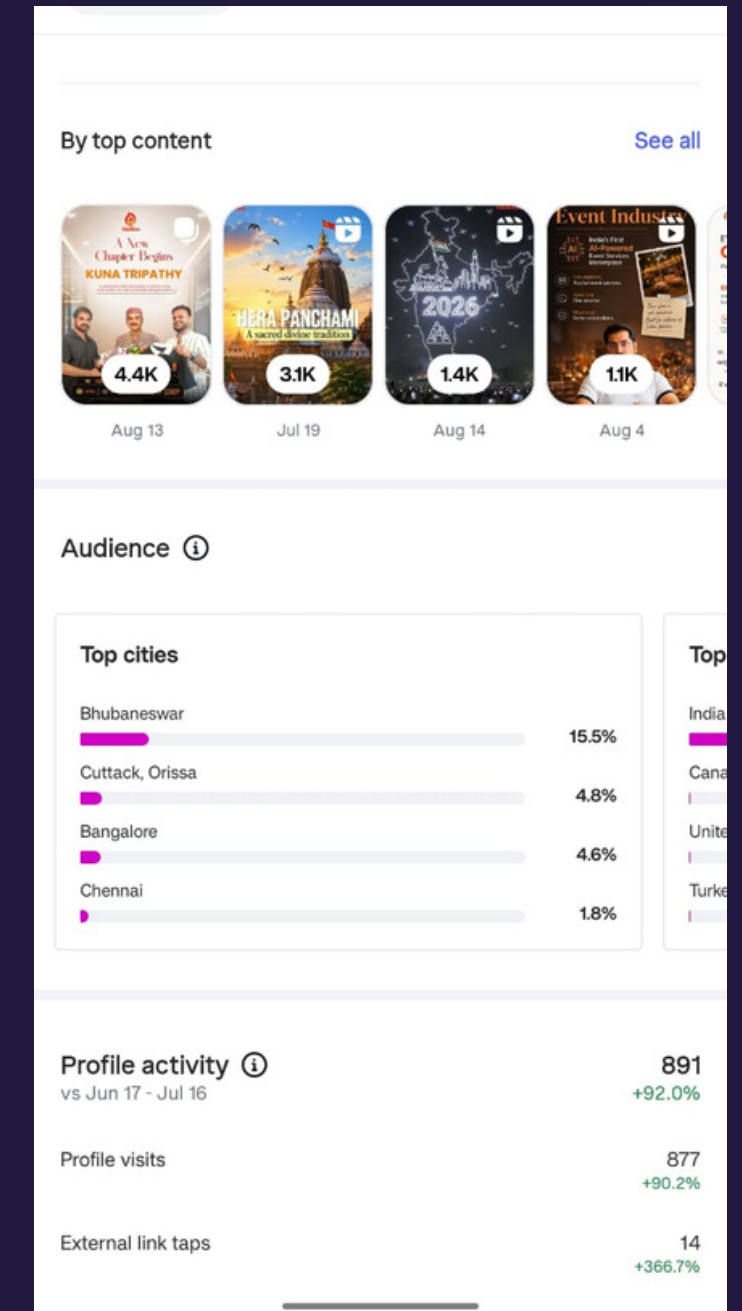
Insta Profile Grid



BEFORE



AFTER



Real Results

When it comes to social media, it's not just about content creation. it's about how the content creates the right buzz and builds a strong brand presence. So, we work with a well-planned monthly social media calendar focused on delivering real value, building audience engagement, and growing the brand organically. We also plan influencer collaborations, campaigns, and other strategic initiatives to create stronger visibility and meaningful brand impact.



EKATRAA

Results & Deliverables

Organic views grew 5× post-SEO & GEO Optimisation

Achieved through on-page SEO, local GEO targeting, and Meta Ads campaign launch in Bhubaneswar.



SEO & GEO

SERP Visibility Achieved

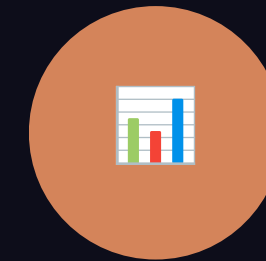
- Full on-page SEO executed
- GEO optimisation for Bhubaneswar
- Indexed and ranking on SERP



META ADS

Campaigns Live

- Facebook & Meta issues resolved
- Ad accounts connected & configured
- Paid campaigns successfully launched



DIGITAL PRESENCE

360° Strategy Executed

- Complete digital foundation built
- Technical marketing setup done
- Multi-channel presence established