Digital Marketing
PORTFOLIO

KASTURIRANGAN TM

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DIGITAL MARKETING SPECIALIST

introduction

ABOUT ME

As a digital marketer and graphic designer, I strive to create designs that not only look great but also drive results. From social media graphics to full-blown marketing campaigns, I'm committed to delivering exceptional work that helps my clients achieve their goals.

Let's create something amazing together!

www.designbyktm.com

KASTURIRANGAN TM

KTM

MISSION

To craft strategic visuals that elevate brand messaging, reach the right audiences, and drive measurable marketing outcomes.

VISION

To become the preferred partner for brands seeking design that drives business growth.

www.designbyktm.com

KTM

personal
SKILLS

GROWTH STRATEGY

AI DRIVEN MARKETING

GTM STRATEGY

PERFORMANCE MARKETING

STRATEGIC COMMUNICATIONS

KTM

work
EXPERIENCE

FREELANCE

MARKETING SPECIALIST

BETSOL INDIA

SEO ANALYST

PRIVATE CIRCLE

SEO SPECIALIST

KODE89

CO-FOUNDER, HEAD OF MARKETING

project PORTFOLIO

Here's a selected overview of past projects where I've helped clients achieve growth through strategic design and marketing solutions.
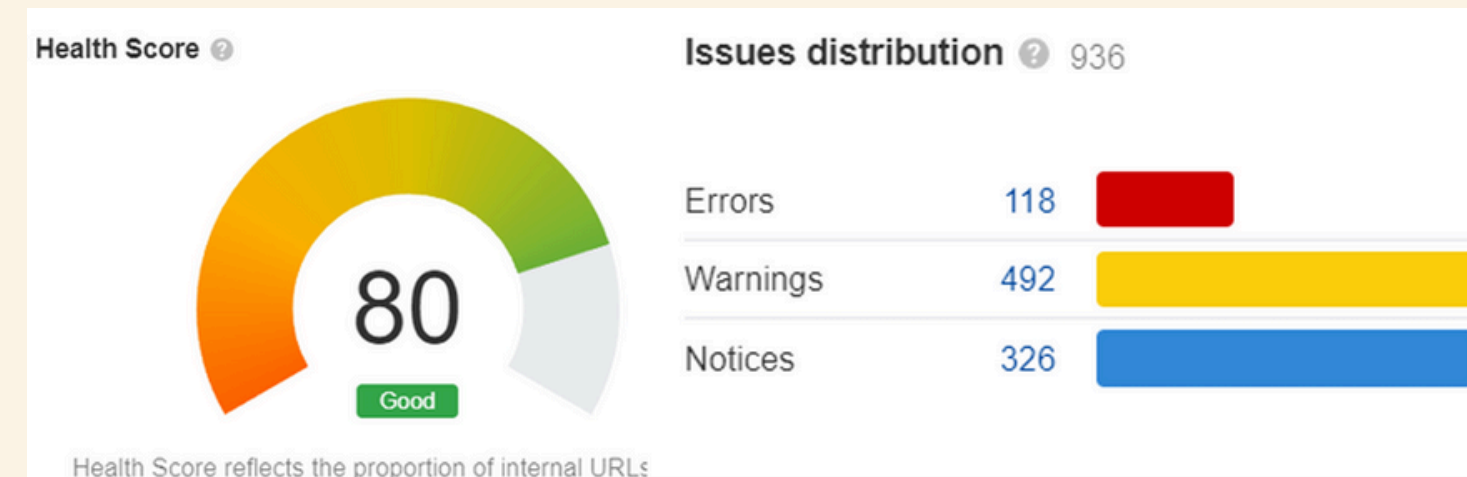
01

FIXING TECHNICAL ERRORS

I offer website health audits using trusted SEO tools like Ahrefs and SEMrush. This analysis allows me to identify and address technical and content-related issues that may be hindering your website's search engine performance.
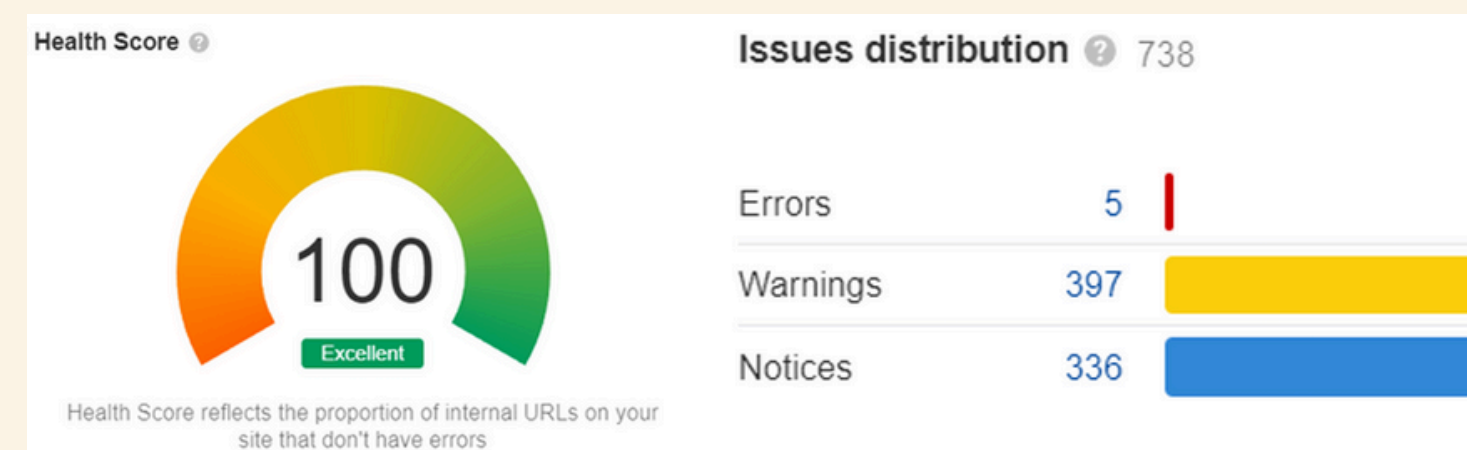The result is a healthier website with increased potential for higher rankings.

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BEFORE

Health Score ?
80
Good

Issues distribution ? 936

Errors	118
Warnings	492
Notices	326

Health Score reflects the proportion of internal URLs

AFTER

Health Score ?
100
Excellent

Issues distribution ? 738

Errors	5
Warnings	397
Notices	336

Health Score reflects the proportion of internal URLs on your site that don't have errors

02

KEYWORD RESEARCH

Keyword research is the foundation of my content strategy for every client. I meticulously utilize tools like Google Ads Keyword Planner and Ahrefs to identify relevant, high-potential keywords.

This research-driven approach ensures that the content I create is targeted, aligns with search intent, and has the best chance to rank well

KEYWORD LIST SAMPLES

KEYWORD LIST 1

KEYWORD LIST 2

KEYWORD LIST 3

03

GMB
OPTIMISATION

By providing accurate and complete information in your GMB profile, you increase your chances of appearing prominently in local search results, attracting more customers to your website or physical location.

This is a snapshot of how my GMB optimisation of my client, increased the reach over a period of 6 months
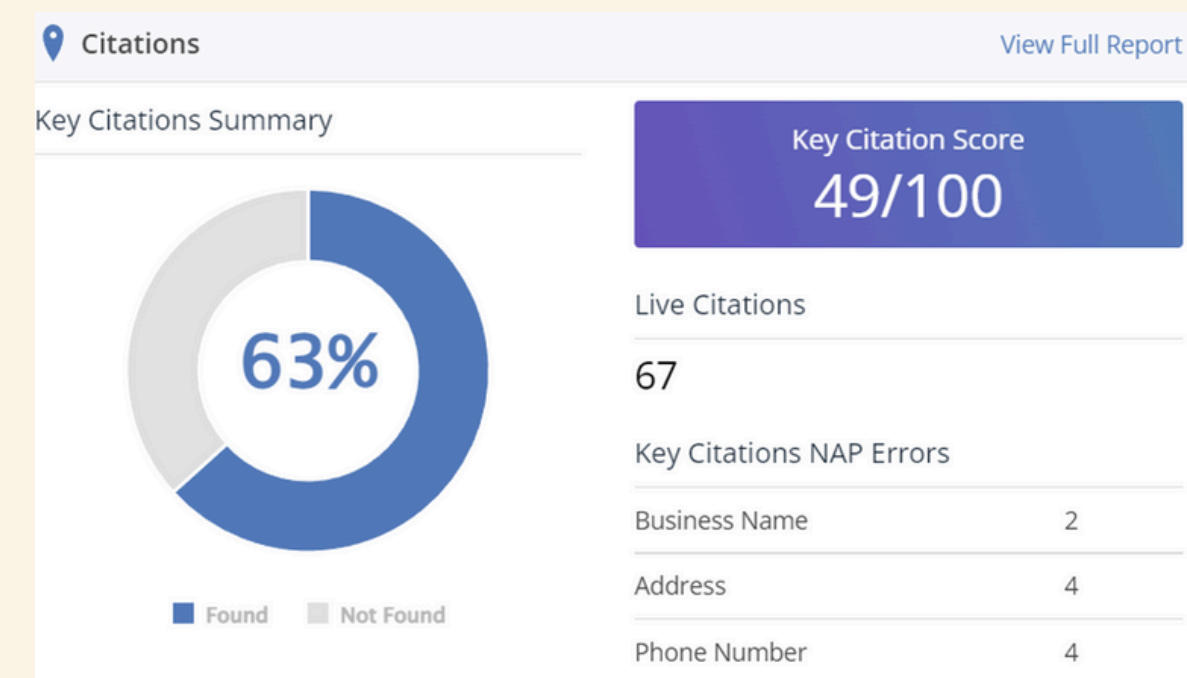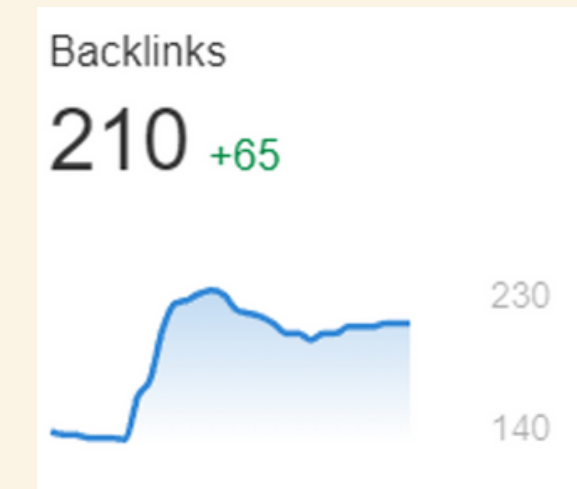
www.designbyktm.com
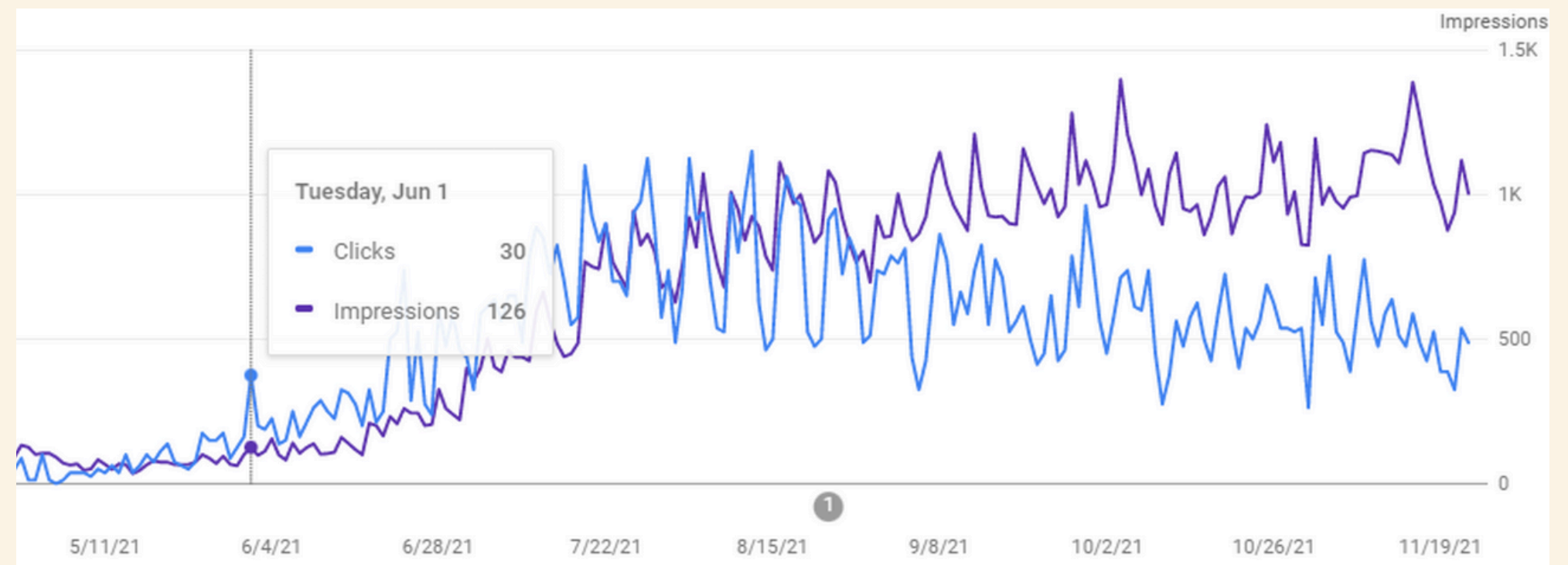
KTM

04

BACKLINK BUILDING

I specialize in building strong foundational backlinks for my clients, particularly those with limited budgets. My expertise includes directory listings and citations, which I manage strategically using tools like BrightLocal.

Additionally, I have experience in utilizing Web 2.0 properties and profile link building techniques to enhance my clients' backlink profiles.

www.designbyktm.com

Backlinks
560 +8
560
548

Backlinks
210 +65
230
140

📍 Citations   View Full Report

Key Citations Summary

63%

■ Found   ■ Not Found

Key Citation Score
49/100

Live Citations
67

Key Citations NAP Errors

Business Name	2
Address	4
Phone Number	4
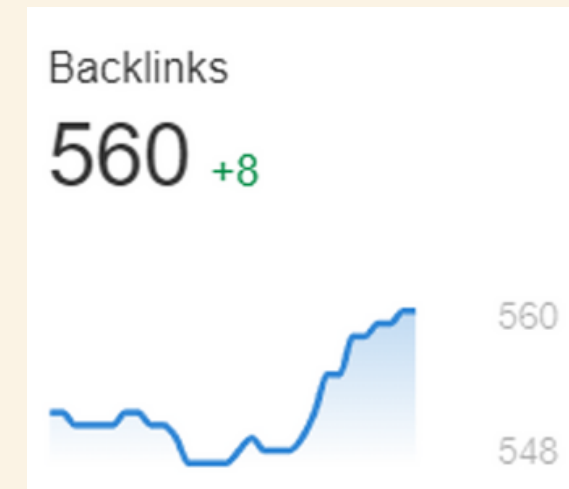
KTM

05

DESIGN

As a results-driven graphic designer
with a passion for solving visual
communication challenges, I excel
in concept development,
typography, and creating designs
that align with marketing goals

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DESIGN PORTFOLIO

(will be updated periodically)

06
MARKETING STRATEGY

I implement a structured SEO plan that tackles technical issues, content creation, and link building. This approach is crucial because it provides a clear roadmap for boosting my client's online presence, attracting more qualified leads, and achieving their business goals.

Click on the link on the right to view a sample marketing strategy process I drafted for a previous client
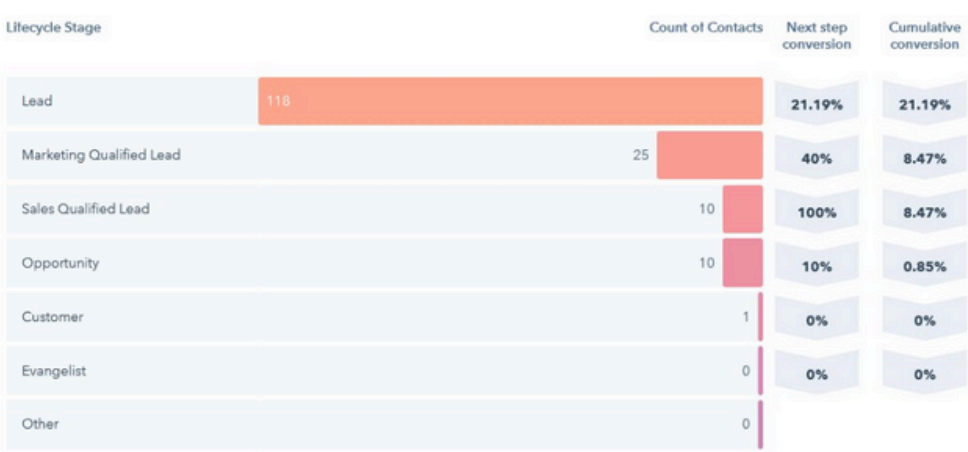
www.designbyktm.com
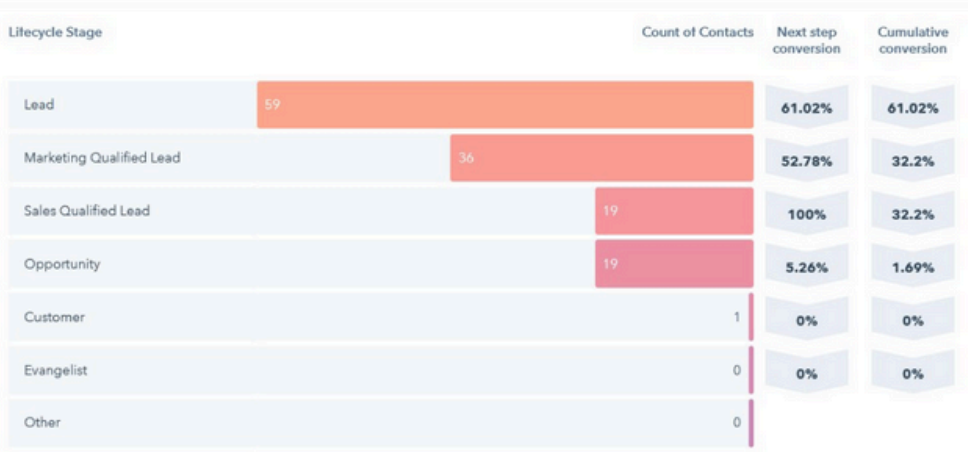
SAMPLE MARKETING STRATEGY

07
LEAD
GENERATION

By focusing on technical SEO improvements, creating targeted content, and building quality backlinks, I optimized my client's website to rank higher in search results.

This increased visibility directly translated into more website traffic and a significant boost in lead generation.

Lifecycle Stage	Count of Contacts	Next step conversion	Cumulative conversion
Lead	118	21.19%	21.19%
Marketing Qualified Lead	25	40%	8.47%
Sales Qualified Lead	10	100%	8.47%
Opportunity	10	10%	0.85%
Customer	1	0%	0%
Evangelist	0	0%	0%
Other	0		

April 1, 2022 - May 31, 2022

Lifecycle Stage	Count of Contacts	Next step conversion	Cumulative conversion
Lead	59	61.02%	61.02%
Marketing Qualified Lead	36	52.78%	32.2%
Sales Qualified Lead	19	100%	32.2%
Opportunity	19	5.26%	1.69%
Customer	1	0%	0%
Evangelist	0	0%	0%
Other	0		

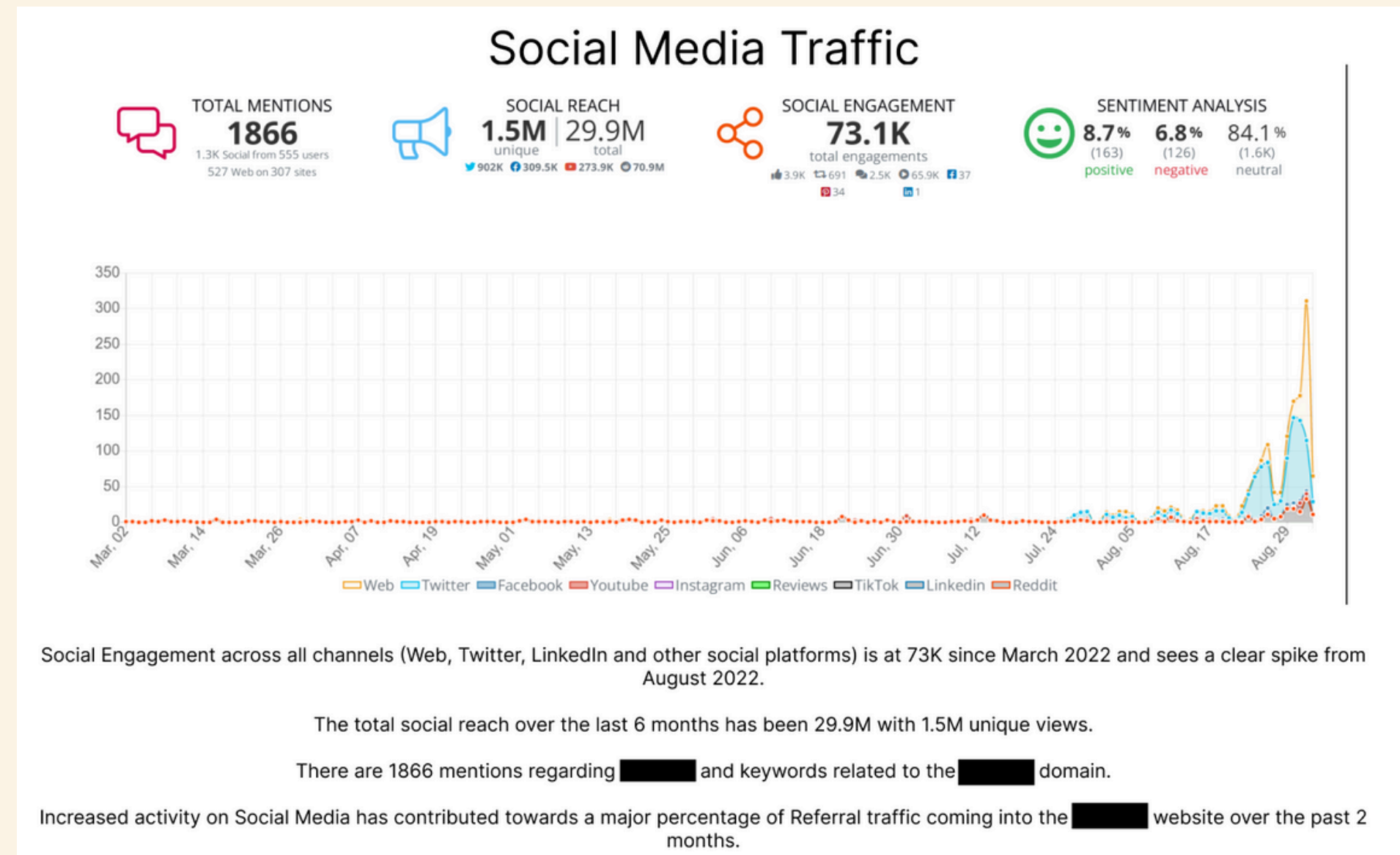**June 1, 2022 - August 12, 2022**

LEAD PERFORMANCE

- Lead Performance has increased this quarter with MQLs going from **25** to **36**.

- The percentage of leads that are turning into **MQLs** have increased in this quarter, as the next step converion percentage has increased to **61%**, with SQLs increasing **2X** compared to last quarter.

- The conversion rate from **MQL** to **SQL** has also increased to over **50%** in this quarter.

- Of the **36 MQLs**, most leads have come from Direct sources (Customers directly visiting our website by typing URL in their browser), with the **Get Quote** and **Free Trial** pages capturing the majority of the leads.

08
SOCIAL MEDIA OPTIMISATION

I crafted a data-driven social media strategy focused on audience engagement and targeted content promotion.

This approach led to increased brand awareness, a larger social following, and a noticeable boost in website traffic from social channels.

Social Media Traffic

TOTAL MENTIONS
1866
1.3K Social from 555 users
527 Web on 307 sites

SOCIAL REACH
1.5M | 29.9M
unique | total
902K | 309.5K | 273.9K | 70.9M

SOCIAL ENGAGEMENT
73.1K
total engagements
3.9K | 691 | 2.5K | 65.9K | 37
34 | 1

SENTIMENT ANALYSIS
8.7% | 6.8% | 84.1%
(163) | (126) | (1.6K)
positive | negative | neutral

Social Engagement across all channels (Web, Twitter, LinkedIn and other social platforms) is at 73K since March 2022 and sees a clear spike from August 2022.

The total social reach over the last 6 months has been 29.9M with 1.5M unique views.

There are 1866 mentions regarding ▇▇▇ and keywords related to the ▇▇▇ domain.

Increased activity on Social Media has contributed towards a major percentage of Referral traffic coming into the ▇▇▇ website over the past 2 months.
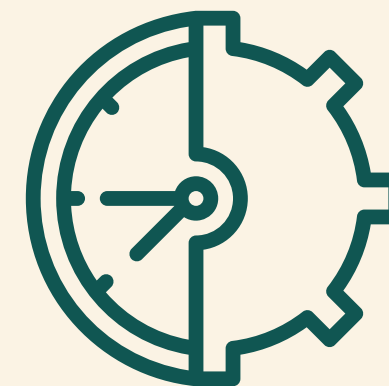
KTM

My
PROCESS

ONBOARDING AND SETUP

The scope of work is defined together & setting up tools for Metrics like Google Analytics, Search Console and GMB

RESEARCH AND AUDIT

From competitor and keyword research to website audit and planning, this is where the SEO foundation of your business will begin.

OPTIMISATION

This is where the implementation of the SEO plans and strategies devised in the research and audit stage will begin.

GROWTH

Patience and correct implementation of SEO strategies will boost the growth of your business in the long run

SEO
CERTIFICATIONS

SEO Foundations - Linkedin

SEO Fundamentals By All White Hat SEO

SEO Certified by Hubspot

SEO Writing Master Class By Surfer

Google SEO Fundamentals - Coursera

Advanced Content & Social tactics to optimize SEO - Coursera

Introduction to Google SEO - Coursera

Optimizing a Website for Search - Coursera

Google Analytics with Beginners - Google

Google Analytics Individual Qualification - Google

Increase SEO Traffic with Wordpress - Coursera

Getting Started in Google Analytics - Coursera

Semrush for Digital Agencies Certification - Semrush

Technical SEO Exam - Semrush

Local SEO Exam - Semrush

Semrush SEO Toolkit Exam - Semrush

Optimizing UberSuggest - Coursera

Perform Local SEO Audits For Multi Location Businesses - Brightlocal

How To Master Local Keyword Research - Brightlocal

Google My Business Management 101 - Google

SEO
TOOLS

AHREFS	YOAST SEO	PAGESPEED INSIGHTS
SCREAMING FROG	GOOGLE ANALYTICS	BRIGHTLOCAL
GOOGLE SEARCH CONSOLE	RANKMATH	MICROSOFT CLARITY
SCHEMA.ORG	GOOGLE KEYWORD PLANNER	BING WEBMASTER
SEMRUSH	MOZ	GOOGLE SEARCH CONSOLE
GMB	GTMETRIX	LOOKER STUDIO

DIGITAL MARKETING PORTFOLIO

Let's Work TOGETHER