



Rohit  
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# Cracking the code

Our experiences in  
**Digital Marketing**  
and ranking 1st on **Google**

from Zero in 2017...

**to No. 1 in 2020**

on **ALL** our keywords

**With a three-member team!**

And here is how we did it...

**PLAN | OPTIMISE | DEPLOY | MONITOR**

and

**INNOVATE!**

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## Plan

Extensive  
Research

## Optimise

Stay ahead of  
the tribe!

- Logical time-frame
- Keyword research
- Integrate – social media, online/offline, newsletters, emails

Focus on **Quality Content**



**Deploy**

Use the right  
tools

**Monitor**

**Analytics**

- **Choice** of tools – CMS, Social Media Management
- simple **language**
- **Analyse** – swhere, when and how

Focus on **Analytics**



# INNOVATE

find your secret sauce

Our secret sauce is

HubSpot

Tawkto

Video

People

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CRM, e-mail marketing

meeting scheduling

website forms...

ALL FOR **FREE!**

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# Tawk to

## Engage real-time

### Geo-tagging, tracking repeat visitors



# Biteable

**150 vids, 1-2 mins  
\$29/month**

**=**

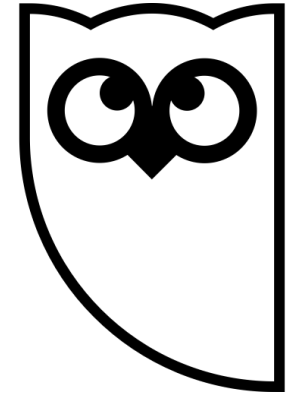
**1<sup>st</sup> page on Google!**







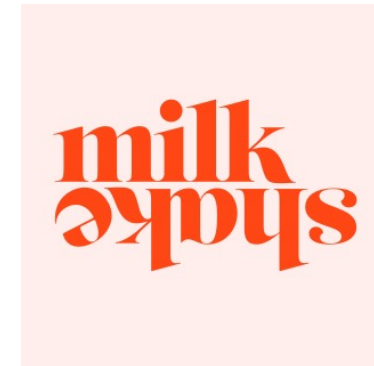
grammarly.com



Hootsuite



Tawkto



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**KEEP LOOKING!**

**Questions?**



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