

# STRATEGIC BUSINESS GROWTH PLAN

2025 - 2026

> Skydo Solutions  
Information Technology Company





# About us :

Skydo Solutions is a full-service IT & Marketing company based in Shimla. We combine performance-driven digital marketing with creative excellence and IT expertise to deliver measurable, scalable growth for startups and businesses of all sizes.

Whether you need data-backed Google & Meta advertising, social media marketing, website design, or full-scale IT development, Skydo Solutions is your one-stop partner for business transformation.





# OBJECTIVES

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## Increase Brand Visibility and Awareness

Our primary objective is to enhance your brand's visibility in the market. Through a targeted and comprehensive marketing strategy, we aim to increase awareness among your target audience.



## Drive Customer Engagement

We strive to foster meaningful connections between your brand and your audience. Our objective is to create engaging content and interactive campaigns that encourage customer participation.



## Boost Conversion Rates and Sales

Ultimately, our goal is to drive tangible results for your business. We focus on optimizing conversion rates through strategic marketing initiatives. Whether it's through compelling calls-to-action, or optimized user experiences.



# STRATEGIC BUSINESS GROWTH PLAN OFFER

Our Growth Plan is designed for businesses that demand ROI-focused marketing powered by data, creativity, and consistency.

## WE Offer:

- EMI payment options for easy budgeting .
- Get 5 free high-converting landing pages.
- Meta ads powered by 2 videos & custom graphics.
- 15 posts each month with reels & festive designs.
- Optimized funnels to turn leads into customers.

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# BENEFITS AND IMPACT



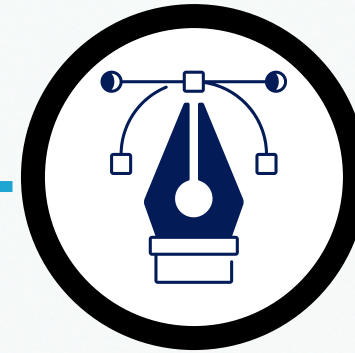
## Meta Ads – Setup & Management

- Account Setup & Business Manager Integration
- Campaign Creation (Awareness, Engagement, Lead Gen, Sales)
- Audience Research & Targeting (Custom & Lookalike Audiences)
- Creative Ad Copywriting & Visual Strategy
- A/B Testing for Better Results
- Monthly Reporting with Performance Insights
- Focus on Lead Generation & Conversion



## Google Ads – Setup & Management

- Account Setup & Business Manager Integration
- Campaign Creation (Awareness Engagement, Lead Gen, Sales)
- Audience Research & Targeting (Custom & Lookalike Audiences)
- Creative Ad Copywriting & Visual Strategy
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## Graphic Designing

- Custom Creative Designs (Posters, Reels, Ads, Stories, Banners)
- Branding-Aligned Templates for consistency Up to 15 Creatives per Month
- Campaign-Specific Promotional Designs
- Strong Visual Identity for Brand Recall



## Social Media Management

- FB & Instagram Account Handling
- Strategic Content Calendar Planning
- 12–15 Posts per Month (Mix of Reels + Static/Carousel Posts)
- Captions, Hashtag Strategy & Trend Integration
- Active Community Engagement (likes, comments, replies)
- Performance Tracking with Monthly Reports



# 12-MONTH GROWTH ROADMAP

## 1 PHASE

### Kickoff & Foundation

- Landing Pages: Deliver 5 free, conversion-ready landing pages.
- Meta Ads: Launch 2 video ads + custom graphic creatives for Meta campaigns.
- Google Ads: Set up Google Search + Display campaigns, with keyword research & competition analysis.
- Social Media: 15 posts/month (mix of reels, static posts, and festive creatives).
- Tracking & Analytics: Establish baseline KPIs, install tracking pixels, set up dashboards.

- Meta Ads: A/B test creatives, refine targeting, optimize video & graphic ads.
- Google Ads: Optimize keywords, pause low performers, scale high-converting campaigns.
- Social Media: Increase engagement with interactive reels, festive content, and audience polls.
- Creatives: Refresh ad graphics/videos based on data-driven insights.
- Funnel Optimization: Refine landing page copy/design to increase conversions.

### Optimization & Engagement

## 2 PHASE

## 3 PHASE

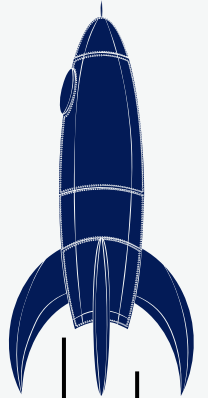
### Scaling & Expansion

- Meta Ads: Scale budget on best-performing campaigns, launch retargeting ads for warm leads.
- Google Ads: Expand to YouTube Ads + Performance Max for wider reach.
- Social Media: Continue 15 posts/month with more reels + campaign-driven content.
- Brand Building: Launch storytelling-driven creatives to strengthen brand authority.
- Funnel Development: Implement advanced lead nurturing (email, remarketing, upsell strategies).

- Meta Ads: Run festive & seasonal campaigns to capture peak demand.
- Google Ads: Allocate budget to proven campaigns, expand remarketing lists.
- Social Media: Year-end content push — festive campaigns, brand recap reels, customer testimonials.
- Reporting: Deep-dive analytics to measure 12-month performance, highlight ROI.
- Strategy 2025-2026: Design a forward plan with scaled campaigns, new creatives, and advanced funnel upgrades.

### Consolidation & Future-Proofing

## 4 PHASE





# SWOT ANALYSIS

## Strengths:

Affordable yearly plan with easy installments, combining Google Ads, Meta Ads, social media, and video marketing. Free landing pages, website support, and in-house creatives make it a complete growth package. Strong local presence in Shimla with potential to serve clients nationwide.



## Weaknesses:

New in the market with limited recognition outside Shimla. Dependent on Google & Meta platforms. Needs consistent effort to deliver 15 posts every month.



## Threats:

Competition from bigger agencies and freelancers. Policy changes on Google/Meta could impact campaigns. Some clients expect instant results. Fast-changing digital trends demand constant adaptation.



## Opportunities:

Digital marketing in India is booming, with startups and SMEs demanding ROI-focused solutions. High potential in reels, festive creatives, and website development. Low competition in Himachal Pradesh gives Skydo an early mover advantage.





# CONTACT US

At Skydo Solutions, we believe every business deserves the right strategy to grow into a strong brand. Whether you're a startup or an established business, our team is here to guide you with performance marketing, creative ads, and IT solutions. Let's connect and discuss how we can take your business to the next level.

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# THANK YOU

**FOR YOUR ATTENTION**



More Information  
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