



**From Ads to Analytics —  
We Power Your Digital  
Success**

[www.socialbuzzmedia.in](http://www.socialbuzzmedia.in)

# Company Overview

## About Us

Welcome to Social Buzz Media, your trusted partner for all your digital marketing needs. With our expertise, innovative strategies, and passion for results, we are committed to drive your business towards online success.

We are passionate about digital marketing and dedicated to helping businesses succeed in the online world. As a leading digital marketing company, we understand the ever-evolving digital landscape and the importance of staying ahead of the competition.

Let us be your guiding force in the digital landscape and help you unlock your true potential.



## Our Mission

Our mission is to empower businesses of all sizes with the digital tools and strategies necessary to thrive in today's digital age. We strive to create tailored solutions that drive measurable results, enhance brand visibility, and engage target audiences effectively.

## Our Vision

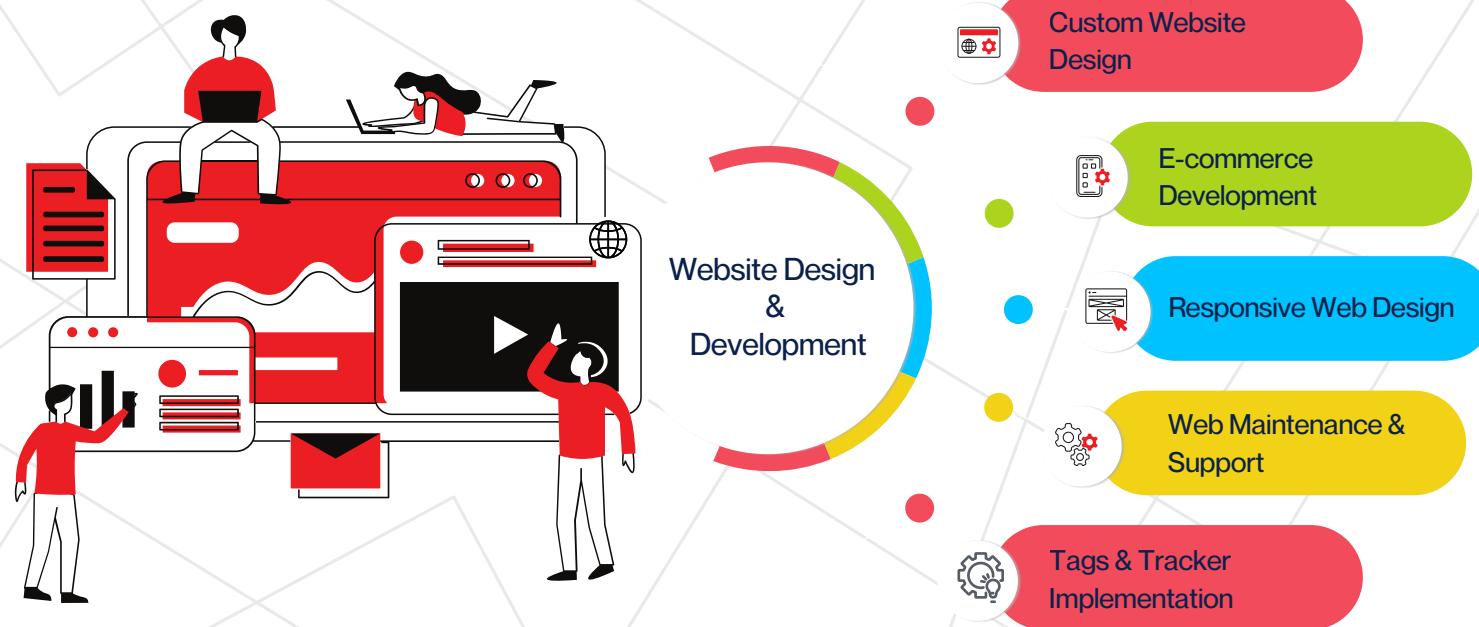
To become the most trusted and result-driven digital marketing agencies by empowering brands with innovative, ethical, and data-led marketing solutions that deliver long-term success and sustainable growth.



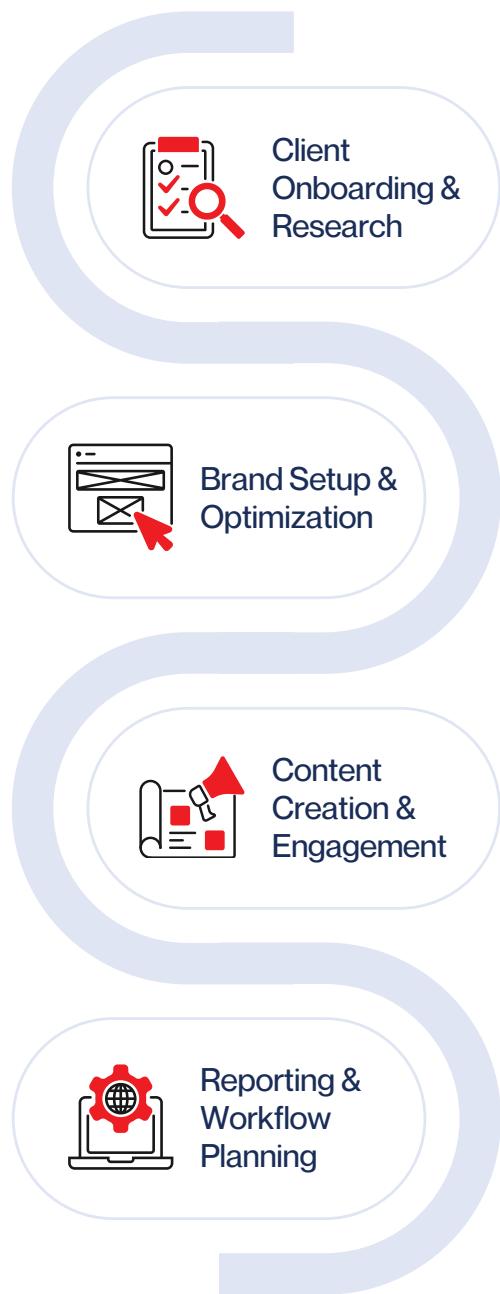
# Our Services



We, at Social Buzz Media deliver comprehensive digital marketing solutions designed to grow your brand, engage audiences, and drive results.



# Our Approach



## Step 1

Understand client goals, study competitors, conduct social media, website, and keyword research, and create a tailored marketing strategy.

## Step 2

Design logos, create and optimize social media profiles, plan content calendar, and perform hashtag research for visibility.

## Step 3

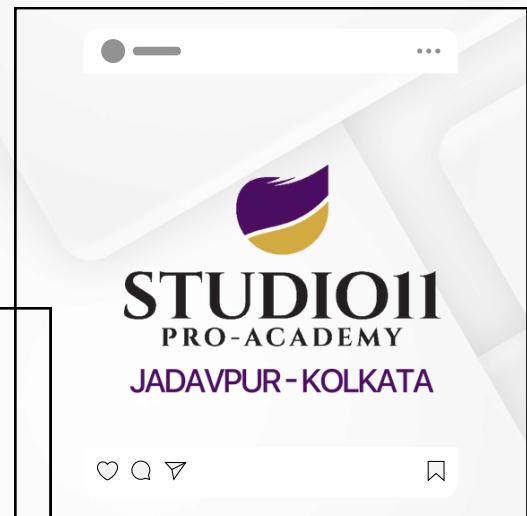
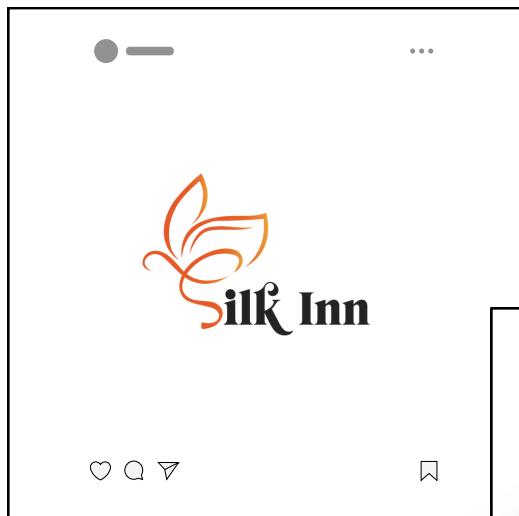
Develop social media posts and ad creatives, get approvals, publish content, and actively engage with the audience.

## Step 4

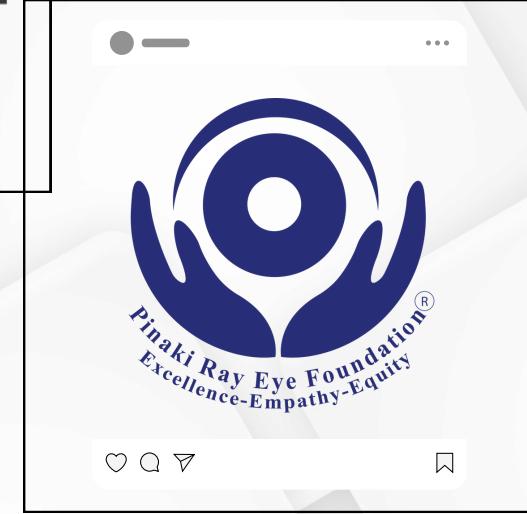
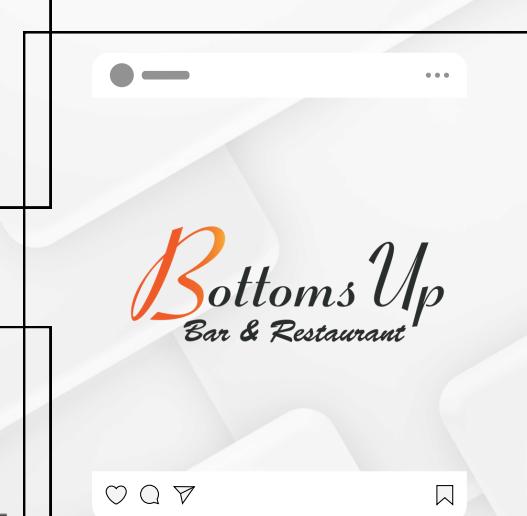
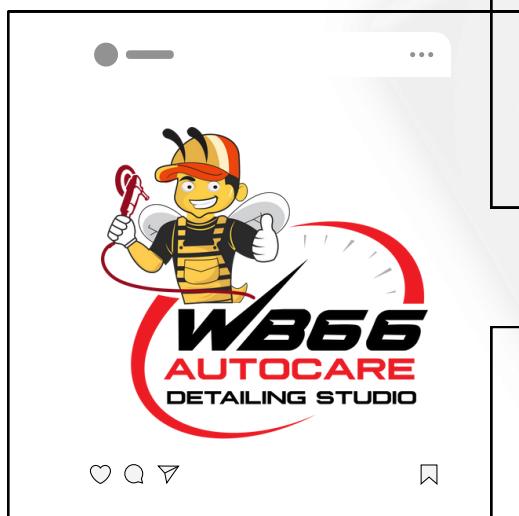
Prepare monthly performance reports and discuss results to refine strategies and plan the next steps effectively.

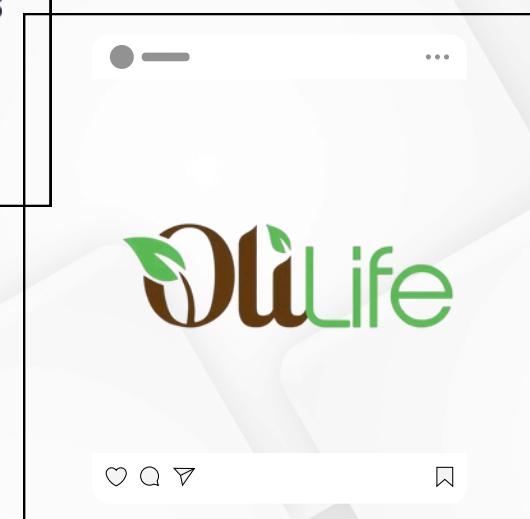
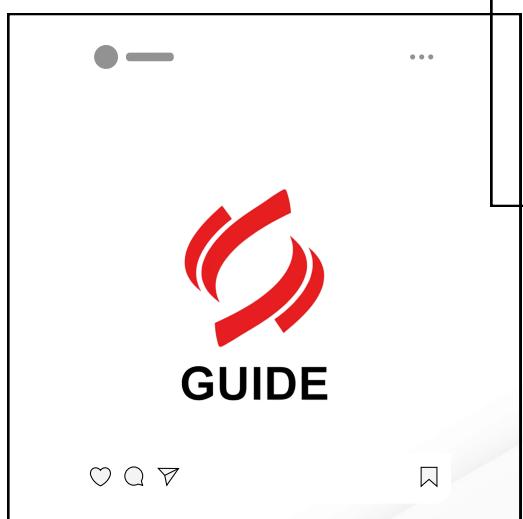
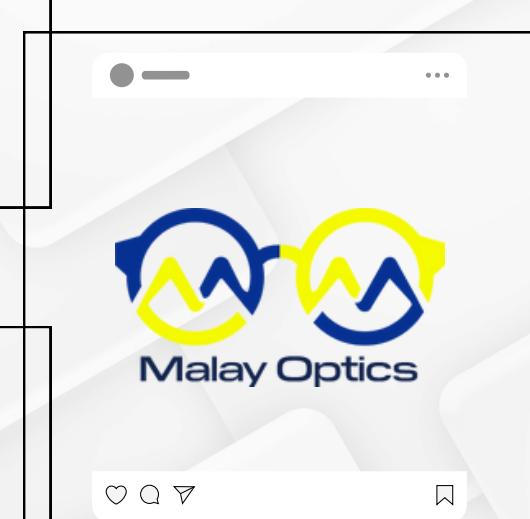
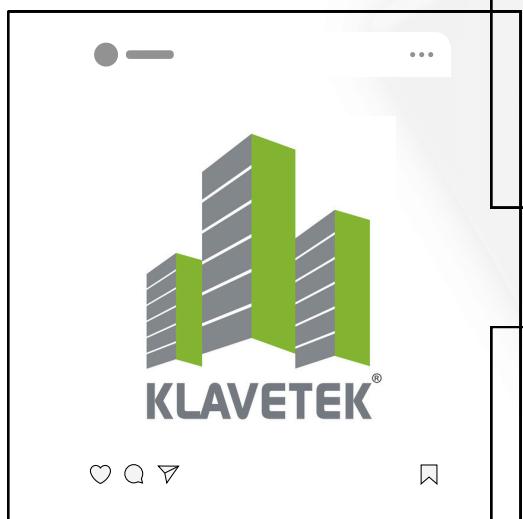
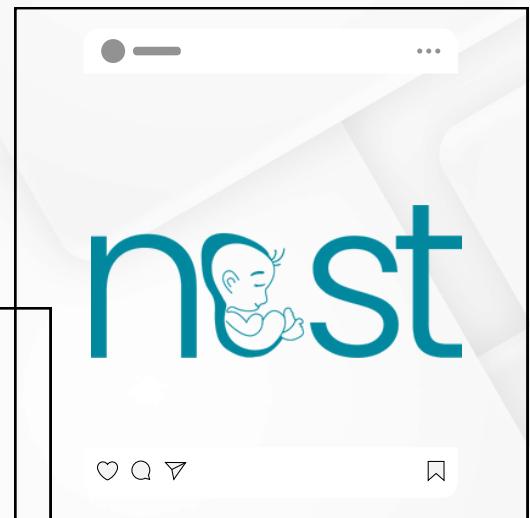
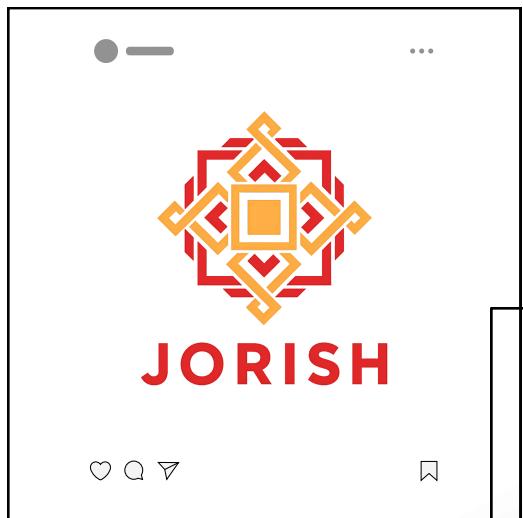
# Clientele

www.socialbuzzmedia.in



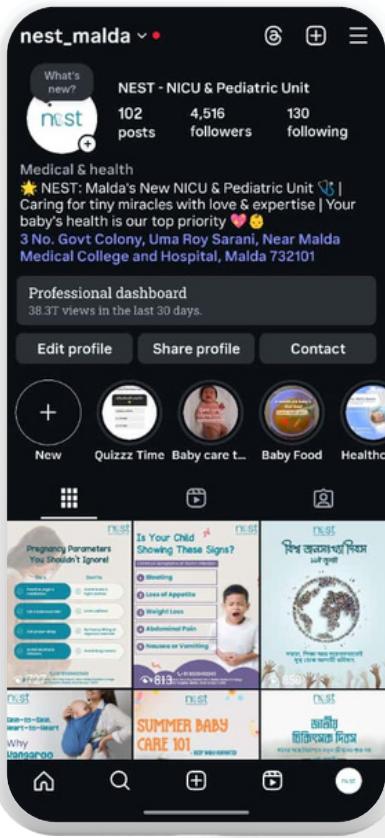
**green trends**  
UNISEX HAIR & STYLE SALON



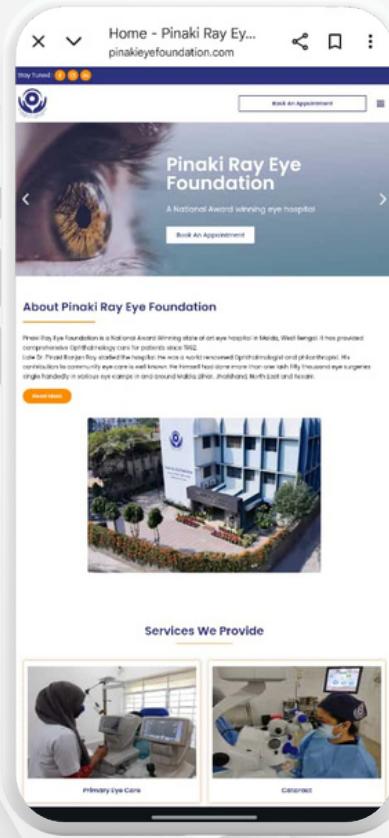


# WHAT YOU'LL GET

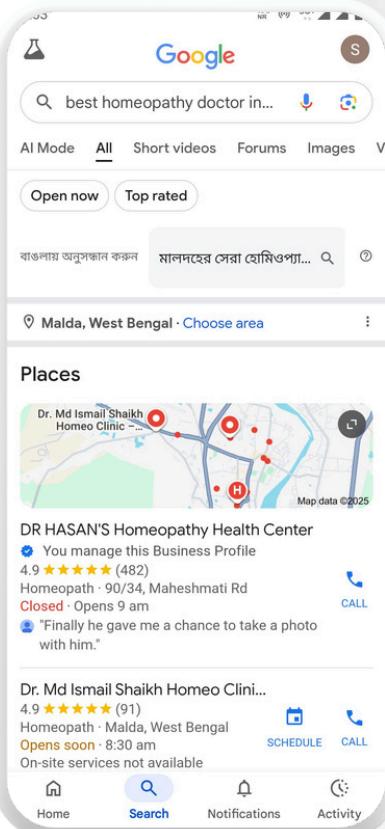
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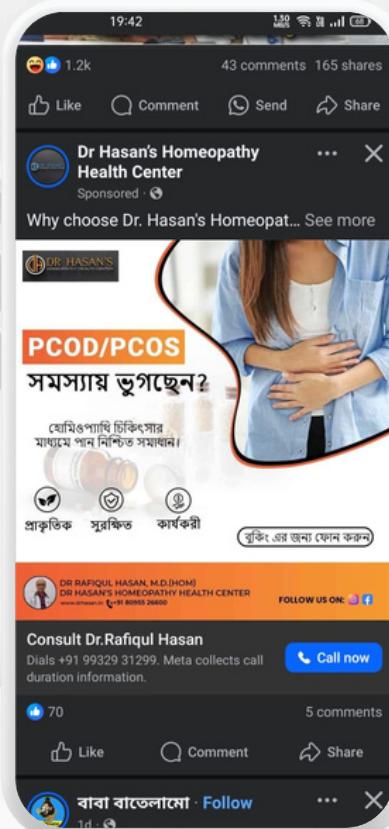
Social Media



Website



Local SEO



Sponsored Ads

# Case Studies

## Building Brand Awareness for NEST – A NICU & Pediatric Unit



### Challenge

Being new to the market, NEST lacked a digital presence and struggled to reach their target audience — parents and families.

The main goal was to:

- Establish brand visibility on social media
- Build trust among parents
- Generate genuine inquiries for their neonatal services

### Our Strategy

Social Buzz Media created and optimized NEST's social media platforms from the ground up, focusing initially on organic growth through informative and visually appealing posts about baby care and health awareness.



However, after limited traction with static content, we analyzed audience behavior and shifted strategy — introducing educational and relatable Reels designed for new parents.

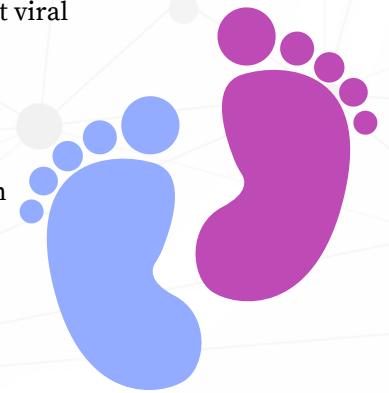
### The Breakthrough

We reposted a reel offering baby food guidance for 6-month-old infants, and it went viral — achieving:

- 2.8 Million Views
- 2,738 Organic Followers
- High Engagement (Shares, Comments, Saves)

Encouraged by this success, we followed up with a similar educational video, which generated:

- 626K Views
- 1,834 New Followers
- Consistent High Engagement



### Result

- Massive brand visibility on Instagram.
- Continuous daily inquiries from parents
- Positioned NEST as a trusted name in neonatal and child healthcare in Malda.
- Established a sustainable organic growth model for their social media presence

### Outcome

This campaign demonstrated the power of audience-centric storytelling and strategic content experimentation. By identifying what truly resonates with their target audience — helpful and relatable baby-care tips — we transformed NEST's online presence from zero visibility to a highly engaging and trusted community brand. At Social Buzz Media, we don't just create content — we craft strategies that build awareness, drive engagement, and generate real business results.

# Case Studies



## Driving Brand Awareness & Patient Growth for Bisweswari Roy Diagnostic Centre, Malda

### Challenge

Despite its reputation for reliable healthcare services, BRDC had minimal online presence and limited reach beyond its immediate locality.

Their key challenges were to:

- Establish a professional digital identity
- Build awareness and credibility across the region
- Increase social media followers and patient inflow for OPD doctors
- The initial objective was clear — create brand awareness, strengthen digital reach, and generate consistent patient leads through social media platforms.

### Our Strategy

Social Buzz Media began by creating and optimizing BRDC's digital assets — including Facebook, Instagram, Google My Business, and a professional website.

We launched the first campaign promoting a single doctor's OPD using Meta Call Ads, with a modest monthly budget of ₹5,000–₹6,000. However, initial performance showed limited traction, generating only about 5–10 patient inquiries.

To improve results, we implemented multiple strategic optimizations:

- Created bilingual ad creatives (English & Bengali) focused on the doctor's treatment solutions
- Conducted A/B testing to identify high-performing visuals and copies
- Refined audience targeting for better local reach

### The Breakthrough

After optimization, the campaign achieved a 3X increase in patient visits — maintaining the same ad budget of ₹5,000–₹6,000 per month.

Encouraged by this performance, we launched a Meta Instant Form campaign to streamline lead generation, which resulted in:

- 6X Return on Ad Spend (ROAS)
- Significant rise in qualified patient leads
- Higher conversion rates from inquiries to actual appointments

This data-driven approach proved that a strategic mix of audience testing, creative optimization, and local language personalization could dramatically enhance campaign ROI.

### Result

- Established a consistent digital presence across major platforms
- Achieved 6X ROAS with cost-efficient campaigns
- Tripled the patient count for OPD doctors
- Expanded digital campaigns to over six OPD doctors with a monthly ad spend of ₹20,000–₹25,000
- Strengthened brand trust and awareness across the entire Malda district and nearby regions

### Outcome

Through systematic optimization and performance-driven strategies, Social Buzz Media helped Bisweswari Roy Diagnostic Centre transition from limited online presence to a robust, regionally recognized healthcare brand. By focusing on local audience behavior, bilingual communication, and creative testing, we turned small-budget campaigns into consistent patient-generating systems. At Social Buzz Media, we don't just run ads — we craft measurable strategies that convert visibility into trust, and clicks into real patients.

# Case Studies

 [www.socialbuzzmedia.in](http://www.socialbuzzmedia.in)

## Driving Social Media Engagement & Customer Footfalls for WB66 Autocare



### Challenge

Despite offering top-notch car detailing services, WB66 Autocare struggled with low online engagement and minimal footfalls from social media campaigns.

Their key challenges included:

- Establishing a professional and attractive social media presence
- Driving inquiries and footfalls from digital campaigns
- Effectively communicating the value of various services, which static banner ads were failing to do
- The primary goal was to convert social media visibility into real customer visits and revenue growth.

### Our Strategy

Social Buzz Media created and optimized WB66 Autocare's social media profiles – Facebook, Instagram, and Google My Business.

We began by replacing static banner ads with engaging video ads that demonstrated the actual services, such as car washing and interior cleaning. These visual demonstrations immediately improved inquiries and footfalls.

To further optimize performance, we launched a short-form video campaign with a compelling 5–10 second hook, targeting:

- Car enthusiasts
- Users interested in automobiles and related pages

We also implemented retargeting for audiences who watched more than 25% of the videos, ensuring high-quality leads were nurtured.

### The Breakthrough

Video-based campaigns and retargeting strategies led to measurable growth:

- Significant increase in high-potential leads and inquiries
- Strong growth in walk-in customer footfalls
- 5X ROAS, demonstrating the direct revenue impact of strategic video marketing
- The success highlighted the power of visual storytelling and audience-specific targeting in converting social media attention into real-world business outcomes.

### Result

- Established a professional and engaging social media presence across key platforms
- Increased customer footfalls and high-quality inquiries
- Achieved 5X ROAS from targeted video campaigns
- Positioned WB66 Autocare as a trusted and premium car detailing studio in Malda
- Built a replicable model for ongoing social media campaigns

### Outcome

By combining creative video content, precise audience targeting, and retargeting strategies, Social Buzz Media helped WB66 Autocare transform their social media presence into a revenue-generating platform.

This case demonstrates that, for service-based businesses, showcasing the process and quality of services through short, compelling videos can dramatically boost both engagement and footfalls.

At Social Buzz Media, we don't just run campaigns – we craft strategies that convert views into visits and clicks into customers.

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Sunny park, Shimultala, Malda-732101

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Early Screening = Early Protection

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**TIPS TO IMPROVE YOUR  
*Gut Health***

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S.M Pally, NH-34, opposite of Pallyshree playground

**Did You Know**

This 5 Symptoms of Early  
*Breast Cancer?*

1 Redness & Swelling      2 Size or Shape Changes  
3 Lump in Breast or Armpit      4 Inverted Nipple or Discharge  
5 Breast Pain

BR Diagnostic Centre (BRDC)

9832978743/8101075787/7415354108

3 No. Govt Colony, (Near NCC Quarter) Malda-732101, West Bengal, India

**MEDINOVA**

**DON'T MISS  
THESE 5 ESSENTIAL  
WINTER HEALTH TIPS!**

- 1 CONSUME JAGGERY
- 2 MOISTURIZE DAILY
- 3 ADD HERBS & SPICES FOR IMMUNITY
- 4 EAT SEASONAL GREENS
- 5 STAY HYDRATED

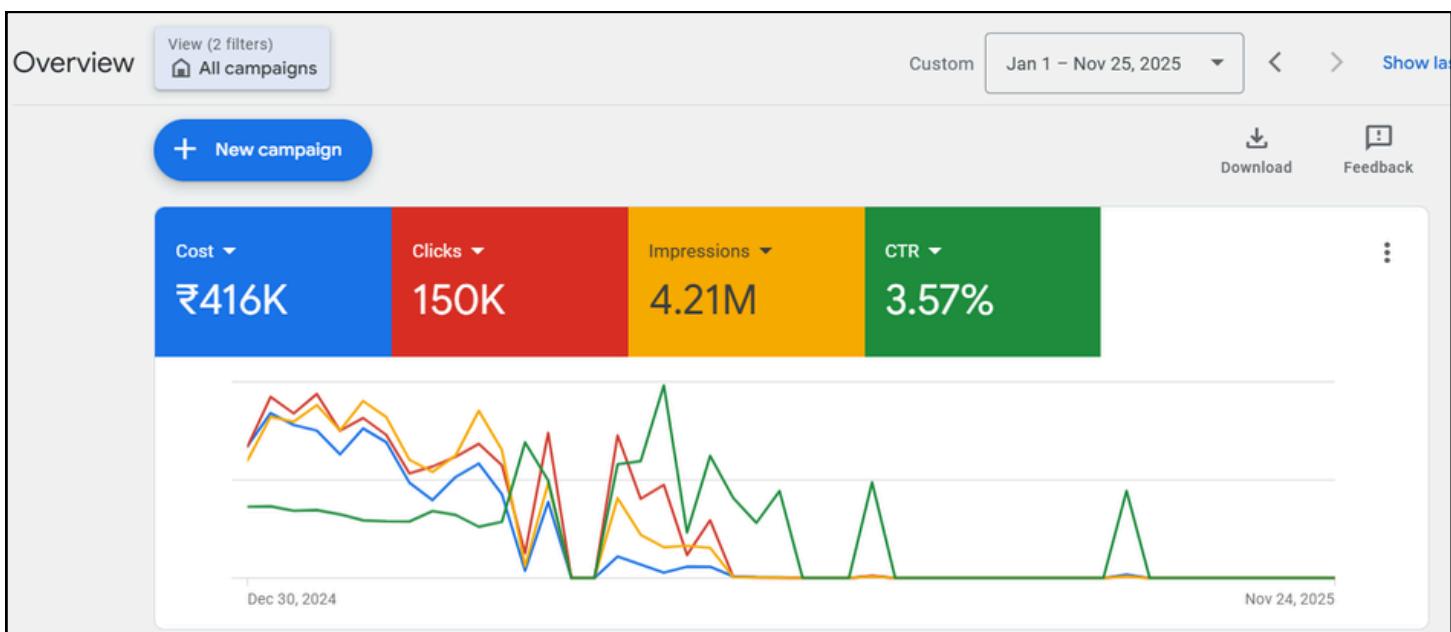
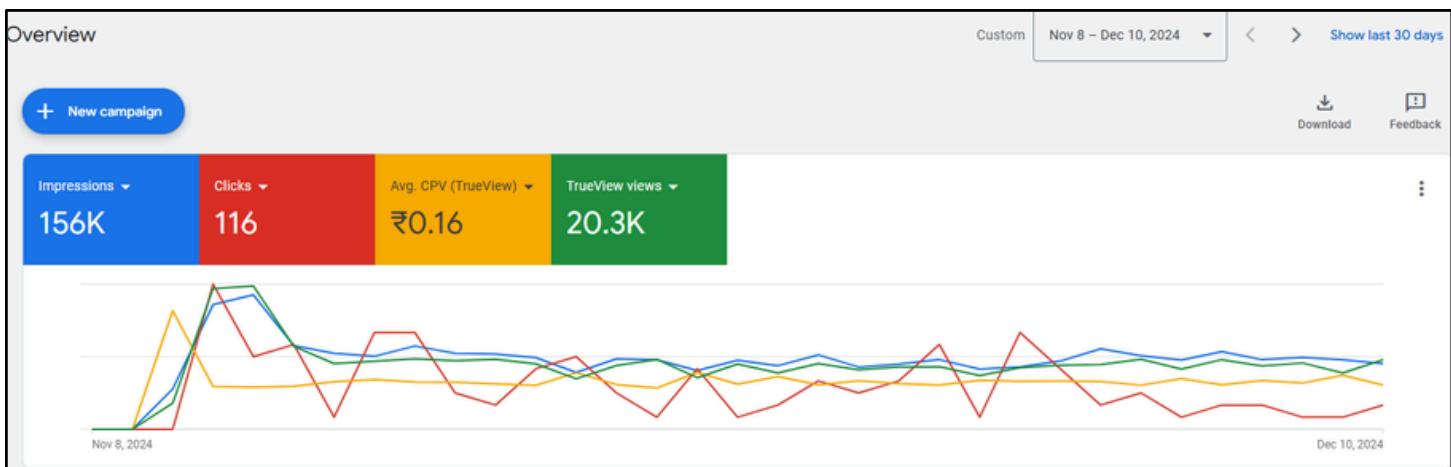
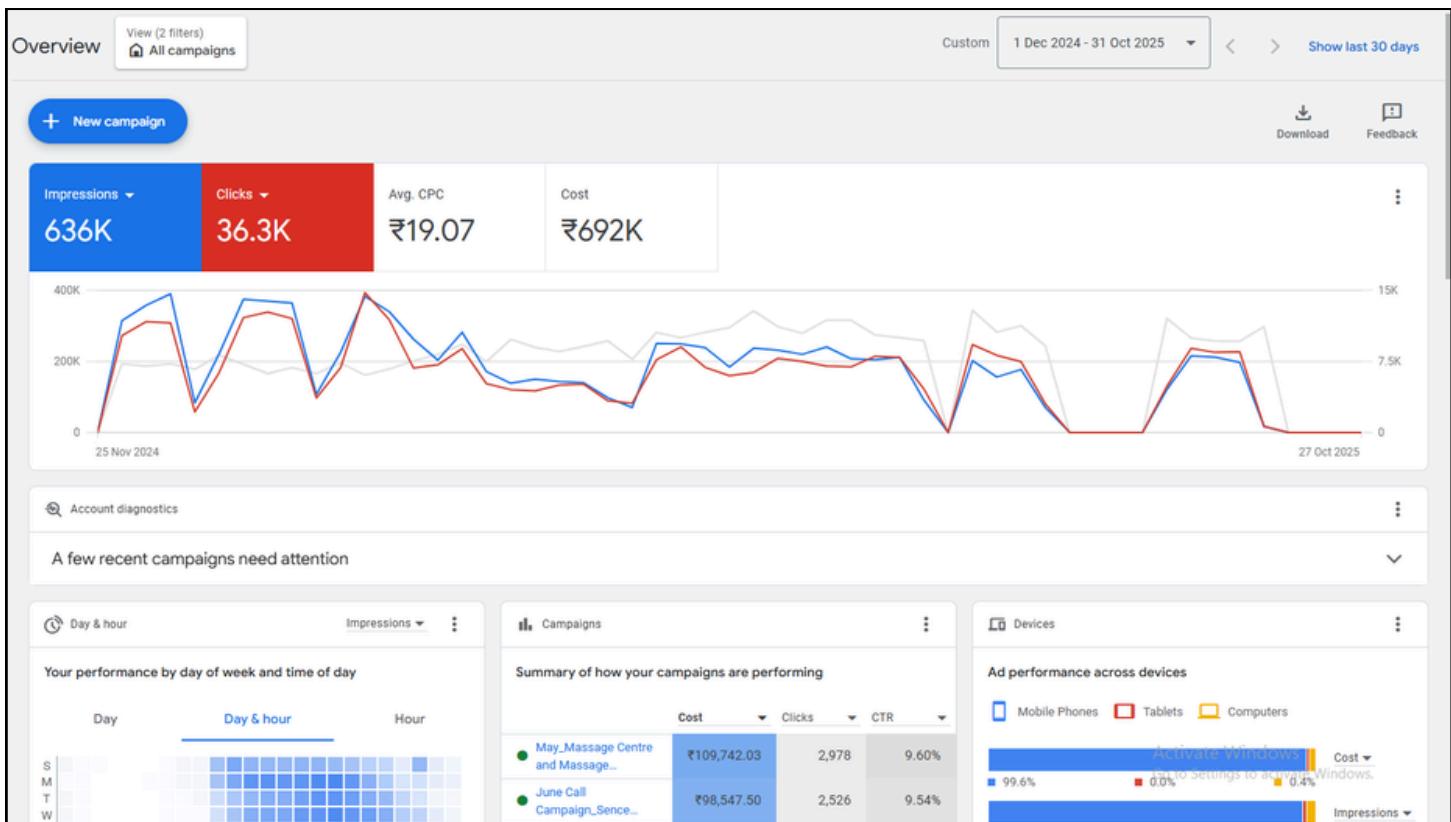
973393093

www.medinova.live

98 A, BDG Road (near Police quarter & Gour Road More), Opposite to Dr Sikdar Clinic, Post- Makdumpur, Malda 732103

# Google Ads

www.socialbuzzmedia.in



# Meta Ads

Campaign	Deliver	Amount spent	Reach	Impressions	Clicks (all)	CTR (all)	Results	Cost per result	CPM (cost per 1,000 impressions)
Silent Elevator_Lead_Malda + Siliguri_Dec 2025	Active Campaign	₹545.76	8,927	14,306	177	1.24%	7 Leads (Form)	₹77.97 Leads (Form)	₹38.15
<b>Total results</b> 1/1 row displayed		₹545.76 Total Spent	8,927 Accounts Centre accounts	14,306 Total	177 Per Impressions	1.24% Per Impressions	7 Leads (Form)	₹77.97 Leads (Form)	₹38.15 Per 1,000 Impressions

Campaign ↑	Results ↑	Cost per result ↑↓	Budget ↑	Amount spent ↓	Impressions ↑↓	Reach ↑↓
Engagement_Dr.Hasans Homeopathy_Page Likes_Dec 2024	7,272 Follows or likes	₹1.87 Per follow or like	Using ad set bu...	₹13,598.88	1,999,835	635,971
Lead_Dr.Hasan_Call_8th March 2025	89 Calls placed Callback requests	₹151.69 Per call placed	₹13,500.00 Lifetime	₹13,499.98	739,865	347,669
Brandmates_Page Like Campaign	5,152 Follows or likes	₹2.58 Per follow or like	Using ad set bu...	₹13,268.17	1,197,051	257,178
Sriya Hair Ext_Lead_October	354 Calls placed	₹28.25 Per call placed	₹10,000.00 Lifetime	₹10,000.00	501,980	281,667
Engagement_Studio 11_Pro_Academy_Admission_Video_July 19th - 31...	136,295 ThruPlays	₹0.04 Cost per ThruPlay	Using ad set bu...	₹5,830.26	142,231	44,290
Awareness_Jorish_TOF_Sept_13th to 21	3,536 Landing page views	₹1.58 Per landing page vi...	₹500.00 Daily average	₹5,593.43	413,410	336,640
Lead_Medinova_DrBiswadeep_Call_July	447 Calls placed	₹12.30 Per call placed	₹5,500.00 Lifetime	₹5,499.97	798,783	311,053

Campaign name	Re ↓ sul ts	Cost per result	Amount spent	Impressions	Reach
Brandmates_Video creative Awareness campaign	1,310,086 Reach	₹3.64 Per 1,000 people reached	₹4,766.19	1,703,068	1,310,086
Silk Inn_Video_Awareness	1,029,415 Reach	₹2.31 Per 1,000 people reached	₹2,374.02	1,128,011	1,029,415
Awareness_Brandmates_March17th_2025	718,395 Reach	₹4.35 Per 1,000 people reached	₹3,125.95	1,142,958	718,395
Pinaki 100 Years Awareness Invitation	500,708 Reach	₹2.09 Per 1,000 people reached	₹1,048.58	525,036	500,708
Silk Inn_Happy Hour_Awareness	335,967 Reach	₹4.06 Per 1,000 people reached	₹1,365.32	521,782	335,967
Engagement_Studio 11_Pro_Academy_Admissio...	136,295 ThruPlays	₹0.04 ThruPlay	₹5,830.26	142,231	46,640
Silk Inn_Womens Final_Engagement	119,425 Reach	₹3.35 Per 1,000 people reached	₹400.00	175,319	119,425
Reach_SilkInn_Awareness_July 1st To July 30th	12,300 Estimated ad ...	₹0.13 Estimated ad recall lift (...)	₹1,554.09	466,509	233,045
Engagement_Dr.Hasans Homeopathy_Page Like...	7,272 Follows or likes	₹1.87 Follows or likes	₹13,598.88	1,999,835	635,971
Brandmates_Page Like Campaign	5,152 Follows or likes	₹2.58 Follows or likes	₹13,268.17	1,197,051	257,178
Awareness_Jorish_TOF_Sept_13th to 21	3,536 (2) Landing page ...	₹1.58 (2) Landing page views	₹5,593.43	413,410	355,874
Website_Traffic_Dr.Hasans Homeopathy_Clicks...	3,104 (2) Landing page ...	₹1.04 (2) Landing page views	₹3,225.02	87,105	49,667
Centre of Homeopathy_Video_Page Like_07/06	1,503	₹3.00	₹4,510.59	508,193	159,238
<b>Total results</b> 50/97 rows displayed	— Multiple conv...	— Multiple conversions	₹288,251.89 Total Spent	27,665,787 Total	7,398,563 Accounts Centre accounts

# Local SEO

www.socialbuzzmedia.in

1:22

Google

Massage centre in jayanagar

AI Mode All Maps Images Short videos For

Open now Top rated

Jayanagar, Bengaluru · Choose area

Places



The Zen Aura Spa Jayanagar  
4.9 ★ (371) · Spa  
Open · Closes 7 pm · 2nd Floor, Inspira, West Inn, 9th ...  
On-site services

**Ranks 2 from 10 with this keyword!**

S'ence Spa   
4.7 ★ (232) · Massage spa  
Open · Closes 9 pm · 2nd floor, BlueStone Jewellery J...  
Had a good massage well trained staff with good massage

Call Directions Website WhatsApp

Nira Thai Spa International Spa Gold Class

Home Search Notifications Activity

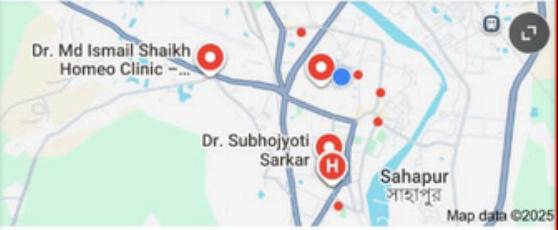
1:32

Google

best homeopathy doctor in...

AI Mode All Maps Forums **Places** Short vid

Within 400m Open now Top rated



Dr. Md Ismail Shaikh Homeo Clinic – ...  
Dr. Subhjoyoti Sarkar  
Sahapur

DR HASAN'S Homeopathy Health Cen...  
4.9 ★ (481) · Homeopath  
Open · Closes 6 pm · 90/34, Maheshmati Rd · 290.0 m  
Very good treatment and good results

Call Directions Website Share  
**Dr. Hasan's Homeopathy ranks on top with this keyword**

Dr. Md Ismail Shaikh Homeo Clinic – B...  
4.9 ★ (92) · Homeopath  
Closed · Opens 6:30 pm · Malda, Uttar Ramchandrapur, ...  
On-site services not available

Call Directions Website WhatsApp

Dr. Julfikar Rahaman || Best Homeopa...  
4.8 ★ (33) · Medical Center  
Open · Closes 7 pm · Homoeo Majic, Krishna Jiban San...  
On-site services

Home Search Notifications Activity

# Client Testimonials



"Social Buzz Media helped us build our online presence and run effective ad campaigns. With the same budget, our OPD patient inquiries tripled, and lead campaigns now deliver nearly 6x ROAS. Their approach is practical, data-driven, and has genuinely improved our visibility and patient flow."



**Dr. Phani Bhushan Roy**  
Founder, BRDC



"Social Buzz Media helped Brandmates strengthen its online and offline presence in Malda through social media optimization, Google My Business setup, and a professional website. Their festive and promotional creatives boosted our local visibility and online engagement, helping Brandmates become a recognized menswear brand in Malda's fashion market."



**Prakash Das**  
Director, Brandmates



"Social Buzz Media helped Pinaki Ray Eye Foundation build a strong digital presence in Malda through social media optimization, Google My Business management, SEO, and a professional website. Their efforts improved our local ranking, online visibility, and patient reach, making our eye hospital more discoverable across Malda and nearby areas."



**Dr. Dhurjati Prasad Ray**  
Owner, Pinaki Ray Eye Foundation



"After trying other marketing agencies, Social Buzz Media truly proved their worth. They helped Pinaki Ray Eye Foundation establish a strong digital presence in Malda through social media optimization, Google My Business, SEO, and a professional website. Their strategies are effective, results-driven, and the best for local digital marketing."



**Dr. Rashi Ray**  
Owner, Pinaki Ray Eye Foundation



"Best digital marketing service provider. They are very passionate with their work. Delivered results more than expectations. Increased our online presence and generated leads through ads. Their team is very dedicated and creative."



**Purab Das**  
Silent Elevators

# Contact Us

## Website

[www.socialbuzzmedia.in](http://www.socialbuzzmedia.in)

## Phone

8017720547 / 9933388955

## HQ address

1 No. Govt Colony, Malda-732101

## Kolkata Office

AF 47, Kestopur Hana Para, Kolkata 700101,  
Near Sitala Mandir

## E-mail

[hellosocialbuzzmedia@gmail.com](mailto:hellosocialbuzzmedia@gmail.com)

## Social Media

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