



 <https://www.virtualcentrix.com>

# Digital Marketing Plan

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Presented by

**Vcentrix**

Presented to

**NODIANT**



# Introduction



**10+**

Years of operations

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**5+**

Offices worldwide

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**200+**

Happy clients

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**100+**

Employees

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Vcentrix stands out among digital marketing agencies in the market by providing exceptional support and guaranteeing high-quality satisfaction. Our prices are unbeatable thanks to our effective onshore and offshore assistance. With a client satisfaction ratio surpassing 93%, we establish ourselves as leaders in the industry.

# WHY VCENTRIX ?



Competitive Pricing



Timely delivery

Best Dedicated Team



Strong Customer Support



✓ We begin by researching your industry and audience to create a tailored strategy.

✓ Our creative team crafts visually stunning and user-friendly websites.

✓ We implement marketing strategies to increase your online visibility.

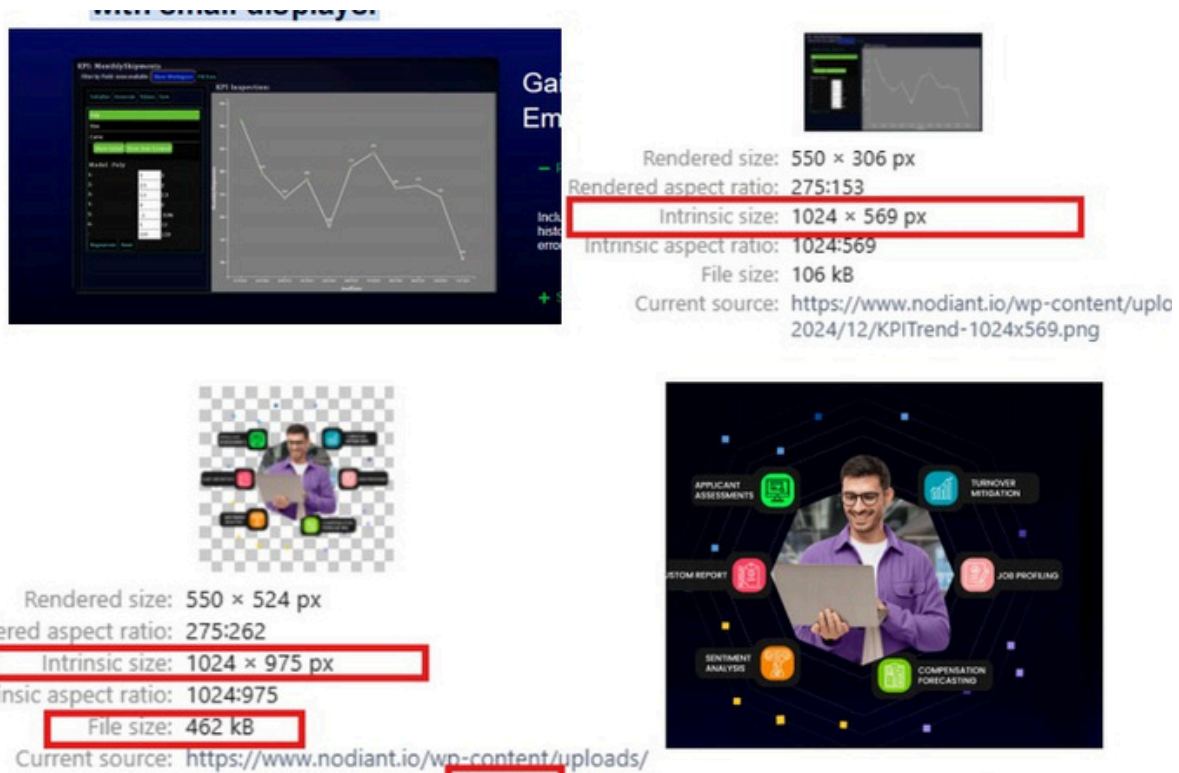
✓ We continually analyze data to refine and optimize our efforts.



# Website Audit Report

## These issues were found on the website

- Because large images are used on page, load times are increased and Core Web Vitals are negatively impacted, especially for users with small displays.



- Large PNG format images were used, which will impact load time. Load time is crucial for SEO. We should have used images in a lightweight format like WebP or AVIF.



# Website Audit Report

## These issues were found on the website

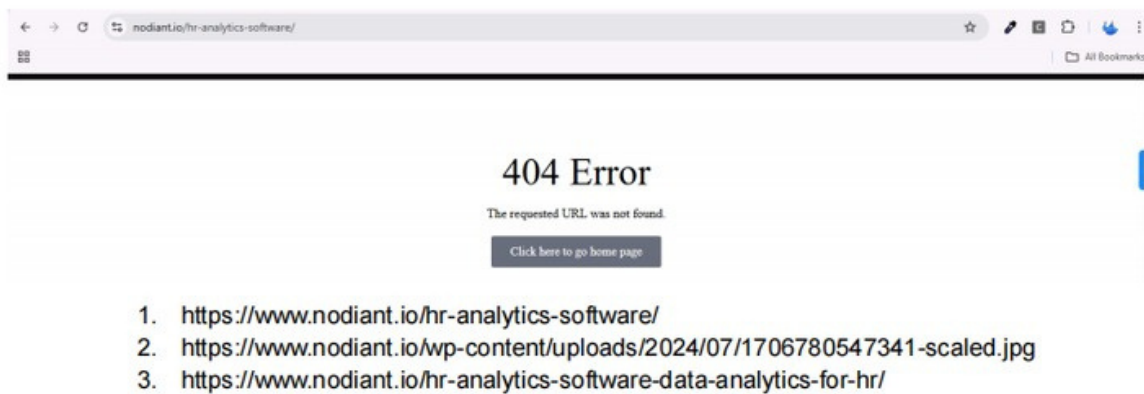
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- 26 big images (more than 100kb) can be compressed to give the best performance.
- [https://www.nodiant.io/wp-content/uploads/elementor/thumbs/Call\\_to\\_Actionsl-qrvmdund4eplx4o38iefisb9jj2ndslnxm4o0pejys.png](https://www.nodiant.io/wp-content/uploads/elementor/thumbs/Call_to_Actionsl-qrvmdund4eplx4o38iefisb9jj2ndslnxm4o0pejys.png)
- <https://www.nodiant.io/wp-content/uploads/2025/02/Predictive-HR-Analytics-icon-1024x824.webp>
- <https://www.nodiant.io/wp-content/uploads/2025/01/How-to-Protect-Privacy-with-Business-Optimization-Software-1024x576.jpg>
- <https://www.nodiant.io/wp-content/uploads/2025/01/Blue-Futuristic-Technology-Backgrond-Instagram-Story-800-x-1920-px-800-x-450-px-Instagram-Post-1024x1024.png>
- <https://www.nodiant.io/wp-content/uploads/2024/12/KPITrend-1024x569.png>
- <https://www.nodiant.io/wp-content/uploads/2024/12/How-to-Choose-the-Best-HR-Analytic s-Software-for-Your-Business-in-2025-1024x576.png>
- <https://www.nodiant.io/wp-content/uploads/2024/11/Social-Network-Graphs.png>
- <https://www.nodiant.io/wp-content/uploads/2024/11/Smart-HR-Leveraging-AI-for-Better-People-Management-1024x576.png>
- <https://www.nodiant.io/wp-content/uploads/2024/11/Predictive-Workforce-Analytics-1024x576.png>
- <https://www.nodiant.io/wp-content/uploads/2024/11/Predictive-HR-Analytics-1024x576.png>
- <https://www.nodiant.io/wp-content/uploads/2024/11/People-Analytics-An-Essential-Guide in-2025-1024x576.png>

# Website Audit Report

## These issues were found on the website

- Just this one image is missing ALT attribute  
<https://www.nodiant.io/wp-content/uploads/2025/01/Blue-Futuristic-Technology-Background-Instagram-Story-800-x-1920-px-800-x-450-px-Instagram-Post-1024x1024.png>
- Broken Links Exists: 3



- Page Title Over 60 Chars
- Duplicate H2 On 20 Pages
- H2 Over 70 Chars : 17
- H1 Over 70 Chars : 4
- Meta description Over 70 Chars : 1
- Page Title Same As H1 : 1
- Meta Description Missing : 6
- Duplicate H1 : 5
- Images missing size attribute : 12
- Non-Sequential H2 : 6
- Title Tag on Home page is too short : 45 char
- Keyword Consistency

# Website Audit Report

These issues were found on the website

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
workforce	×	×	✓	15	<div></div>
business	✓	✓	✓	14	<div></div>
data	×	✓	✓	14	<div></div>
nodiant	✓	✓	✓	12	<div></div>
username	×	×	×	9	<div></div>
read	×	×	×	9	<div></div>
analytics	✓	✓	✓	7	<div></div>
model	×	×	✓	7	<div></div>

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
username read	×	×	×	9	<div></div>
workforce strategies	×	×	×	4	<div></div>
analytics software	✓	✓	✓	3	<div></div>
explore how	×	×	×	3	<div></div>
nodiant ai	×	×	✓	3	<div></div>
john mathew	×	×	×	3	<div></div>
mathew username	×	×	×	3	<div></div>
nodiant changed	×	×	×	3	<div></div>

- Usability Score is low and can be improved

## Usability



### Your usability could be better

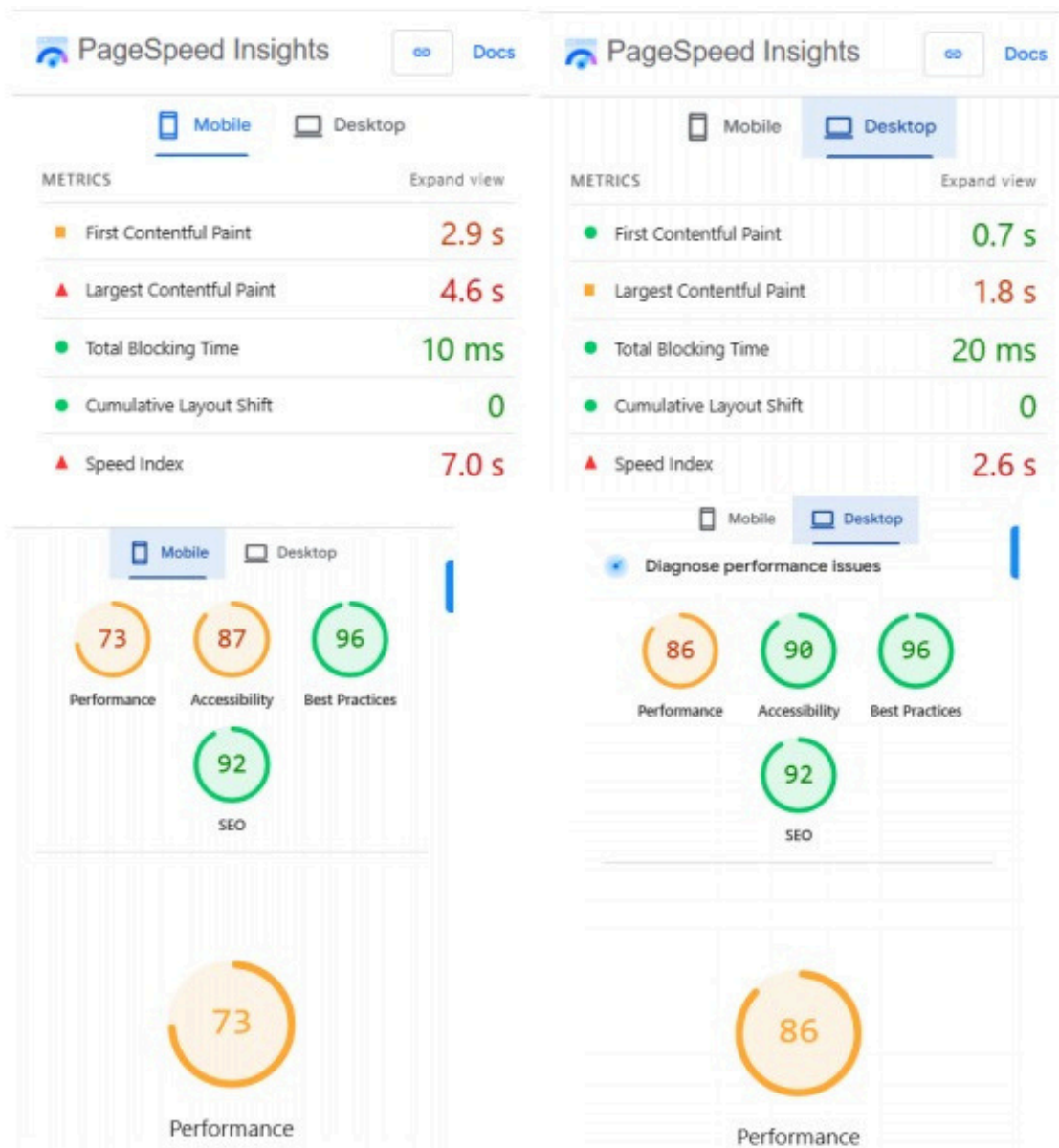
Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).



# Website Audit Report

These issues were found on the website

- Google Page Speed Score Can be improved for mobile and Desktop



# Website Audit Report

These issues were found on the website

- Facebook Page Is Not Linked
- X.com is Not Linked
- Youtube is not Linked
- There are not enough backlinks to rank on search engines.

## Backlink profile for <https://www.nodiant.io/>

Domain including subdomains. One link per domain



Domain Rating

0

Backlinks

13

31% dofollow

Linking websites

2

50% dofollow

## 23. No Organic Traffic Yet

### Organic traffic of <https://www.nodiant.io/>

Domain including subdomains

Organic traffic

0

Traffic value

\$0



# Digital Marketing Plan

## Objective:

**Duration:** 2 Months

**Target Audience:** HR, People Analytics, Workforce Strategy professionals across SaaS, Consulting, Healthcare, Fintech, EdTech, and Manufacturing sectors in the USA.

## STRATEGIC OBJECTIVES

1. Increase Brand Awareness in HR-Tech and Workforce Intelligence.
2. Drive Targeted Traffic to Nodiant's digital assets.
3. Generate High-Quality Leads through organic and paid campaigns.
4. Grow LinkedIn Following with decision-makers in HR and related roles.
5. Improve SEO Ranking with keyword-targeted blogs and service pages

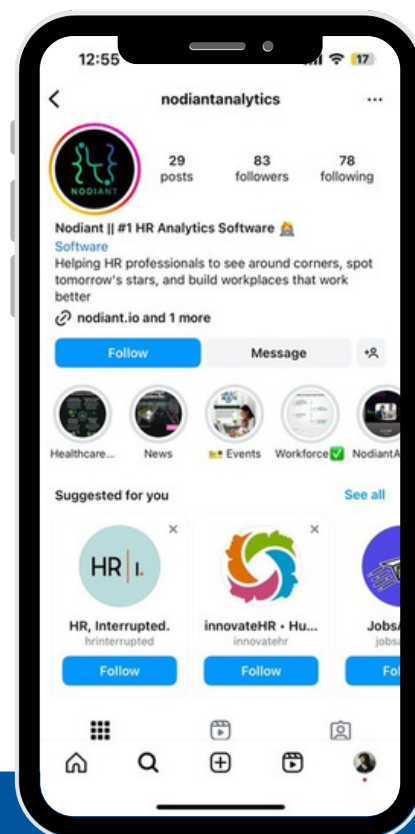
## STRATEGIC PLAN

### 1. Social Media Optimization (SMO)

- Enhance brand visibility, audience engagement, and social authority across key platforms including LinkedIn, Instagram, and Facebook through consistent, strategic, and visually impactful content.

#### A. Interactive Content

- 2 Polls or Surveys
  - Platform-specific interactive polls to drive engagement
  - Topics aligned with trending industry questions, audience pain points, or feedback gathering





# Digital Marketing Plan

## STRATEGIC PLAN

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### **B. Social Media Content Creation**

- **16** Social Media Posts (8/month)
  - Tailored content for LinkedIn, Instagram, and Facebook
  - Each post includes engaging copy + branded, high-quality graphics
  - Post types include: value-driven insights, service promotions, testimonials, industry news, and visual storytelling
  - Carousel formats, reels (optional), and static images based on platform best practices

### **C. Community Engagement**

- Active Sharing in Niche Groups/Communities
  - Targeted sharing of posts and discussions in LinkedIn groups, Facebook groups, and forums relevant to the business niche
  - Goal: Increase post reach, thought leadership, and referral tra

### **D. Brand Advocacy**

- 2 Brand Champion Features
  - Highlight key employees, clients, or partners to humanize the brand
  - Includes a professional portrait or team image with a compelling story
  - Shared across all platforms to build trust and relatability

### **E. Analytics & Performance**

- Monthly SMO Report
  - Overview of impressions, engagement, follower growth, top-performing posts, and audience insights
  - Recommendations for content improvement and new opportunities

# Digital Marketing Plan

## STRATEGIC PLAN

### F. Instagram Enhancements

- Highlights Update
  - Custom Instagram Story Highlights with branded cover icons
  - Organize into relevant categories like: Services, Testimonials, FAQs, Events, Team, Behind-the-Scenes

### G. LinkedIn Page Optimization

- Company Page Audit & Enhancement:
  - Optimize profile photo, cover image, tagline, and about section
  - Add keywords in description, specialties, and services
  - Update CTA and business details for discoverability

### High-Quality LinkedIn Posts (Part of 20-Post Plan):

- Focus on professional tone, thought leadership, industry trends, client success stories, and infographics
- Use of native documents, polls, carousels, and employee tagging for wider reach
- Hashtag strategy and time-based publishing for maximum engagement



### How To Use AI in HR Analytics: 5 Steps



# Digital Marketing Plan

## STRATEGIC PLAN

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### 2. SEO & Website Content Strategy

#### A. Blog Content Creation

- 2 SEO-Optimized Blogs (1,000 words each)
  - Industry-relevant, keyword-researched topics
  - Internal linking to service pages
  - Meta title, meta description, and header tag optimization
  - Engaging call-to-action to drive conversions

#### B. Website Content

- 1 New Service Page
  - Copywriting and SEO optimization for a service targeting product-specific keywords
  - On-page SEO best practices: keyword density, alt text for images, heading hierarchy, internal links
  - Clear value proposition and client-centric messaging

#### C. Technical SEO Fixes

(To improve crawlability, site speed, and user experience)

Includes but not limited to:

- Fix broken links (404 errors)
- Resolve duplicate title tags and meta descriptions
- Implement structured data/schema markup
- Optimize page speed (compress images, minify CSS/JS, browser caching)
- Ensure mobile responsiveness across key devices
- Improve Core Web Vitals scores (LCP, FID, CLS)
- Create and submit updated XML sitemap
- Fix crawl errors from Google Search Console
- Improve internal linking structure for crawl depth
- Set up canonical URLs to avoid content duplication



# Digital Marketing Plan

## STRATEGIC PLAN

### D. Off-Page SEO Activities

- Image Submissions: Share optimized images with alt text on high-authority platforms
- Social Bookmarking: Submit blog URLs to high-DA social bookmarking websites for link diversity
- Q&A Platform Submissions: Answer relevant questions on Quora, Reddit, etc., linking back to service pages/blogs
- Local Business Listings: Ensure accurate NAP details on Google My Business, Bing Places, Yelp, and other local directories



[HOME](#) [ABOUT](#) [SERVICES](#) [BLOG](#) [CONTACT](#)

+1-203-872-2358

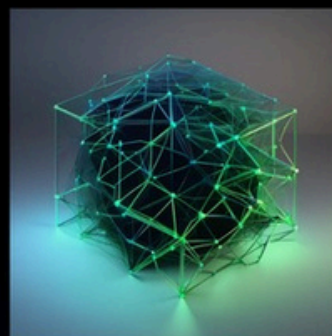
[Book a Demo](#)

## Business Solution Analytics Software

Use Nodiant software to optimize business analytics metrics. Strategize and predict with generative AI.

- Automate analytics work and forecast KPIs
- Model workforce strategies to manage productivity
- Use Nodiant's risk assessment architecture to plan

[Get a Demo](#)



# KEY PERFORMANCE INDICATORS (KPIs)

## KEY PERFORMANCE INDICATORS (KPIs)


Category	KPI	Target (2 months)
Social Media	Number of posts	16
	Engagement rate	≥5% (likes, shares, comments)
	Brand campaign reach	2x the average post engagement
SEO	Blogs published	2 blogs
	New service page live	1 page
	Backlinks generated	25+ quality backlinks
	Keyword ranking improvement (tracked terms)	+3 to +5 position avg
	Technical SEO Fix	Ongoing

# Cost

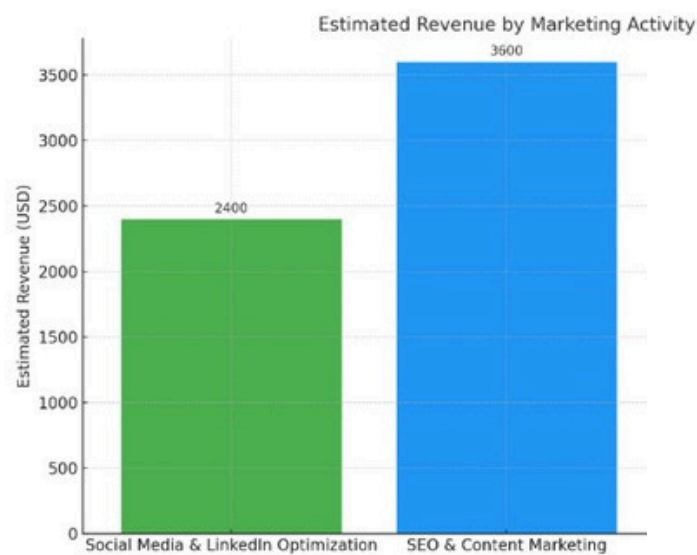
## Cost

Service	Duration	Cost (USD)
Content, SEO, SMO, Blog	2 months	\$ 1,000

## ROI Table: NODIANT 2-Month Campaign

 **Estimated ROI Table**

Activity	Estimated Leads Generated	Conversion Rate	Avg. Value per Conversion (USD)	Estimated Revenue (USD)
Social Media & LinkedIn Optimization	80	10%	\$300	\$2,400
SEO & Content Marketing	100	12%	\$300	\$3,600
Total				\$6,000





# SERVICE AGREEMENT

## Service Agreement

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- This Service Agreement ("Agreement") is entered into on June 16, 2025, by and between: Vcentrix, a company incorporated in Illinois, having its principal place of business at 1101 Perimeter Dr, Schaumburg, IL 60173 (hereinafter referred to as the "Service Provider"), AND Nodiant.io, a company located at [Client's Address] (hereinafter referred to as the "Client").

## Scope of Services

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- The Service Provider agrees to provide the following digital marketing services for Nodiant.io:
- Content Creation
- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Blog Strategy and Execution
- The services and deliverables will be in accordance with the project proposal mutually agreed upon by both parties.

## Term & Termination

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- This Agreement is effective from June 16, 2025, and shall remain in effect for a period of 2 months, unless terminated earlier.
- Either party may terminate this Agreement with 15 days' written notice.
- Immediate termination is permitted in case of breach of terms, including non-payment.

# COMMERCIALS

## COMMERCIALS

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- As part of the agreed scope, Vcentrix will be responsible for delivering SEO and Social Media Optimization services.
- **Fee:** The service fee is **USD 500 per month**, amounting to a total of **USD 1,000 for the 2-month contract**.
- This fee includes all necessary content and graphic design requirements related to SEO and social media optimization.
- Note: This service does not include any paid advertising campaigns or platform ad spends.
- Payment Terms: 100% advance payment for the 2-month contract period.
- In the event of early termination, Vcentrix will refund the prorated amount for the unused portion of the contract.

## VALIDITY OF THE OFFER

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- This proposal is valid for 60 days from the date of issuance. Beyond this period, the proposal will need to be re-validated before acceptance by NODIANT.

## TERMINATION CLAUSE

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- Either party may terminate this contract by providing the other party with one month's prior written notice.

## CONFIDENTIALITY

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- Both parties agree to maintain the confidentiality of all proprietary and sensitive information shared during the engagement. This clause remains in effect after the contract terminates.

# COMMERCIALS

## Intellectual Property

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- All content and creatives developed during the term will be the property of the Client upon full payment.
- SEO strategy documentation and processes remain proprietary to the Service Provider but may be used by the Client indefinitely.

## Governing Law

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- This Agreement shall be governed by and interpreted in accordance with the laws of the State of Illinois, United States.

## Entire Agreement

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- This Agreement represents the complete understanding between both parties. Any modifications must be agreed upon in writing and signed by both parties.

## Signatures

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WITNESS WHEREOF, the Parties have executed this Agreement as of the Effective Date.

**Nodiant LLC**

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**Vcentrix**

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\_\_\_\_\_  
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# Contact Us



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