



# DIGITAL MIND

# Franchise

Grow Globally





## Scope Of Digital Marketing Business In India

According to a Digital Marketing Association report, India's digital advertising industry is expected to reach INR 539.5 billion by 2024, growing at a **CAGR of 33.5% from 2019-2024**. This growth is driven by factors such as increasing internet penetration, growing smartphone usage, and the rise of e-commerce platforms. The report also predicts that social media advertising and video advertising will be the fastest-growing segments within digital advertising in India. The scope of digital marketing business in India is vast and is expected to continue to grow in the next 5 to 10 years. This represents a significant opportunity for businesses and entrepreneurs who are looking to start or expand their digital marketing operations in India.





# Scope Of Digital Marketing Business In India

## Next 5 Years Growth

**Facebook:** 9 Million Active Advertisers in the next 5 years it will become 50 Million

**Instagram:** 170 million active Instagram users in India 3 Million active advertisers. According to a report by eMarketer, Instagram is expected to reach 219.6 million users in India by 2025.

**Google:** is the world's most popular search engine and is used by millions of people in India to search for information, products, and services. The number of active Google users in India is estimated to be around 700 million.



# Why We Are Best – The USP

5 Years of experience

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Personalized Approach

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Affordable Pricing

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Experienced & Skilled Team

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Latest hands on experience with  
trendy technologies

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# About Project

Digitoria is a digital marketing franchise offering comprehensive services to businesses of all sizes. With our proven strategies and support, entrepreneurs can start their own digital marketing business with low costs and minimal risk. Our experienced team provides personalized solutions, including social media marketing, SEO, Google Ads, YouTube advertising, email marketing, and website design. We empower entrepreneurs to succeed while delivering effective digital marketing solutions. Contact us to learn how Digitoria can help you start or expand your digital marketing business in India.

# Why take a Digitoria franchise

Taking a Digitoria franchise offers entrepreneurs a great opportunity to start a digital marketing business. With an **established brand, proven business model, training, support, and marketing resources**, franchisees can attract clients and grow their business faster. Compared to starting a business from scratch, a Digitoria franchise provides a solid foundation for success in the digital marketing industry.



# Franchise vs Own Business?

**Lower risk:** When you take a franchise, you are buying into an established business model with a proven track record of success. This reduces the risk of failure compared to starting a business from scratch.

**Established brand:** As mentioned above, taking a franchise provides you with an established brand and reputation to help you attract clients and build your business faster.

**Training and support:** Franchisees receive training and ongoing support from the franchisor, which can help them overcome challenges and grow their business more effectively.

**Marketing resources:** Franchisors typically provide their franchisees with marketing resources and materials to help them promote their business and attract clients. This can be a significant advantage over starting a business from scratch



# Income

Digitoria offers 70+ quality digital services like

- Social media marketing
- PPC advertising
- Search engine optimizations And more.

So if you want to earn **50k a month**? lets take an example of one service. If you just sell a basic plan of social media advertising and management worth 7,999rs. Where we provide 15 posts and complete management and ads to clients for 1 month. And you have **25% commission**

Social media marketing **7,999rupees \* 20 Clients = 1,60,000** Rupees business generated

**25% Commission: 1,60,000 Rupees – 25% = 40,000 Rupees**

From the past 5 years experience Usually people take multiple services . if someone is bought a social media plan with you they have required animated videos or in person videos for promotion. They will also required followers & likes orders for increasing the goodwill. So the extra income here is around: **10k – 30k** You will easily achieve the 50k target by just grabbing 10-15 clients. Regarding royalty fees, Digitoria charges a royalty fee of 5% of the franchisee's monthly revenue. This fee covers ongoing support, training, and access to our marketing resources and expertise.



# Income

Lets take an another example if you sell digitoria's digital franchise

lets suppose you sell our basic level franchise which costs around 20k and your commission is on the particular franchise is 30%

Digitoria franchise basic level sell  $20,000 * 10 = 2$  lakh business generated

Commission generated on 2 lakh business is 60,000 Its just a two services example everyone can earn 1-3 lakhs per month in starting if they work dedicatedly on franchise and our b2c services

# Fame

[Back to Agenda Page](#)

- • User will get a digitoria certified digital marketer.
- • Ongoing support and training with our executives
- • Franchises will be listed on our official website for potential leads.
- • CRM & LMS software complete access and training
- • Free of cost local area data support and ads help
- • Marketing material • Latest advance marketing tools like whatsapp, email bulk sender with data

# Marketing Help

[Back to Agenda Page](#)

- • Providing training digital marketing & sales and marketing.
- • Providing support at any point
- • Providing skilled team for completing the project
- • Work on new technologies according to market demand
- • Providing marketing softwares for better growth
- • Local leads and data support
- • Content marketing help

# Operation / Production / SOP help / Training

01. Franchise can work self and provide clients to us

02. Franchise can hire a dedicated team also we will provide the training and marketing help

For starting basic team requirement:

01. Sales executive

02. Graphic designer

03. Social media executive

- Equipments

PC or laptop Internet connection



# Franchise Benefits

Benefits	Basic franchise
Authorize area	As per government
Online persense bundle	Basic bundle
Social media	Social media
LMS No Yes Own brand lms	LMS No Yes Own brand lms
Franchise Development Code	No

# Franchise Levels & Benifits

Benifits	Basic franchise
Profit Sharing	30%
Training Support	Only 1 Member
CRM Access	1 User
Local Lead Support	Yes
Marketing Material	Yes
White Label	No
Area monopoly profi	No

# Franchise Price

Benefits	Basic franchise
Price	19,999



## First 100 Franchises Offer:

- 5% off on the first 100 franchise
- Advance level marketing help

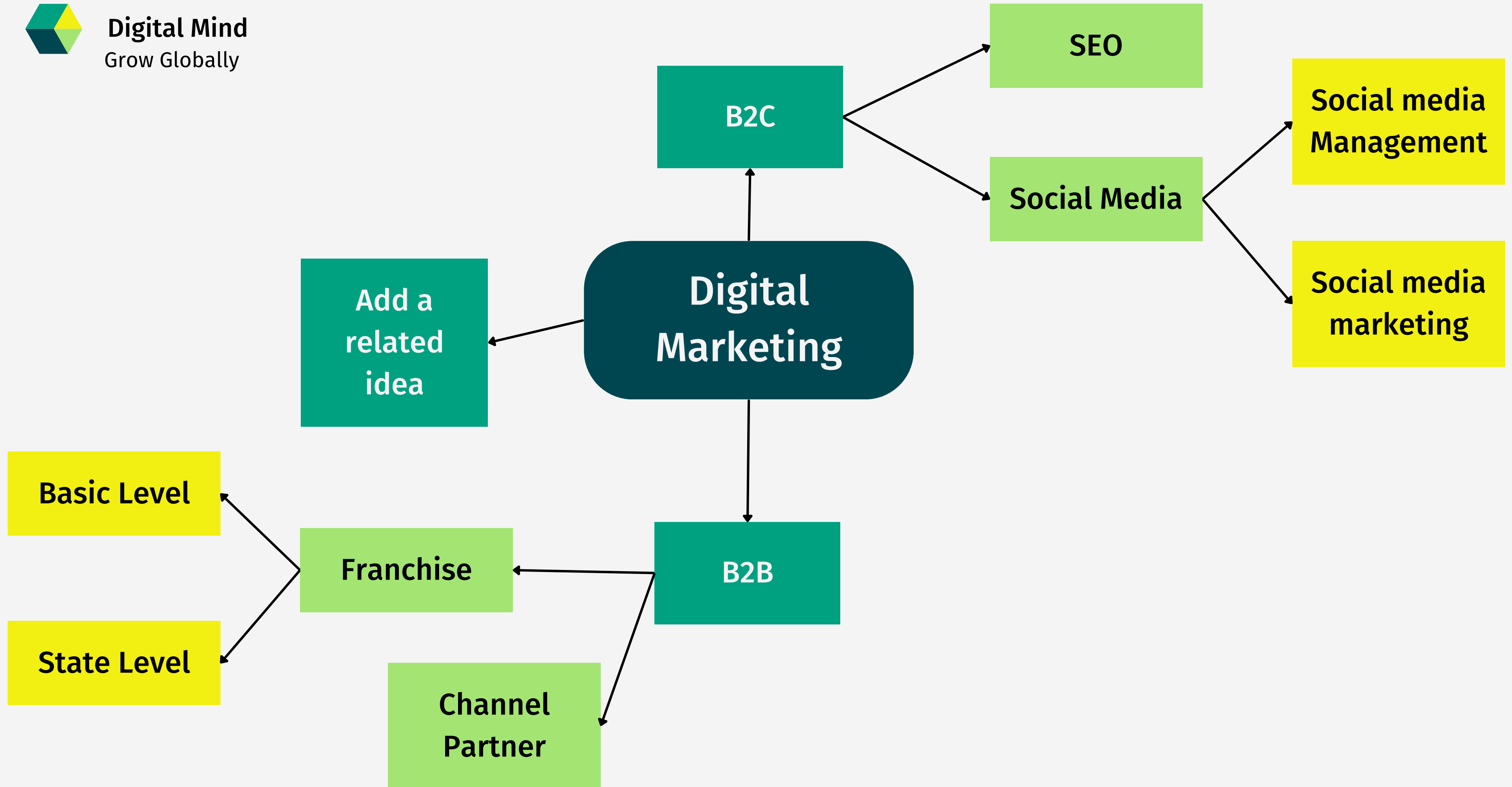


# Why join us?

- **Less investment high profit**
- **Trendy business**
- **Be your own boss**
- **Learn and earn same time**
- **Part time – full time business opportunity**
- **Anywhere from world can join this business**
- **No infrastructure requirements**



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**Thank You**