



EUSTON BUSINESS CONSULTING

DIGITAL PORTFOLIO • 2026

Your global growth partner

Search, social and paid media built for how people actually find things now — including the engines that answer instead of listing.

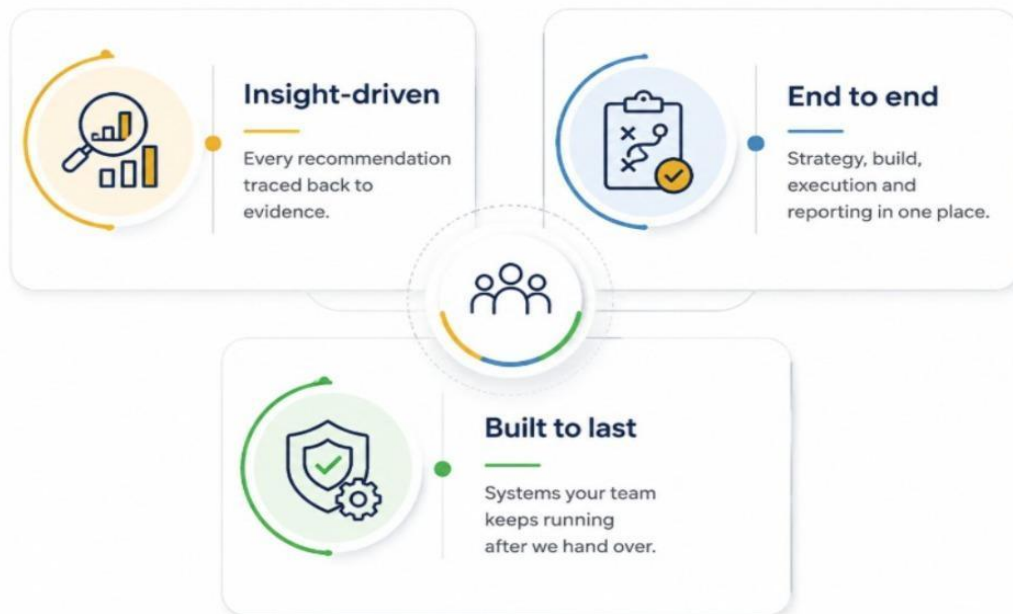
Digital Portfolio



ABOUT US

The strategic thinking partner you need to expand

We work with founders and leaders to transform data into clear, bespoke strategies that grow the business with the purpose they seek. We give **clarity to context** with a team of experts — and the result isn't a polished deck or a one-time fix, but a permanent shift in how your business gathers data and makes decisions.



CONTENTS

Services Index

Six digital services, each with a working example. Page numbers refer to this deck.

01

Social Media Management

Strategy, community, creative and reporting

p. 06

02

Website Design

Enterprise builds, AI integration and search

p. 09

03

Performance Marketing

Full-funnel paid media on Google and Meta

p. 14

04

SEO, GEO & AEO

Visibility across Google and AI answer engines

p. 19

05

Branding

Brand strategy, identity and visual systems

p. 20

06

Data & Analytics

Research, dashboards and customer insight

p. 21

From Clarity to Compounding Growth

Three connected disciplines — understand the market, say something worth hearing, then scale what works on evidence.

1

Clear Vision

- Hygiene Tests
- Competitive Intel
- Online Reputation Management
- Market Research & Customer Insight

2

Bold Communications

- Content Marketing
- AI Content Production
- Visual & Graphic Design
- Video & Motion Graphics
- Chatbots & Voicebots
- Personal Branding
- UI/UX Design

3

Data-Driven Scaling

- data analytics
- Performance Marketing
- Social Media Amplification
- SEO, GEO & AEO
- Automation & AI
- Affiliate Marketing
- Website Development & Maintenance

From Data to Growth

One process, four stages. Every engagement moves through the same arc — so you always know where a decision came from and what it produced.

01

Data

- Collect. Analyse. Understand.
- Turn raw data into meaningful insight.
- Know your market, audience and opportunities.

02

Message

- Craft the right strategy and story.
- Create clear, compelling messages that connect.
- Align with audience needs and intent.

03

Distribution

- Distribute across the right channels.
- Reach, engage and amplify with precision.
- Maximise visibility and impact.

04

Decisions

- Measure performance.
- Optimise for better outcomes.
- Drive growth, increase ROI, achieve impact.

Social Media Management

We manage social across every channel, turning your presence into a genuine growth engine — brand awareness that puts you on your audience's radar, engagement that earns real interaction, and measurable ROI so every post works towards the bottom line. It is never about filling a grid.

Content Strategy

A platform-led plan built around your audience, with a clear tone of voice and content pillars that balance brand-building with real performance.

Community & Clarity

Active community management and audience engagement that turn followers into a loyal, responsive audience.

Execution & Reporting

We run the day-to-day end to end, with clear, jargon-free reporting against the KPIs that matter.

Design & Creative

Premium, scroll-stopping visuals and video. AI-assisted workflows cut production costs by around half, without the tell-tale "AI slop."



CASE STUDY • 01 SOCIAL MEDIA

Leading South Asian Hair Care Brand

UK & USA • Brand name confidential • Managed since 2021

Five years of organic community building, then a multicultural campaign that turned that community into measurable participation.

THE BRIEF

Grow a heritage haircare brand across diverse ethnic audiences without leaning on ad spend to manufacture reach.

ORGANIC FOUNDATION

Three content pillars — recall, product education and cultural relevance — published consistently since 2021, with boosting used only to amplify what already worked.

CAMPAIGN ACTIVATION

A storytelling-led campaign celebrating diversity and self-expression, recruiting brand ambassadors through paid media and social amplification working together.



CASE STUDY · THE NUMBERS

Community, Then Conversion

Two layers of the same account: an audience built slowly and organically, and a campaign that put that audience to work.

ORGANIC COMMUNITY · SINCE 2021

19K+

Followers, up from ~10K

~2x

Growth, organic not paid

3

Core content pillars

CAMPAIGN ACTIVATION · PAID + SOCIAL

4,803

Ambassador applications

9%

Conversion rate

£1.86

Cost per conversion

158%

Traffic increase, web & Amazon

2.17%

Click-through rate

£32K

Media investment

Website Design

We build websites that do more than look good — they are engineered to perform, scale and get found. From enterprise WordPress platforms to AI-integrated builds, we handle architecture, development, search optimisation and ongoing maintenance under one roof.

Development & Architecture

Scalable, custom-built platforms on robust foundations, with clean templates, custom functionality and performance optimised for speed at scale.

AI Integration

Custom chatbots, Gemini-powered assistants and RAG knowledge systems that turn your site's content into intelligent, contextual experiences.

Search Optimisation

Technical SEO alongside GEO and AEO strategy, built to win visibility across both Google and AI answer engines.

Maintenance & Growth

Ongoing optimisation of performance, indexing and site health, so the platform keeps improving long after launch.

Relevante Inc.

US recruitment & outplacement industry

We delivered a large-scale enterprise WordPress platform end to end — architecture and development through to AI integration, technical SEO and ongoing maintenance. It shows how we bring engineering, search strategy and AI together in one place: not just a website, but a scalable platform built to be found, by traditional search and by the new generation of AI answer engines.

THE BRIEF

A 425-page platform that had to stay fast, stay indexable and answer visitor questions without a support team — while ranking in Google and in AI-generated answers.

Enterprise Development

425+ pages on scalable Elementor and ACF Pro templates, with custom PHP functionality, robust WordPress architecture and Core Web Vitals optimisation.

AI Integration

A custom chatbot on the Google Gemini API, built on a RAG knowledge system drawing on the site's own content for accurate, contextual answers.

Search Optimisation

Technical SEO paired with GEO and AEO — schema, indexing, internal linking and crawl optimisation for both Google and AI-driven search.

Performance & Maintenance

Continuous optimisation of site architecture, indexing and organic visibility, delivering sustained growth in impressions and indexed pages.

The Impact

A custom Gemini-powered chatbot and a full SEO / GEO / AEO strategy, built for the age of AI search.

427+

PAGES DEVELOPED

379+

INDEXED ON GOOGLE

247K

ORGANIC IMPRESSIONS

3.04K+

ORGANIC CLICKS

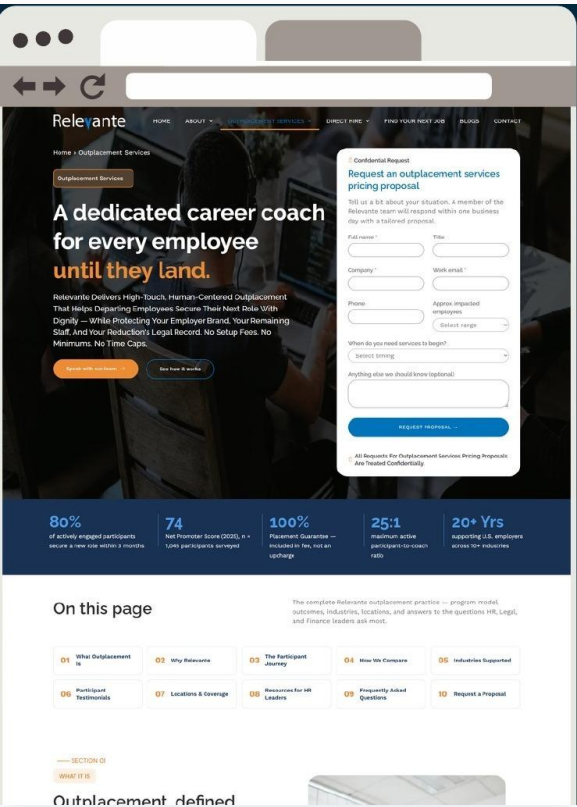
18.8

AVG. GOOGLE POSITION

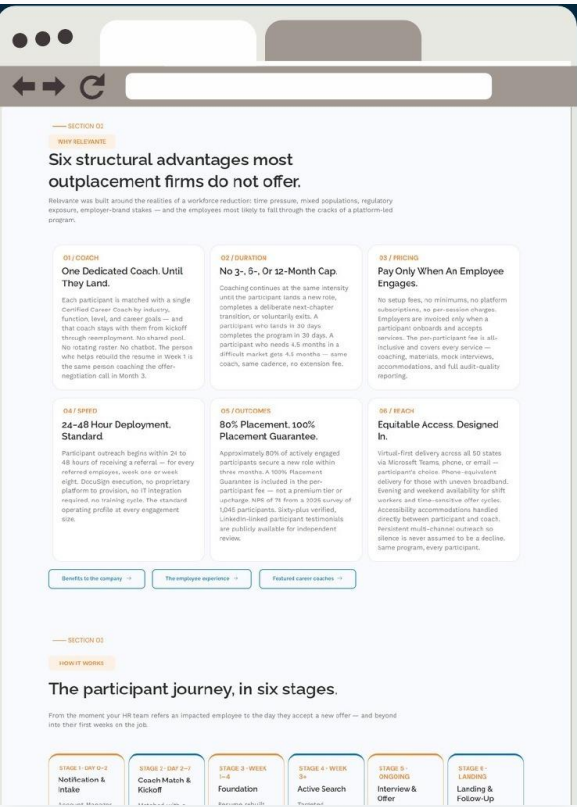
TECH STACK

WordPress · Elementor Pro · PHP & JavaScript · HTML5 / CSS3 · ACF Pro & REST API · Google Gemini API · Rank Math SEO · LiteSpeed Cache · Google Search Console · Google Analytics

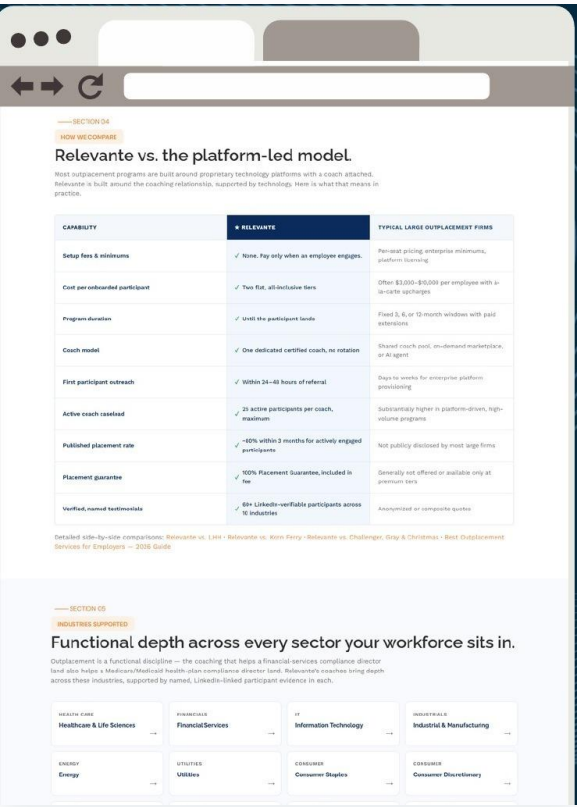
Relevante Inc. — The Build



Conversion-led landing pages

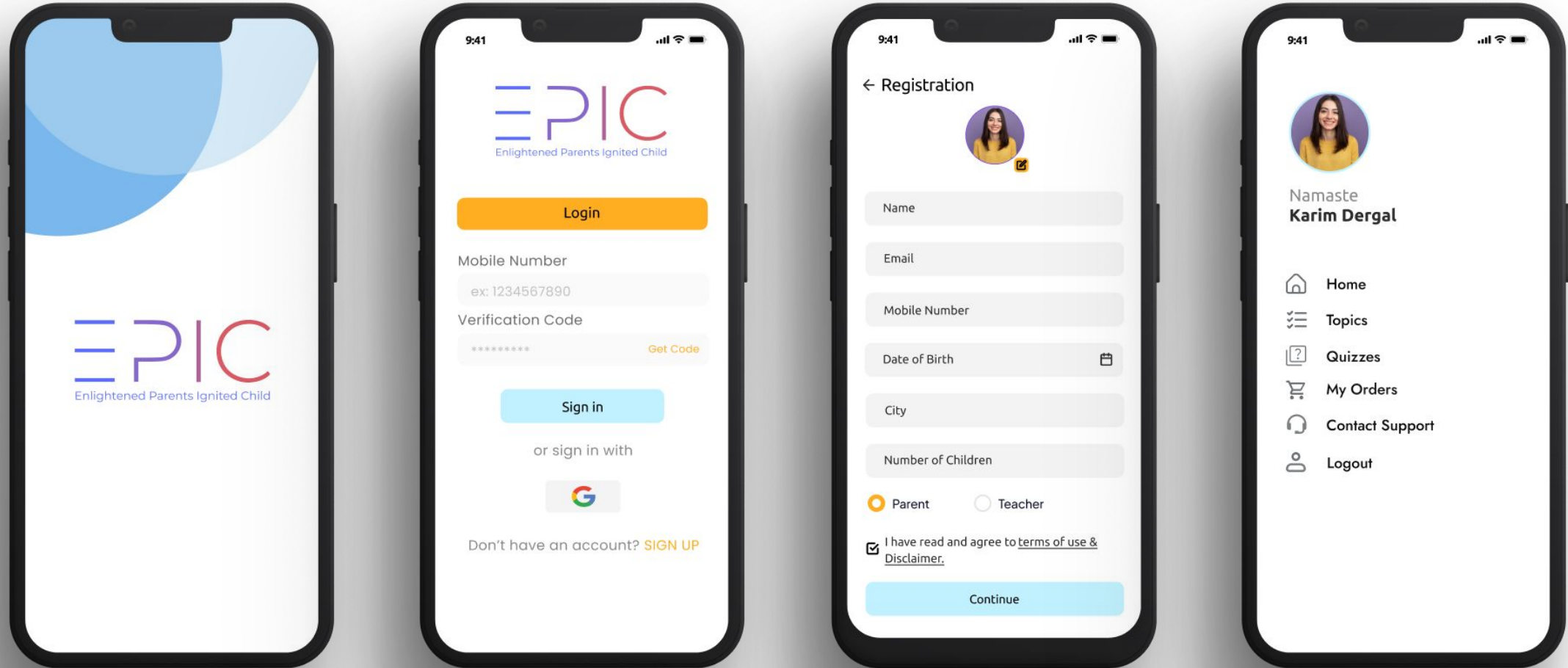


Long-form comparison content

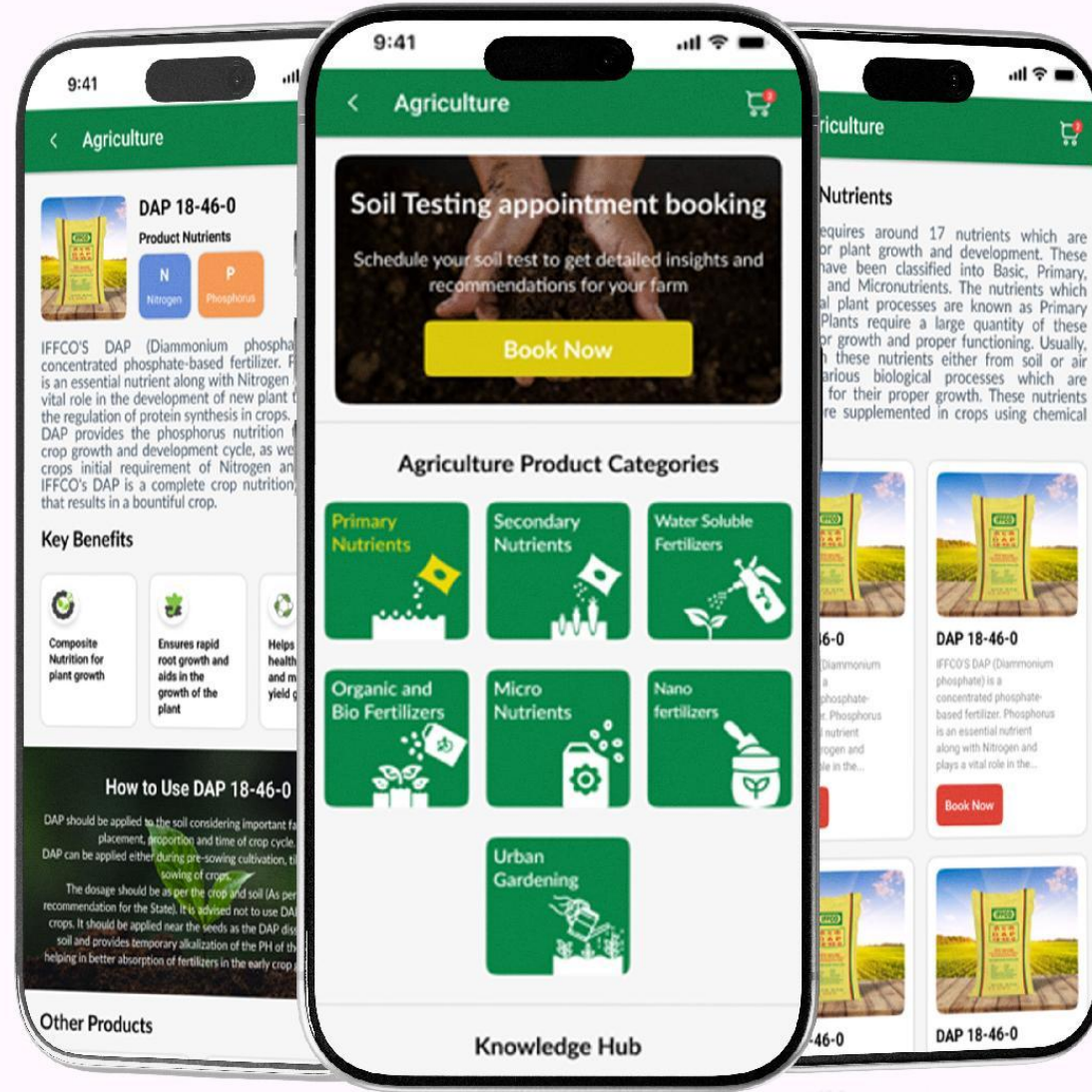


Structured, schema-rich modules

EPIC Mobile app



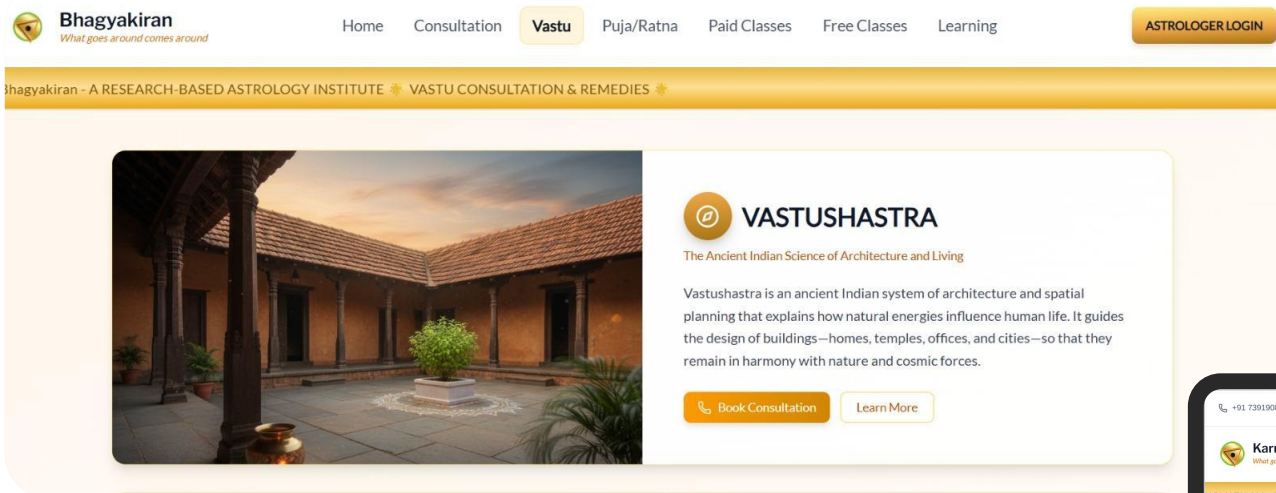
Agri-Smart Services & Knowledge Hub Mobile app



Public Services & Safety (SOS)



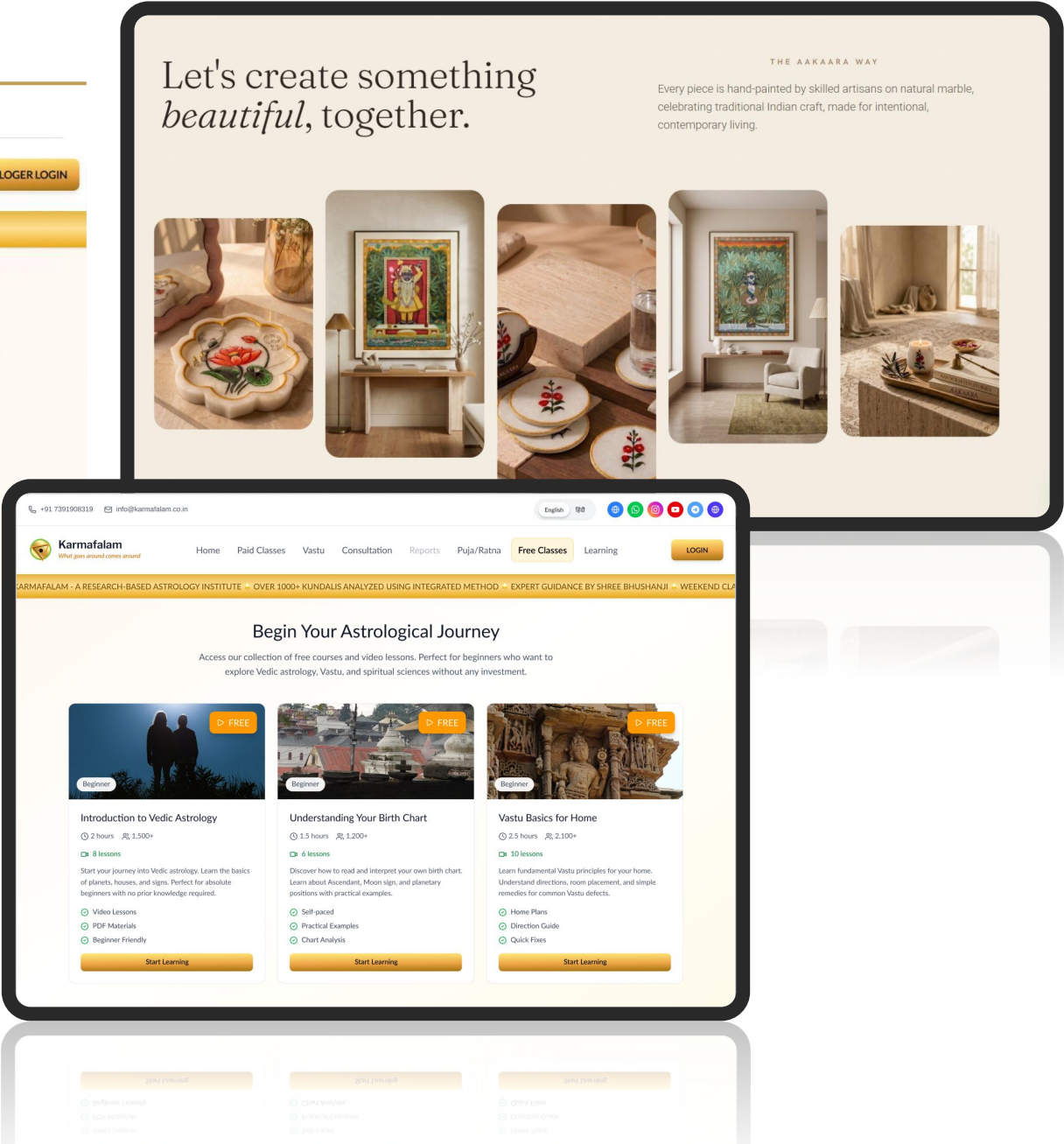
Website Designs



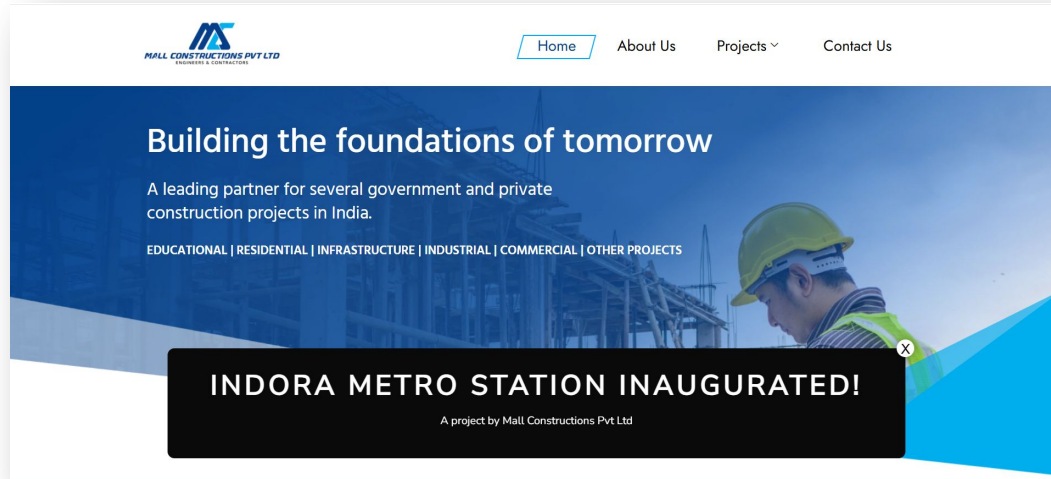
<https://bhagyakiran.com/>

<https://www.figma.com/design/VcGzxPuwrAUhbviDHgVTMI/Karmafalam?node-id=244-119&p=f>

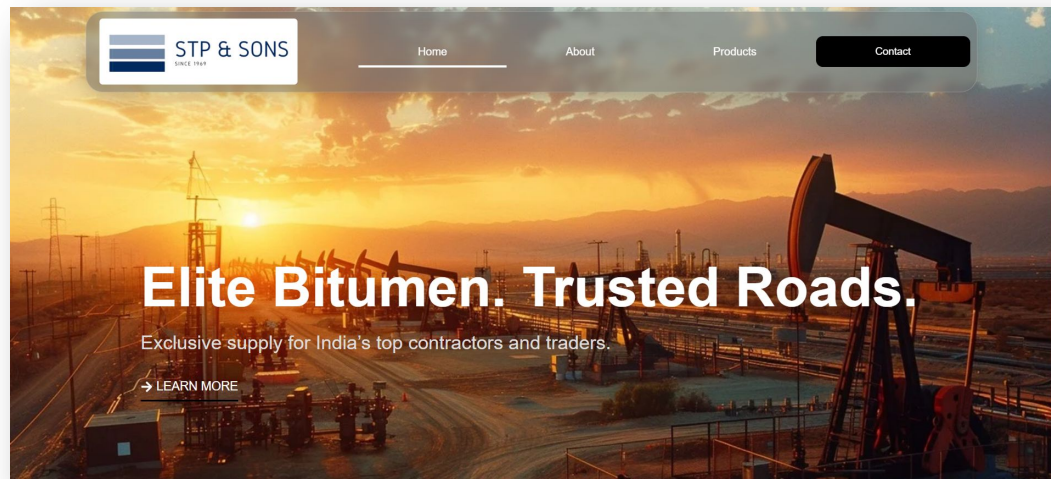
<https://shopaakaara.com/#collections>



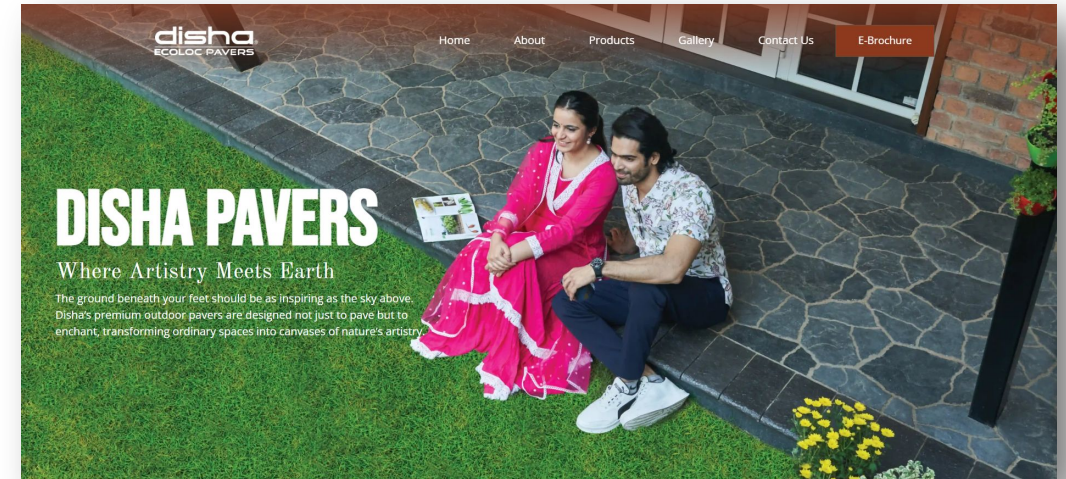
Wordpress Websites



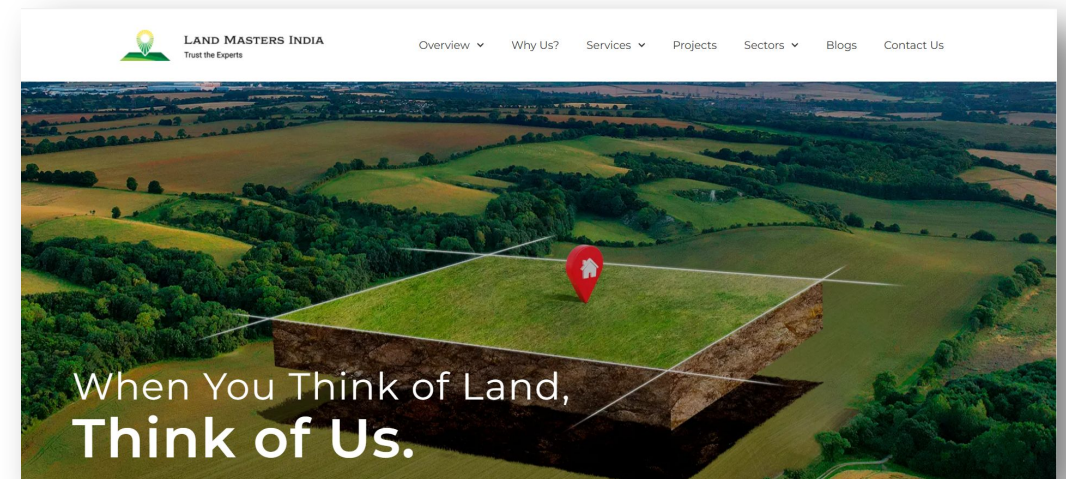
<https://www.mallconstructions.com>



<https://stpandsons.com>

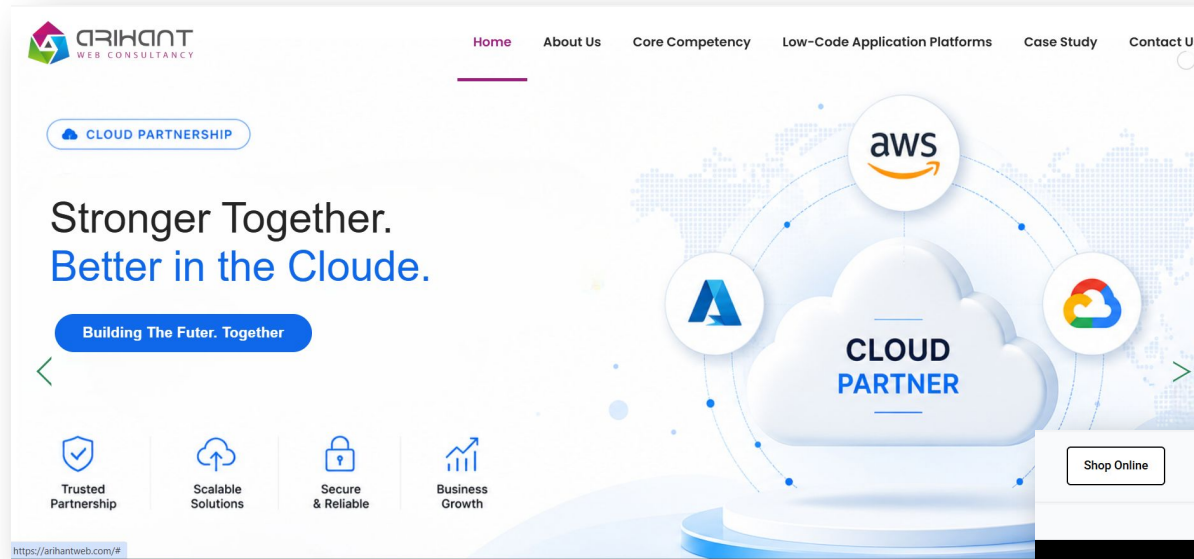


<https://www.dishapavers.com>

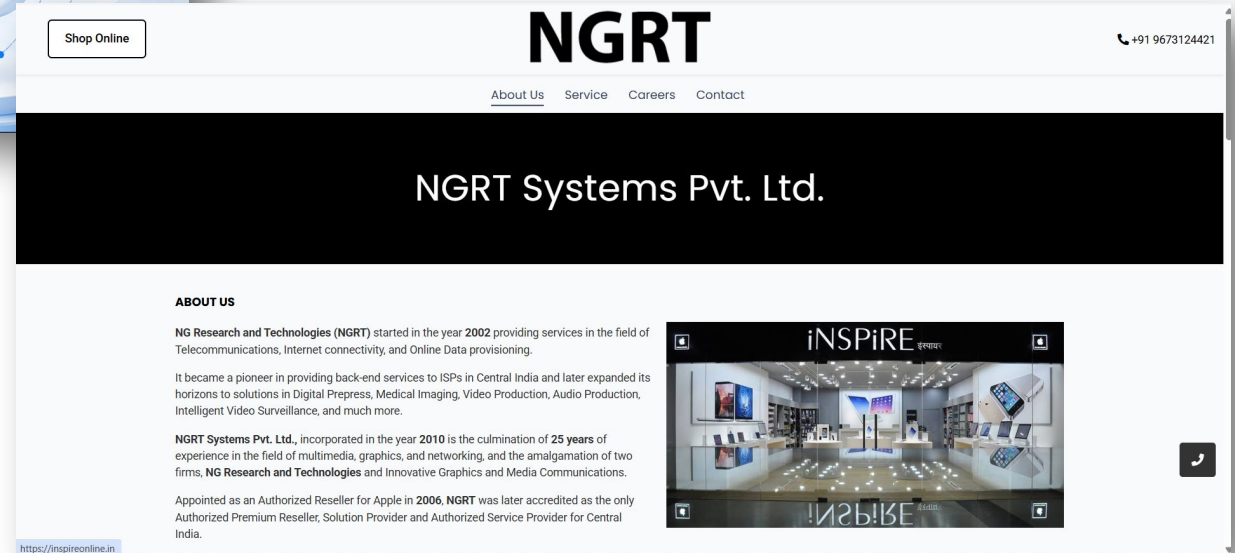


<https://landmastersindia.com/>

Wordpress Websites



<https://arihantwebconsultancy.com/>



<https://ngrt.in/>

Performance Marketing

Full-funnel paid media across Google, Meta and display — planned around audience research and funnel design, executed with disciplined build-out and budget control, then measured and scaled on the numbers that actually move the business.

Paid Media Strategy

Audience research and funnel design that decide where budget goes before a single ad is built.

Full-Funnel Paid Media

Meta, Google and display working together across awareness, consideration and conversion.

Campaign Execution

Ad build-out, creative testing and continuous budget optimisation across platforms.

Measurement & Scaling

Analytics, attribution and structured testing to compound what works and cut what does not.

EFTI

Photography & film school · Madrid · Europe & global

THE BRIEF

An internationally renowned school with a diverse course portfolio needed a segmented acquisition funnel that could scale without losing lead quality — against premium pricing sensitivity.

OUR APPROACH

Persona-led funnels across Search, YouTube and Display, with messaging aligned to user intent and career aspiration rather than course features.

THE OUTCOME

Cost per lead cut by nearly two thirds while lead volume and quality both held, across a ten-month run.

€23 → €8.14

COST PER LEAD, DOWN 64%

1,515

QUALIFIED LEADS IN 10 MONTHS

8.9%

OVERALL CONVERSION RATE

12%

CLICK-THROUGH RATE ON SEM

TESSOL

B2B cold chain logistics · India & global

THE BRIEF

A leader in energy-efficient cold chain technology with low market awareness, a niche technical audience and long, high-value B2B decision cycles.

OUR APPROACH

A phased acquisition strategy: high-intent SEM to capture existing demand first, then Display and Performance Max supported by custom audience intelligence to widen reach efficiently.

THE OUTCOME

Lead cost more than halved while volume and quality rose — thought leadership and lead generation running together rather than competing.

5.2x

RETURN ON AD SPEND

56%

DECREASE IN COST PER LEAD

3.4%

CONVERSION RATE

65.8%

WEBSITE TRAFFIC INCREASE

Ethnic Food Brand — FMCG

UK & Europe · Brand name confidential · Google Search · Performance Max

A premium South Asian and Middle Eastern food brand — spices, lentils, flours, nuts, dried fruits and snacks — with strong recognition among diaspora shoppers but limited reach beyond them. The brief: broaden relevance into everyday cooking and snacking, and turn that wider audience into efficient, profitable conversions.

01

Demand Capture

Prioritised high-intent search to intercept shoppers already looking, pairing precise keyword targeting with messaging built to convert.

02

Audience Expansion

Used Performance Max and lifestyle-led positioning to move the brand beyond its core audience into mainstream everyday relevance.

03

Conversion Optimisation

Continuous testing and funnel refinement to lower cost-per-acquisition while protecting average order value.



The Impact

Performance-first: capture the demand that already exists, then expand into new audiences through health- and lifestyle-led positioning.

4x

RETURN ON AD SPEND

Blended across search and PMax

£9

COST PER ACQUISITION

32% lower CPA

2.98%

CONVERSION RATE

£0.53 CPC

£57

AVERAGE ORDER VALUE

Protected while scaling

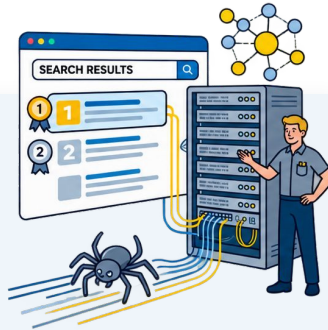
Efficient acquisition at scale — a lower cost per customer without trading away order value.

SEO, GEO & AEO

Search is splitting in three. Ranking in Google is no longer the same job as being cited inside an AI-generated answer, or being the answer itself. We work all three layers together — because the foundations that win one increasingly decide the others.

SEO

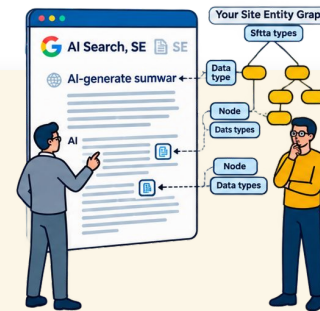
SEARCH ENGINE OPTIMISATION



Classic discoverability. Technical health, crawl and index coverage, internal linking and content built to earn rank in Google's results.

GEO

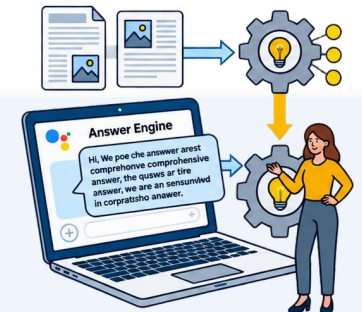
GENERATIVE ENGINE OPTIMISATION



Getting cited inside AI-generated answers. Entity and schema foundations, source authority and content structured so models can attribute it back to you.

AEO

ANSWER ENGINE OPTIMISATION



Being the answer, not a link. Question-led content blocks and first-party RAG systems so your own site resolves the query on the spot.

PROVEN IN BUILD

Relevante Inc. — 338+ pages indexed, 247K organic impressions, and a Gemini-powered RAG assistant answering from the site's own content. Full case study on p. 10.

Data & Analytics

Data is only useful when it tells you what to do next. We turn raw numbers into clear, actionable insight — connecting performance metrics, audience behaviour and market context so every decision is grounded in evidence rather than guesswork.

Market Research

Competitor analysis, audience profiling and trend mapping to inform strategy and positioning.

Customer Insights

Survey design, data collection and behavioural analysis to understand what actually drives your audience.

Performance Dashboards

Custom reporting dashboards that surface the KPIs mattering most to your business goals.

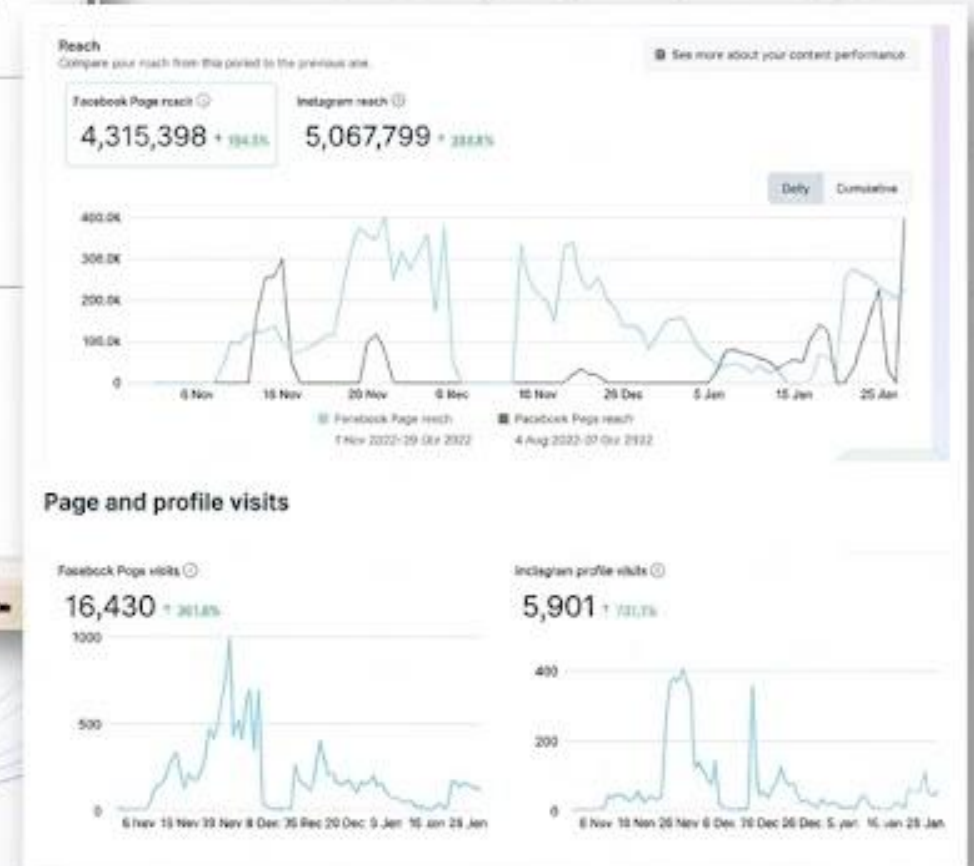
From live dashboards to deep audience research, you always know what's working, who you're reaching, and where the next opportunity lies.

Data



Data analytics, presentation, and prediction

Social Media



Freedom to Fly,
Room to Thrive

WISDOM WORLD SCHOOL
ICSE CURRICULUM
WAKAD | HADAPSAR

ADMISSIONS OPEN 2022-23
www.wisdomworldschool.in

VISHWAKARMA UNIVERSITY
Maximizing Human Potential

GO APPLY NOW!
LAST FEW SEATS LEFT

Explore our comprehensive programmes in:
Fashion | Animation | Architecture | Design | Engineering | Law | Management | Music | Pharmacy | Psychology | Sciences | Travel & Tourism

CAMBRIDGE International Education
An IB PYP & DP Candidate* and Cambridge School

Universal Wisdom School
'Nurturing Learners for Life'
with An
EDUCATION
beyond books

DO YOU KNOW?

The legendary **Jahangir Khan** had an incredible **555-match** winning streak.

Made in India

For the World

investronaut
August 22, 2024

GIVING A BOOST
TO YOUR SLOW-MOVING BUSINESS

33 Likes by diptvaldya_ and others
investronaut Slow and steady wins the race, but we'll help you zoom ahead! Let's elevate your business to new heights together!
#SocialMediaGrowth #EngageWithUs #CommunityBuilding #InstaDaily #CreativeContent #ContentCreators #SocialMediaTips #millennialmarketing

CONTACT US

Contact Us

Contact Details

204, 2nd Floor, Shrika Corporate, Plot No. 35, Pandey Layout, Naspur 440 025

0712-2299662, 2262304, 2295515

info@mkconstructions.com

Name

Mobile Number

Email ID

Message

Send

Universal Wisdom School
An International School in Balewadi, Pune

Admissions Open 2026-27
Nursery to Grade 9

About UWS | Academics | Social Emotional Learning | Child Safety | Admissions | Blog

Welcome To
Universal Wisdom School - An International School in Pune
IB PYP Candidate* | IB DP Candidate* | Cambridge

Universal Wisdom School is a premium international school offering International Curricula. It is located in Balewadi, Pune, and is backed by the Vishwakarma Purple Educational Trust and the privilege of Universal Wisdom School.

Related Videos

CAMBRIDGE International Education
An IB PYP & DP Candidate* and Cambridge School

GOOD MOOD

FRINDS

An IB PYP & DP Candidate* and Cambridge School

VISHWAKARMA UNIVERSITY
Maximizing Human Potential

Are you Eyeing a Successful Career as an Economist?

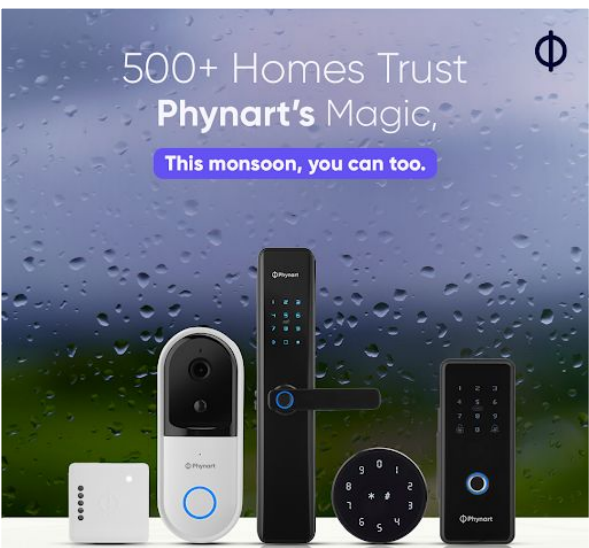
2000+ Students for Projects
1000+ Students for Internships
500+ Students for Placement

HURRY UP!

B.SC Economics

ADMISSIONS OPEN

500+ Homes Trust
Phynart's Magic,
This monsoon, you can too.



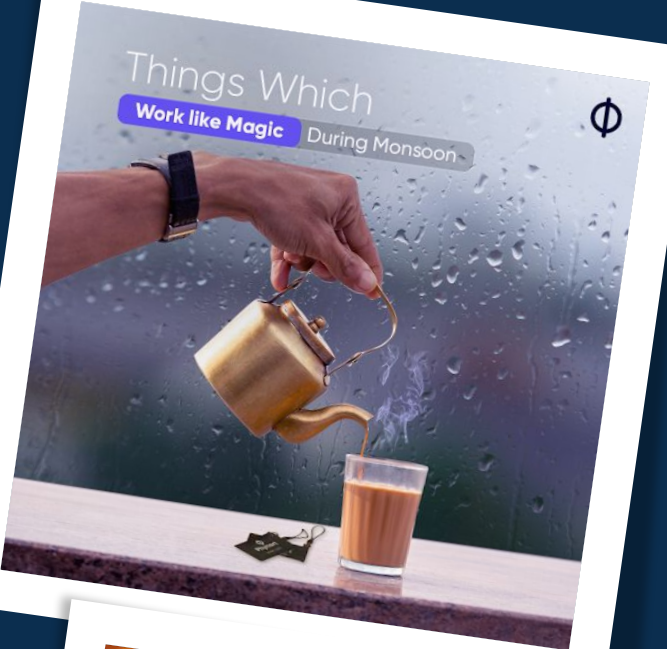
Φ

Things Which
Work like Magic During Monsoon



Φ

Things Which
Work like Magic During Monsoon



Φ

YAMAHA
Make Waves

POWERED LOUSPEAKERS
DHR SERIES
DHR15 DHR10M DHR10

**POWERED
PERFORMANCE TO
IMPROVE YOUR SOUND**



YAMAHA
Make Waves

POWERED MONITOR SPEAKER
MSP3A

**IDYLIC & UNPARALLELED CHOICE
FOR AUTHENTIC SOUND IN A COMPACT BODY**



YAMAHA
Make Waves

POWERED MONITOR SPEAKER
MSP3A

**VERSATILE INPUTS,
CONTROL, AND
ADAPTOR OPTIONS**





EUSTON BUSINESS CONSULTING

Let's turn your context into clarity.

Digital strategy, build, media and measurement — under one roof, from London.

Euston Business Consulting