

DigitalRuh

By Nirali Gandha | Founder

niraligandha98@gmail.com | +91 8320204003 / +91 9265453689
www.digitalruh.com

About Me

I am Nirali Gandha, a Digital Marketing Professional with 5+ years of experience in building brand presence, scaling e-commerce businesses, and executing impactful digital campaigns.

My expertise lies in SEO, Social Media Marketing, Paid Ads (Meta & Google), and E-Commerce Growth. Over the years, I have helped brands across manufacturing, retail, FMCG, lifestyle, and fashion achieve measurable growth with data-driven strategies and creative storytelling.

With the launch of DigitalRuh, I bring this experience together to help businesses grow online through impactful, ROI-driven campaigns.

Services at DigitalRuh

- SEO (On-page, Off-page, Keyword Optimization)
- Social Media Strategy & Management
- Paid Ads (Meta & Google – ROI focused)
- E-Commerce Growth & Retention
- Data-Driven Campaign Optimization

Selected Works

Arham Organics – Health & Wellness E-commerce

Challenge: Competing against established organic brands with limited digital presence.

Strategy: SEO-rich blogs, keyword optimization, and health education campaigns on social media.

Results: +145% organic traffic, +60% engagement, stronger trust-building with content marketing.

Shivlal Dhanawala – Heritage FMCG Brand

Challenge: Modernize online presence while keeping the legacy alive since 1946.

Strategy: SEO setup, festive campaigns (in process) highlighting tradition & authenticity.

Results: Created search visibility, festive campaigns in progress, stronger brand positioning.

Groosberry – Fashion E-commerce

Challenge: Highly competitive women's wear market.

Strategy: SEO groundwork & ad planning on trending keywords + social-first creatives.

Results: Early traction on organic keywords, ad campaigns ready for conversion growth.

Wood & Veneers – Manufacturing & B2B

Challenge: Limited online visibility with architects, designers, and contractors.

Strategy: Keyword-targeted SEO, B2B-focused ad campaigns for veneer finishes & plywood.

Results: +32% increase in qualified leads, 10+ keyword rankings improved, stronger B2B pipeline.

Bayssil – Cosmetics & Private Label Manufacturing

Challenge: A new cosmetics entrant needing visibility & conversions.

Strategy: Conversion-focused ad funnels, SEO for private-label cosmetic keywords.

Results: 4.2X ROAS, increased white-label orders, improved e-commerce performance.

Why DigitalRuh?

- Multi-industry expertise: Manufacturing, Beauty, Fashion, Food, Lifestyle, FMCG
- Results-driven: Every campaign aligned with measurable ROI
- Creativity + Data: Blending engaging content with performance metrics
- Transparent reporting: Clear insights and progress tracking

Social Media Handles

- Arham Organics: <https://www.instagram.com/arhamorganic>
- Bayssil Cosmetics: https://www.instagram.com/bayssil_cosmic_
- Wood & Veneers: <https://www.instagram.com/woodandveneers>
- Groosberry: <https://www.instagram.com/groosberry>
- Shivlal Dhanawala: <https://www.instagram.com/shivlaldhanawala>

Let's Build Your Growth Story

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