

Abstract

This study focuses on developing and evaluating digital marketing strategies for Agniko Home Services Private Limited, a company specializing in home maintenance, repair, and professional services. As the demand for home services continues to grow, companies like Agniko Home Services must adapt to the digital age by leveraging digital marketing techniques to enhance brand visibility, attract new customers, and retain existing ones. In a highly competitive and local service-based industry, digital marketing can provide a significant edge by targeting the right audience through cost-effective online channels.

The primary objective of this research is to explore the role of digital marketing in promoting Agniko Home Services and to develop a set of actionable strategies that can improve the company's online presence, customer engagement, and overall business performance. The study will identify the most effective digital marketing tools and platforms for the company, including social media marketing, search engine optimization (SEO), pay-per-click advertising (PPC), email marketing, and content marketing.

The findings of this study will provide Agniko Home Services with a comprehensive digital marketing plan designed to increase brand awareness, generate leads, enhance customer loyalty, and drive growth. The recommendations will focus on cost-effective digital channels, content strategies, and customer engagement techniques that align with the company's goals and market positioning.