

Akshita Agrawal Embarks on a Mission to Empower Small Businesses with Digital Transformation

News-Press Release

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Summary

Akshita Agrawal is a seasoned media buyer with a strong background in managing advertising budgets for large companies. With a passion for empowering small businesses through digitalization, she has embarked on a mission to provide free resources and affordable services to help them navigate the complexities of the digital marketing landscape.

Message

Lucknow, September 27, 2023 – Akshita Agrawal, a seasoned media buyer with a proven track record of managing advertising budgets for renowned companies such as Ajio and Hindustan Unilever, is taking a bold step forward in the world of digital marketing. Recognizing the transformative power of digitalization in business and the challenges faced by small enterprises, Akshita has launched an inspiring initiative aimed at helping small businesses harness the potential of the digital landscape. During her illustrious career, Akshita Agrawal managed advertising budgets exceeding 120 crores, conducted social media ad account audits for distinguished brands like Swiggy, Bajaj Malls, and Khelplay, and witnessed the evolving dynamics of digital marketing. It was this exposure that led her to a revelation – the need for small businesses to embrace digital transformation to thrive in today's market. Akshita Agrawal identified a critical issue while digitalization was reshaping the business landscape, many small business owners lacked the knowledge and resources to navigate this complex terrain effectively. This knowledge gap left them vulnerable to unscrupulous individuals and agencies that offered little value in exchange for exorbitant fees. To bridge this gap and empower small businesses, content creators, and public profiles, Akshita initiated a mission to provide free resources and affordable services. Her vision was clear: to eliminate the challenges associated with digitalization and offer unwavering support to small businesses. The response was overwhelming, with businesses from various corners of India seeking her guidance. With a resolute commitment to her mission, Akshita Agrawal has set an ambitious target to extend affordable or almost free services to 1 million businesses. She firmly believes that small businesses are the future of the industry and that with the right support, they can thrive in the digital age. Recognizing the importance of education, Akshita is launching frequent webinars to enlighten small business owners about the nuances of digital marketing. Additionally, she plans to collaborate with industry experts and co-partners to create an ecosystem where everyone can benefit from the digital revolution. Akshita's ultimate goal is to create an environment where small business owners no longer fear digitalization but instead reap the rewards of a well-executed digital strategy. Her initiative has the potential to empower countless small businesses across India, ensuring a brighter future for all. We invite everyone to support Akshita Agrawal's mission and spread the word about the significance of digital transformation for small businesses in India. Together, we can empower these enterprises, foster growth, and usher in a prosperous future for all. For media inquiries, please contact: +91 9380947319 <https://www.akshitaagrawal.com/> <https://www.instagram.com/akshitagrawal/> / <https://www.facebook.com/akshitasharma97/> <https://www.linkedin.com/in/akshitasharma/> /

Contact Information

surelocalin

SureLocal Technologies

07417431260

surelocal.in@gmail.com

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