

Digiex Web Services Pvt Ltd Organises AI-Driven Digital Marketing Awareness Program in Kolkata to Boost Business Growth

Industry experts share insights on how AI-powered marketing is transforming revenue generation and ROI for modern businesses.



24 Parganas (n), West bengal Apr 10, 2026 ([Issuewire.com](https://www.issuewire.com)) - Digiex Web Services Pvt Ltd Organises AI-Driven Digital Marketing Awareness Program in Kolkata to Boost Business Growth

Digiex Web Services Pvt Ltd successfully organized a Business Awareness Program on AI-powered digital marketing, branding, and performance growth strategies for B2C and B2B customers at Chinar Park, Newtown, Kolkata. The initiative focused on helping businesses understand how modern digital ecosystems can significantly improve revenue generation and return on investment (ROI).

The program was led by Aruyp Mondal, Director of Digiex Web Services Pvt Ltd, who highlighted the importance of integrating artificial intelligence with strategic branding and marketing systems for sustainable business growth.

Speaking at the event, Arup Mondal stated, “Today, businesses don’t just need visibility—they need intelligent visibility. AI-driven marketing allows companies to target the right audience, optimize ad spend, and convert engagement into measurable revenue growth.”

The awareness program brought together entrepreneurs, startup founders, SMEs, and corporate representatives from across Kolkata and nearby regions. The core objective was to demonstrate how AI tools, data-driven marketing, and structured branding strategies can transform traditional business models into high-performance digital ecosystems. We are reputed [digital marketing company in Kolkata](#).

Key topics covered in the session included:

- AI-powered customer targeting and segmentation
- Conversion rate optimization strategies
- Brand positioning for competitive markets
- ROI-focused digital advertising models
- Lead generation using automation tools
- Content marketing and SEO integration

The event also emphasized how businesses can scale faster by combining branding with performance marketing. Participants were shown real-world case studies illustrating how consistent digital branding increases trust, improves customer retention, and reduces customer acquisition costs.

Digiex Web Services Pvt Ltd, recognized as a growing force in digital transformation, aims to empower both B2C and B2B sectors with actionable marketing frameworks. The company believes that digital success is not just about online presence, but about building a strong brand identity backed by measurable performance outcomes.

The session also highlighted how AI tools are reshaping the future of marketing by enabling predictive analytics, automated campaign optimization, and personalized customer journeys. Businesses were encouraged to adopt these technologies to remain competitive in rapidly evolving markets.

Participants appreciated the practical approach of the session, which focused not only on theory but also on implementation strategies that businesses can apply immediately to improve ROI.

The program concluded with a networking session, where entrepreneurs interacted directly with experts and discussed customized digital growth strategies tailored to their industries.

Digiex Web Services Pvt Ltd plans to continue hosting such awareness programs across Kolkata and other regions to support digital literacy and business transformation. The company's vision is to create a future-ready business ecosystem where AI-driven marketing becomes accessible to all scales of enterprises.

With this initiative, Digiex Web Services Pvt Ltd reinforces its position as a trusted digital growth partner, helping businesses unlock higher revenue potential through intelligent branding and promotion strategies.

About Digiex Web Services Pvt Ltd

Digiex Web Services Pvt Ltd is a Kolkata-based digital marketing company specializing in SEO, AI-powered marketing, branding, web development, and performance-driven business growth solutions. The company focuses on delivering ROI-centric strategies for both B2C and B2B clients across multiple industries.

For more details visit our website: <https://digiexweb.com/>

Map Link: <https://maps.app.goo.gl/URBFCghuXC3D4TgaA>

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