



ABOUT THE BRAND

One of the growing Tea Brand in Maharashtra

- No Website
- No online presence
- New brand
- High competition from well established brands



CHALLENGES



OBJECTIVE

- Increase website traffic and B2B sales enquiry
- Brand building and positioning
- Increase engagement on Social Media Platforms



SERVICES OFFERED

- Website Development
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram

2X

2X times increase in Social Media Engagement

7X

Organic Enquiry Increased by 7X times

20X

Website Traffic increased by 20X times



STRATEGY

- Developed SEO friendly & mobile responsive website
- Started with paid campaigns on Google, Facebook and Instagram to generate leads and increase brand awareness
- Modified the website content
- Shared engaging content to increase brand followers

60%

BOUNCE RATE

Dropped from ~~80%~~ to **60%**

70%

WEBSITE SPEED

Increased from ~~30%~~ to **70%**

6K+

ACHIEVEMENT

Sold 6X Franchise within a month

100%

VISITORS

New: **94%** Return: **1%**
and Others: **5%**

