



Calor



ABOUT THE BRAND

India's 1st "Make in India" initiative, specializing in Guitar Amplifiers
High-performance, hand built amps from India



CHALLENGES

- Lack of good content and targeted keywords
- Website with low mobile speed
- Lack of strong social media presence
- Low website traffic and less number of leads
- Very high competition with Well Known foreign brands



OBJECTIVE

- To increase website traffic and sales enquiries
- Brand building and positioning
- Increase social media engagement
- Started with paid campaigns on Google, Facebook and Instagram to generate leads and increase brand awareness



SERVICES OFFERED

- Ecommerce store
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram
- Digital Campaigning

600%

Sales increased by 600%

3X

3X times increase in engagement and impressions

20K+

Website Organic Visitors
20K+ per month



STRATEGY

- Developed SEO friendly & mobile responsive website
- Modified the website content
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness
- Executed strong SEO activities to rank targeted keywords
- Shared engaging content to increase brand followers

35%

BOUNCE RATE

Dropped from **80%** to **35%**

80%

WEBSITE SPEED

Improved from **30%** to **80%**

10.5K

SOCIAL MEDIA

10.5k likes and followers on Facebook

95%

VISITORS

New: **95%** Return: **1%**
and Others: **4%**



calor amps



All Shopping Images News Videos More Settings Tools

About 3,81,000 results (0.54 seconds)

Calor Amplification: Buy Best Guitar Amplifier Online | Tube Amps

caloramplification.com/

Buy best guitar Amplifier online at calor amps. We create handmade tube Amps, guitar amplifier, Combo Amplifier made in India. Now amplifier for sale!

Videos



DEMO: Calor Force 20
combo amplifier

Nashville Guitar Guru
YouTube - Oct 7, 2017



Calor Brat Review

Calor Amplification
YouTube - Nov 1, 2018



Calor Amplifications -
Brat 5 watt - 1x10 Tube
Guitar Combo Amp ...

SomeTimeGuitarist
YouTube - Mar 18, 2018

CALOR BRAT 1x10 Tube Guitar Combo Amplifier For Home - Amazon.in

<https://www.amazon.in/CALOR-BRAT-Guitar-Combo-Amplifier/dp/B01IHMY7ZQ>

★★★★★ Rating: 5 - 4 reviews

Sold by Calor Amplification (5.0 out of 5 ... Marshall MG4 Gold Series MG15GR 15-Watt Guitar Combo Amplifier Latest Version with Reverb and.... Calor Amplification's BRAT- 5-watt combo.

CALOR FORCE20 1x10 Tube Guitar Combo Amplifier: Amazon.in ...

<https://www.amazon.in/CALOR-FORCE20-Guitar-Combo-Amplifier/.../B075XJMRJF>

Calor Amplification's FORCE20 1x10 combo is equipped with 2xEL84, 3x12AX7, with features such as 2-channels, 3-band EQ, Gain(Overdrive only) Preamp, ...

Calor Amps - Home | Facebook

<https://www.facebook.com> > ... > Musical Instrument Store >

★★★★★ Rating: 4.9 - 11 votes

Calor Amps - - Rated 4.9 based on 11 Reviews "Fantastic ♥"

Calor Amplification Pvt. Ltd - Manufacturer of Calor Force 50 Tube ...

<https://www.indiamart.com/calor-amplification/>

Calor Force 50 Tube Guitar Amplifier, Brat 1-10 Combo & 6-channel Mixer Set Manufacturer offered by Calor Amplification Pvt. Ltd from Navi Mumbai, ...

Ranked 50 with 4 months on 1st position on Google

KEYWORDS	GOOGLE RANKING
CALOR AMPS	1 PAGE
CALOR BRAT	1 PAGE
CLR 100M	1 PAGE
CLR 20	1 PAGE
CLR SERIES	1 PAGE
BEST GUITAR AMPLIFIER FOR SALE	1 PAGE

