



Renor



ABOUT THE BRAND

One of the growing Audio companies in India



CHALLENGES

- No Website
- First ever product launch
- High competition from well known multinational brands like Boss, Marshall



OBJECTIVE

- Increase website traffic and generate sales
- Brand building and positioning
- Increase social media engagement



SERVICES OFFERED

- Ecommerce Store
- Social Media Optimization
- Paid Campaign on Google & Facebook - Instagram
- Content Management

200+

Generated **200+** sales per month

4X

4X times increase in Social Media Engagement

25K+

Website Traffic **25000+** per month



STRATEGY

- Developed SEO friendly & mobile responsive ordering website
- Started with paid campaigns on Google, Facebook and Instagram to generate leads and increase brand awareness
- Have done campaigning in 3 phases PreLaunch, Launch and Post Launch
- Run various goal based campaigns

50%

BOUNCE RATE

Dropped from **80%** to **50%**

75%

WEBSITE SPEED

Increased from **40%** to **75%**

1.7
2.6K

ACHIEVEMENT

2.6K + likes and followers on Facebook

99%

VISITORS

New: **99%** Return: **1%**