



ABOUT THE BRAND

An NGO Founded by Dr Kiran Bedi



CHALLENGES

- High competition with well established E-commerce platforms
- Lack of strong social media presence
- No Engagement on social posts



OBJECTIVE

- To sell products on website made by rural women at lowest cost possible
- To strengthen the social media presence



SERVICES OFFERED

- Creative services
- Social Media Optimization

55+

55+ comments on Facebook posts per month

58

Organic product enquiries on social media

1400

Instagram followers reached 1400 from 0



STRATEGY

- Strategic social media postings for better reach
- Social media paid campaigns for sales

1st

GOOGLE RANKING

Ranked **50** keywords within **4** months
on Google's 1st Page

4.4K+

FACEBOOK FOLLOWERS

Facebook followers increased
to 4491 from 90

72.6K+

FACEBOOK REACH

Facebook reach improved
to 72645 from 100

2.8K+

FACEBOOK POST ENGAGEMENT

Facebook Post engagement reached
2896 from 0



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www.unnaticraft.com

Unnati Craft

Unnati craft – Get handmade products from Rural craft and Haryana craft for you and your loved ones and support our movement for change! Best rural craft.

Shop

Shop. Popularity, Rating, Newness,
Price: low, Price: high.

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