

CASE STUDY



WHAT WE DO



































SOME OF OUR ESTEEMED CLIENTS



























SOME OF OUR ESTEEMED CLIENTS

















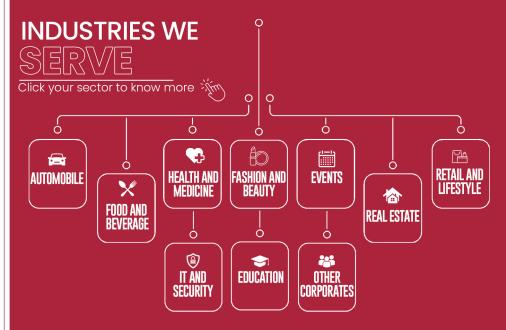


















LANSON TOYOTA

AUTOMOBILE CASE STUDY-1





LANSON TOYOTA

BRIEF: Lanson Toyota is among the top Indian Toyota dealerships with four state- of- the- art sales & service facilities. They wished to generate leads through omnichannel approach and utilize all the digital opportunities to its fullest.



CAPTIVATING THE MILLENIALS

OUR APPROACH





RESULTS

10LAKHS reach per month

1K+ Leads generated

12-15%Lead conversion







PEBCO MOTORS

Worked on 50 Years Celebration Campaign by Digitally Connecting Past, Present Customers.





PEBCO MOTORS LTD.

Established in the year 1971 by Mr. Parikh to lead a change, Pebco Motors today stands as a leading Maruti Suzuki dealership in Jamshedpur, Jharkhand. We offer a wide range of exclusive services and cars to enhance the journey of your life.

Pebco Motors tied up with Life Productions, to make the 50 years anniversary full of events. To help them in their digital transformation, we created an Instagram page and started posting on Facebook, targeting their social media audience.





#pebco50years

We planned a campaign through which we connected with our past customers. As we asked our clients to tag us when they upload their picture, we promoted PEBCO on social media. Through this we reached out to not only 400-500 customers but all of their followers.

WHAT WE ACHIEVED WITH THIS CONTEST?

We promoted Pebco Motors on Facebook and Instagram through our planned strategy of customers "tagging" them with their car experience.

Medium of communication being Whatsapp enabled us to get customers into our broadcast list.

We helped in generating "repeated audience" by gifting 50 winners who have maximum number of followers on social media platforms.

With the objective of building customer testimonials, we conducted customer surveys which helped in strengthening the trust of our prospective customers.



WHAT WE DID FOR PEBCO MOTORS



2 Created Instagram page and increased social media presence.



4 Google reviews management



6 Interactive social media creative



Designed their 50 years logo



3 Planned and executed specialised campaign Pebco 50 Miles to 50 Smiles



5 Branding and visualisation



7 Promoted all products and services under Pebco brand



RESULTS

20k Reach per month

500+

Organic followers increased in 2 weeks

8k+

Past customers digitally connected









AUTOMOBILE INDUSTRY





TATA MOTORS DEALERSHIPS

DEALERS: ASL AND BASUDEB

BRIEF: ASL and Basudeb Auto Ltd. are the prominent and biggest dealers of Tata Motors in Jharkhand

PROBLEM ANALYSIS:

- These major dealers of Tata Motors had no social media presence and hence were missing out on the digital opportunities.
- There was a dire need to connect with the modernistic consumers by bridging the communication gap.



WHAT WE DID FOR TATA MOTORS

DEALERSHIPS



2 DIGITAL MARKETING & CAMPAIGNS



4 SALES-BASED ADVERTISEMENTS & SEO



6 DEVELOPED CUSTOMER TESTIMONIAL AND ESTABLISHED BRAND TRUST

CREATED THEIR SOCIAL MEDIA PRESENCE AND BRAND AWARENESS



3 LEAD-ORIENTED ADS AND ENGAGEMENT-GENERATING POSTS CREATED



5 BRANDING AND VISUALISATION





RESULTS

TLAKH reach per month

200+ Leads generated

8-10 %







AAKASH INDIA

REAL ESTATE





AAKASH INDIA

With an illustrious presence that spans across 41 years, Aakash India has been a renowned name that has been dedicated to building and elevating lifestyles with its 25 projects till date which have been a testament of utmost excellence.

The Digital transformation:

Aakash India with the marketing strategies of Life Productions, is getting quality leads and conversions with social media presence which was worked upon by us to connect with the audience digitally. Google reviews were limited to the bare minimum which has now increased manifold with positive reviews.





PROJECTS

- AAKASH HEIGHTS
- AAKASH GREENS
- AAKASH RIVIERA



THE DIGITAL REVOLUTION

PROBLEM ANALYSIS

- Aakash India was unable to reach out to the correct audience due to the absence of targeting strategies.
- Moreover, the presence of numerous competitors at similar rates led to a cluttered market situation.

OUR APPROACH

- Digital marketing
- Printable design support
- Quality lead generation and conversion



WHAT WE DID FOR AAKASH INDIA



2 DIGITAL MARKETING & CAMPAIGNS



4 SALES-BASED
ADVERTISEMENTS
& SEO



6 DEVELOPED CUSTOMER TESTIMONIAL AND ESTABLISHED BRAND TRUST

CREATED THEIR SOCIAL MEDIA PRESENCE AND BRAND AWARENESS



3 LEAD-ORIENTED ADS AND ENGAGEMENT GENERATING POSTS CREATED



5 BRANDING AND VISUALISATION







SREELEATHERS SINCE 1952

RETAIL AND LIFESTYLE CASE STUDY-1





SREELEATHERS

SINCE 1952

PROBLEM ANALYSIS

Although Sreeleathers is a leading footwear and accessories brand influencing every walk of life, yet it was limited to the brick and mortar walls as it had no social media presence.



WHAT WE DID FOR SREELEATHERS



2 DIGITAL MARKETING & CAMPAIGNS



4 SALES BASED ADVERTISEMENTS & SEO



6 MODEL SHOOT AND PRODUCT PHOTOSHOOT & AD FILMS

WEBSITE
DEVELOPMENT
& IOS AND
ANDROID APP
DEVELOPMENT



3 DIGITAL STORE



5 BRANDING AND VISUALISATION + REGIONAL PUBLICATIONS





REVENUE

From zero revenue on online space we now generate over

30LAKHS reach per month

Due to our extensive marketing, we are able to increase our

ROAS (RETURN ON AD SPENDS)

FROM 4 TO 16

Our youth targeting strategies and campaigns resulted in

20% growth in website sales.







OPTICAL PALACE

Sunglasses & eyewear shop · Optician · Optometrist

RETAIL AND LIFESTYLE CASE STUDY-2





OPTICAL PALACE

PROBLEM ANALYSIS

Optical Palace, a prominent name in the ophthalmic industry offers international quality services with their hi-tech, zero-error, digital eye-examination clinic and advanced contact lens centre.



WHAT WE DID FOR OPTICAL PALACE



2 DIGITAL MARKETING



4 SALES BASED ADVERTISEMENTS



6 DEVELOPED CUSTOMER TESTIMONIAL AND ESTABLISHED BRAND TRUST

CREATED THEIR SOCIAL MEDIA PRESENCE AND BRAND AWARENESS



3 LEAD ORIENTED ADS AND ENGAGEMENT GENERATING POSTS CREATED



5 BRANDING AND VISUALISATION





RESULTS

30% Organic revenue gained digitally

2M Total Facebook reach in a month

2X Spike in sales







STAMINA UNLEASHED

HEALTH AND MEDICINE CASE STUDY-1





STAMINA UNLEASHED

Having online presence is essential for the modern fitness companies in order to educate and persuade their target audience-the youth.

OUR APPROACH:

SOCIAL MEDIA STRATEGY
We create relatable content with
strategic and clear objectives
thereby creating a funnel to drive
audience to their page.

REVIEWS. RATINGS. TESTIMONIAL 94% people read local reviews to judge whether they will be a good fit at their gym and are likely to visit the fitness facility.



WHAT WE DID FOR STAMINA UNLEASHED



2 DIGITAL MARKETING & CAMPAIGNS



4 SALES BASED ADVERTISEMENTS & SEO



6 DEVELOPED CUSTOMER TESTIMONIAL AND ESTABLISHED BRAND TRUST

CREATED THEIR SOCIAL MEDIA PRESENCE AND BRAND AWARENESS



3 LEAD ORIENTED ADS AND ENGAGEMENT GENERATING POSTS CREATED



5 BRANDING AND VISUALISATION





RESULTS

50%Growth in enquiries

200K+
Total reach in a month







BEST NUTRITION PRODUCTS

(NUTRITION BRAND)

HEALTH AND MEDICINE CASE STUDY-2





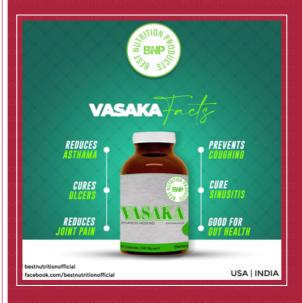
BEST NUTRITION PRODUCTS

Best Nutrition Products is a manufacturer and distributor of nutritional supplements across the globe and has come a long way to make a niche within the FMCG space today.

With an objective to drive cost effective sales, they introduced dietary supplements to new-age consumers via digital

platforms.





THE POWER TO BUILD DIGITALLY

- DIGITAL PRODUCT LAUNCH
- FACT FILES ADDRESSING THE PROBLEMS OF THE YOUTH— WEIGHT LOSS/ GAIN.
- EYE-CATCHY PACKAGING TO ATTRACT THE MILLENIALS.
- TO CAPTURE THE ATTENTION OF THE AUDIENCE WHILE SCROLLING
- REVIEWS, RATINGS AND TESTIMONIAL BUILDUP.



WHAT WE DID FOR BNP



2 DIGITAL MARKETING & CAMPAIGNS



5 BRANDING AND VISUALISATION



CREATED THEIR SOCIAL MEDIA PRESENCE AND BRAND AWARENESS



4 SALES BASED
ADVERTISEMENTS
& SEO



6 DEVELOPED CUSTOMER TESTIMONIAL AND ESTABLISHED BRAND TRUST



40%
GROWTH IN
ORGANIC REVENUE

2X SPIKE IN SALES

500 NEW CUSTOMERS PER MONTH







THE THAI AURA SPA

BEAUTY AND FASHION





THE THAI AURA SPA

The Thai Aura Spa lays emphasis on the use of natural ingredients, ancient Ayurvedic measures and highly trained therapists. They wished to create a loyal customer base and stay in the periphery of their customer's circle throughout.





THE DIGITAL REFLEXOLOGY

- ONLINE BOOKINGS ENABLED
- DIGITAL MARKETING
- SOCIAL MEDIA CREATIVES DEPICTING NEW SERVICES AND FEATURES
- REVIEWS, RATINGS AND TESTIMONIAL BUILDUP.



WHAT WE DID FOR THAI AURA SPA



2 DIGITAL MARKETING & CAMPAIGNS



5 BRANDING AND VISUALISATION



CREATED THEIR SOCIAL MEDIA PRESENCE AND BRAND AWARENESS



3 BOOKING GENERATING POSTS



6 DEVELOPED CUSTOMER TESTIMONIAL AND ESTABLISHED BRAND TRUST



40%
GROWTH IN
WALK-IN FOOTFALL

ROI 5%

50 NEW CUSTOMERS PER MONTH







BON APPETIT

(BAR & KITCHEN)

FOOD AND BEVERAGE CASE STUDY-1





BON APPETIT

Bon Appetit is an multi cuisine restaurant in Jamshedpur. They wished to stay on top of what's new in restaurant trends and innovations.

So, WE MADE THEM GO DIGILICIOUS!





INGREDIENTS USED

- CREATED THEIR SOCIAL MEDIA PRESENCE
- EXTENSIVE DIGITAL MARKETING AND LEAD GENERATION
- LAUNCHED AND DESIGNED THEIR E-MENU
- REVIEWS, RATINGS AND TESTIMONIAL BUILDUP



WHAT WE DID FOR BON APPETIT



2 DIGITAL MARKETING & CAMPAIGNS



4 BRANDING AND VISUALISATION



CREATED THEIR SOCIAL MEDIA PRESENCE AND BRAND AWARENESS



3 BOOKING GENERATING



5 DEVELOPED CUSTOMER TESTIMONIAL AND ESTABLISHED BRAND TRUST



20%
GROWTH IN TABLE OCCUPANCY

SUBSTANTIALGROWTH IN REVENUE







DUNKEL BRAUN

(BAKERY)

FOOD AND BEVERAGE CASE STUDY-2





DUNKEL BRAUN

Dunkel Braun is a pan-India bakery open for personal and bulk corporate dessert errands. They wanted to establish themselves as a trusted enterprise with a strong online presence.

So, WE BAKED A NEW GROUND!





OUR SECRET RECIPE

- CREATED THEIR SOCIAL MEDIA PRESENCE
- EXTENSIVE DIGITAL MARKETING AND LEAD GENERATION
- PRODUCT PHOTOSHOOT
- REVIEWS, RATINGS AND TESTIMONIAL BUILDUP
- PACKAGE DESIGNING



60 Orders per day from Facebook

5L Impressions on Facebook

20% growth in online and offline sales







INTERNET OF THINGS





TRAXSMART

TraxSmart is an IoT-based company working in the telematics domain. They wished to reach out to the target audience namely educational institutes, healthcare, retail supply chain and convert them into loyal customers.





THE DIGITAL SOLUTION

- SOCIAL MEDIA MARKETING
- QUALITY LEAD GENERATION
- WEBSITE DEVELOPMENT
- LOOK-ALIKE AUDIENCE TARGETING



WHAT WE DID FOR TRAXSMART



2 DIGITAL MARKETING & CAMPAIGNS



4 SALES BASED ADVERTISEMENTS & SEO



6 DEVELOPED CUSTOMER TESTIMONIAL AND ESTABLISHED BRAND TRUST

CREATED THEIR SOCIAL MEDIA PRESENCE AND BRAND AWARENESS



3 LEAD ORIENTED ADS AND ENGAGEMENT GENERATING POSTS CREATED



5 BRANDING AND VISUALISATION





200 enquiries generated per month

2.5L

Impressions on Facebook and Instagram

30% Increase in website traffic





SOME OF OUR VIRAL CAMPAIGNS



SOME OF OUR

ACHIEVEMENTS





DRAW TO WIN

Brief:

Our campaign required the participants to draw a Kolam, take a selfie with it and send it to us. The best entries were awarded with mobile phones and additional vouchers in 2021.







20% GROWTH IN WEBSITE SALES.

10L PEOPLE REACHED ON FACEBOOK HELPED IN ESTABLISHING SREELEATHERS PRESENCE IN SOUTH INDIA.







SUPER MOM CONTEST

Brief: We took the occasion of Mothers Day to promote Aamaira amongst the youth. This contest aimed at creating a newer and stronger customer base.















200 ENTRIES RECEIVED.

30% SPIKE IN STORE FOOTFALL

35% INCREASE IN ORGANIC REACH



AD CAMPAIGNS THAT WENT VIRAL





87KVideo views

1.11

Audience engagement on Facebook

SREELEATHERS DILWALD KI DIWALI



AD CAMPAIGNS THAT WENT VIRAL





AConsession Alias Thankou (Taghersen libridatores)
Jubin Nautiyal | The Post Lockdown Anthem | 2021 New Song
591,795 views - Jun 4, 2000

▲ TIK G DISLIKE AD SHARE I'+ SAVE ...

592,675 views on Youtube

10.8L audience engagement on Facebook

1.8K shares

TRAXSMART

THE POST LOCKDOWN ANTHEM FEATURING JUBIN NAUTIYAL



AD CAMPAIGNS THAT WENT VIRAL





117.8K Views on youtube

5.3LAudience engagement on Facebook

992 Shares

#WegreOne Holi 2020



PRINT AND <u>Hindustan Times</u> THE TIMES OF INDIA 😈 Hindustan Times live**mint** हि<u>न्दुस्ता</u>न्न दैनिक भास्कर





HEAD OFFICE-

B/161/H/3 Tiljala Road, Kolkata 700 046 | 🖎 +91 91631 88480

BRANCH-

21 Centerpoint, 5th floor, Room No.510, Kolkata-700 001 | 🕲 +91 79800 31797

BRANCH-

Rd Number 15, Jawahar Nagar, Aakash Greens, Mango, Jamshedpur, Jharkhand 831 012 | 🕲 +91 65735 58679

BRANCH-

Morrison 2nd street, Alandur, Chennai, 600016 | 🕲 +91 98844 09590

- +91 91631 88480
- info@lifeproductions.in