



DIGITAL SOLUTIONS

CASE STUDY



WE THINK BEYOND THE DIGITS OF DIGITAL MARKETING



IMAGINATION

We brainstorm unique ideas which go beyond the digits of conventional digital marketing and have the ability to create fluency and interaction between the brand and audience.



INVENTION

We translate our unique ideas into power packed assets and then go on to invent the most efficient and effective strategies to maximise audience and accelerate results.



IMPLEMENTATION

We create integrated multiple digital marketing campaigns. We are committed to meticulous evaluation and responsible execution of all strategies which endows a highly competitive edge to your brand.

WHAT WE DO



SOME OF OUR ESTEEMED CLIENTS



SINCE 1952



LANSON



TOYOTA



MARUTI SUZUKI
PEBCO

TATA MOTORS
BASUDEB AUTO LTD.



SOME OF OUR ESTEEMED CLIENTS



PARCHAI



TRAXSMART™
Zindagi... Ab Mahfuz Hai



Vasp Infotech
The Third Eye People



SUNGLASS • EYEWEAR • CONTACT LENSES • EYE TESTING



The Bhawanipur
Education Society
College



INDUSTRIES WE SERVE

Click your sector to know more



LANSON



LANSON TOYOTA

AUTOMOBILE CASE STUDY-1

LANSON TOYOTA

BRIEF: Lanson Toyota is one among the top Indian Toyota Dealerships with Four State- of- the- art Sales & Service facilities. They wished to generate leads through the omnichannel approach and utilize all the digital opportunities to its fullest.



let the festivities
BEGIN WITH GREAT SAVINGS

PRICE STARTS 8.73* LAKH	BENEFITS UPTO @ ₹ 30,000*	EMI STARTING @ ₹ 5,699*
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THE ALL NEW TOYOTA
URBAN CRUISER
THE YOUNGEST URBAN SUV FROM TOYOTA

LOW EMI STRUCTURED SCHEME <small>Loan Upto 84 Month Reduce Your EMI By 20%*</small>	TOYOTA EDGE SOLUTION <small>Go Beyond On -Road Funding With Pre-Approved benefits</small>	BUY NOW PAY IN MARCH 2022 <small>Enjoy Flexibility with * 3 Months Emi Holiday</small>
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*T&C

www.lansontoyota.com
Call: 044 4000 8000



CAPTIVATING THE MILLENIALS

1 ENGAGING THE
INTERNET
POWERED FIRST
CAR BUYERS



2 REWRITING
THE RULES OF
SALES LEAD
QUANTITY AND
QUALITY



3 DEPLOYING
PREDICTIVE
MARKETING



4 GROWING
FIXED-OP
REVENUE



5 DIGITAL
MARKETING
AND
CAMPAIGN



RESULTS

10 LAKH reach per month
1k+ Leads generated

12-15%
Lead conversion



TOYOTA

LANSON

Promising AND Ecstatic!

NEW FORTUNER
LEAD WITH POWER

LEGENDER

Starting from
₹32.07# LAKH
*T&C Apply

www.lansontoyota.com | Call : 4000 8000



PEBCO MOTORS

Worked on
50 Years

Celebration Campaign Digitally
Connecting Past, Present Customer

PEBCO MOTORS

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. With the plan to transform digitally on this 50 years we created an Instagram page and started posting on facebook with targeting to our Social media audience.



BISTUPUR | ADITYAPUR | SAKCHI | GHATSILA | CHAIBASA | MANGO

+91 73600 25955 | info@pebcomotors.com | www.pebcomotors.com | www.pebcogroup.com

[f](#) Pebco honda | [f](#) PebcoMotorsLtd | [i](#) Pebcogroup



Be a part of Pebco's
'50 MILES
TO 50 SMILES'

contest and win a chance to get
exciting gifts every week!



CLICK A PICTURE OF YOU AND
YOUR CAR AND POST IT WITH
A CAPTION AND **#pebco50years**



TAG OUR FACEBOOK PAGE
 **@pebco motors ltd**
AND INSTAGRAM HANDLE
 **@pebcogroup**



GET A CHANCE TO BE
AMONG **50 LUCKY WINNERS!**

Hurry up and Participate now

Entries will close by 24th December, 2021

Stay connected with us on
facebook and Instagram to know the results!

*T&C APPLY

#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 "repeat audience" by gifting 50 winners who have maximum number of followers on social media platforms.

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

WHAT WE DID FOR PEBCO MOTORS

1 Designed their
50 years logo



2 Created Instagram
page and
increased social
media presence.



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



4 Google reviews
management



5 BRANDING AND
VISUALISATION



6 Interactive social
media creative



7 Promoted all
products and
services under
Pebco brand



RESULTS

20%

Reach per month

500+

Organic followers
increased in 2 week

8K+

Past customers
digitally connected



Be a part of Pebco's **'50 MILES TO 50 SMILES'**

contest and win a chance to get exciting gifts every week!



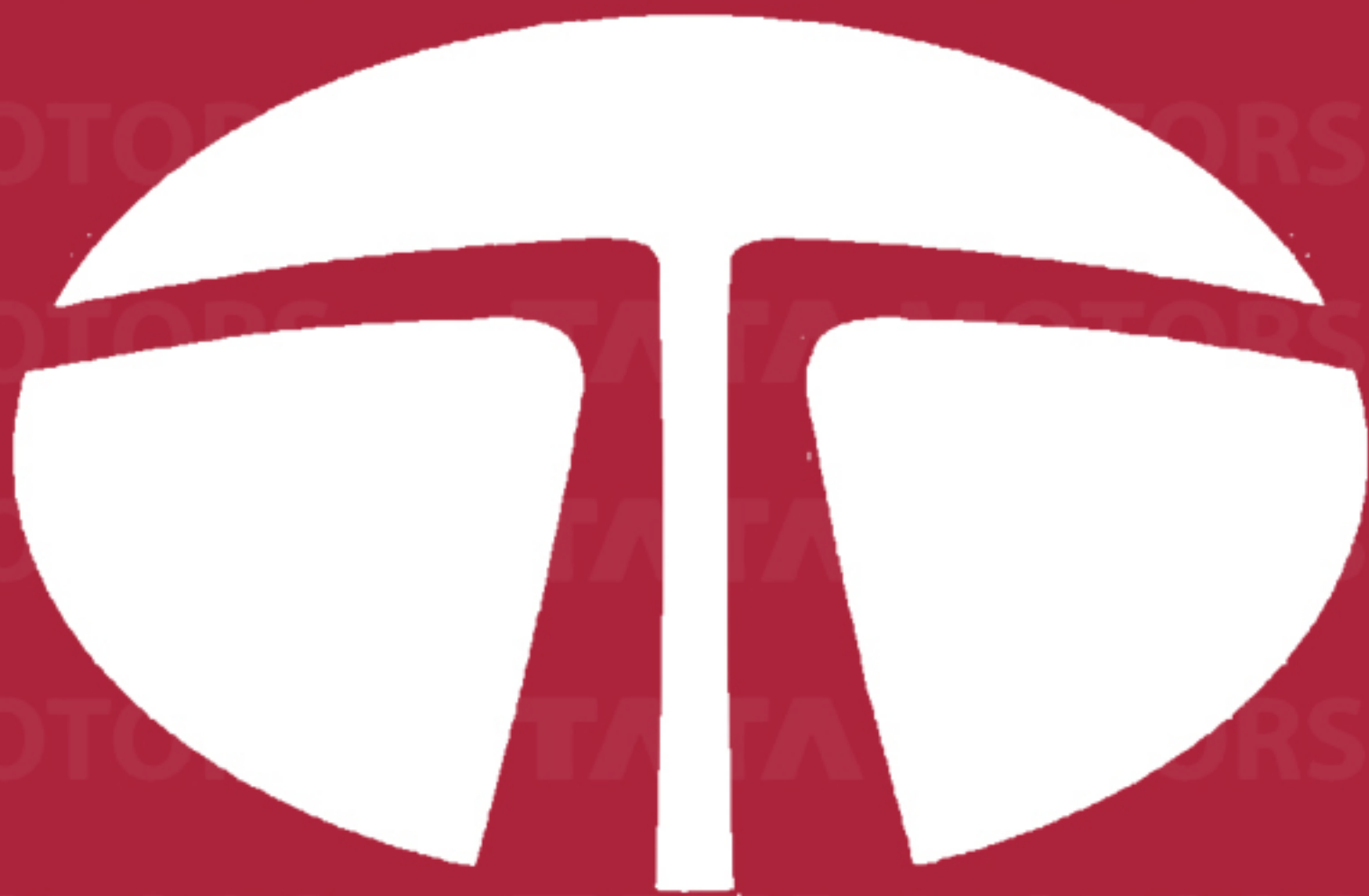
Hurry up and Participate now

Entries will close by 24th December, 2021

*Stay connected with us on
Facebook and **Instagram** to know the results!*

***T&C APPLY**

+91 97095 88888



TATA MOTORS



AUTOMOBILE INDUSTRY

TATA MOTORS

D E A L E R S H I P S

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

1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS



2 DIGITAL
MARKETING &
CAMPAIGNS



3 LEAD ORIENTED
ADS AND
ENGAGEMENT
GENERATING
POSTS CREATED



4 SALES BASED
ADVERTISEMENTS
& SEO



5 BRANDING AND
VISUALISATION



6 DEVELOPED CUSTOMER
TESTIMONIAL AND
ESTABLISHED BRAND
TRUST



RESULTS

1 LAKH
reach per
month

200+
Leads generated

8-10%
Lead conversion



Make your
CITY DRIVES
more memorable with >>>>>



TATA ALTROZ



BOOK NOW

Adityapur Industrial Area -
Sales : 0657 255 5555 | +91 73037 62880
Service : +91 92347 82222

Mango
+91 73037 62886

 asltatajsr
 tatacarsjamshedpur



AAKASH INDIATM

BUILDING LIFESTYLES

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.

Playground

Gymnasium

4 Elevators

Spaces that
redefine healthier
and luxurious living

AAKASH GREENS

PROJECTS

- **AAKASH HEIGHTS**
- **AAKASH GREENS**
- **AAKASH RIVIERA**

 **AAKASH
HEIGHTS**
A RESIDENTIAL CUM COMMERCIAL COMPLEX
JHARERA/PROJECT/609/2019 - AAKASH HEIGHTS



Redefine the future of living

- 24 hours water supply.
- 24 hrs backup by silent generator
- Community Hall
- Prayer Hall
- CCTV surveillance.
- 2 lift with 8 passenger capacity.
- Alloted parking space

NEAR KERALA PUBLIC SCHOOL, NEW PURULIA ROAD, MANGO
Contact : +91 70798 29999 | +91 95700 00202
www.aakashindia.in | sales@akashindia.in

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

**1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS**



**2 DIGITAL
MARKETING &
CAMPAIGNS**

**3 LEAD ORIENTED
ADS AND
ENGAGEMENT
GENERATING
POSTS CREATED**



**4 SALES BASED
ADVERTISEMENTS
+ SEO**

**5 BRANDING AND
VISUALISATION**



**6 DEVELOPED CUSTOMER
TESTIMONIAL AND
ESTABLISHED BRAND
TRUST**



RESULTS

10.5M
IMPRESSIONS

7.8L
REACH

4 CR Revenue
Generated through
lead conversion



Sreeleathers

World Class. Right Price.

SINCE 1952

SREELEATHERS

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

1 **WEBSITE
DEVELOPMENT
& IOS AND
ANDROID APP
DEVELOPMENT**



2 **DIGITAL
MARKETING &
CAMPAIGNS**



3 **DIGITAL STORE
ACTIVATION**



4 **SALES BASED
ADVERTISEMENTS
& SEO**



5 **BRANDING AND
VISUALISATION
& REGIONAL
PUBLICATIONS**



6 **MODEL SHOOT AND
PRODUCT
PHOTOSHOOT & AD
FILMS**



REVENUE

From zero revenue on online space we now generate over

30 LAKH
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.



An illustrious legacy of 70 years..

Onehub

Diverse Fashion Products
70 Years of Service



www.sreeleathersonline.com



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.

The advertisement for Optical Palace features a vibrant background with a man and a woman wearing stylish sunglasses. The woman is holding a microphone, suggesting a musical or performance theme. The text "Shades THAT SPEAK YOUR VIBE!" is prominently displayed in a mix of script and bold fonts. The Optical Palace logo is at the top, with the tagline "Look better, see better, feel better, through us". Below the logo, a navigation bar lists services: SUNGLASS · EYEWEAR · CONTACT LENSES · EYE TESTING. A row of icons highlights key benefits: LIFE TIME SERVICE, CERTIFIED REFRACTIONIST, LOWEST PRICE GUARANTEED, FREE EYE CHECK-UP, and 24 HRS DELIVERY. The Ray-Ban logo is also present, along with the text "GENUINE SINCE 1937". At the bottom, there are logos for BAJAJ FINSERV and Right2Sight, followed by the text "FOLLOW US ON" and social media icons for Facebook and Instagram.

Optical Palace®
"Look better, see better, feel better, through us"

SUNGLASS · EYEWEAR · CONTACT LENSES · EYE TESTING

LIFE TIME SERVICE | CERTIFIED REFRACTIONIST | LOWEST PRICE GUARANTEED | FREE EYE CHECK-UP | 24 HRS DELIVERY

Ray-Ban
GENUINE SINCE 1937

Shades **THAT**
SPEAK YOUR VIBE!

BAJAJ FINSERV | **Right2Sight** | FOLLOW US ON **f** **@**

WHAT WE DID FOR OPTICAL PALACE

1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS



2 DIGITAL
MARKETING



3 LEAD ORIENTED
ADS AND
ENGAGEMENT
GENERATING
POSTS CREATED



4 SALES BASED
ADVERTISEMENTS



5 BRANDING AND
VISUALISATION



6 DEVELOPED CUSTOMER
TESTIMONIAL AND
ESTABLISHED BRAND
TRUST



RESULTS

30%

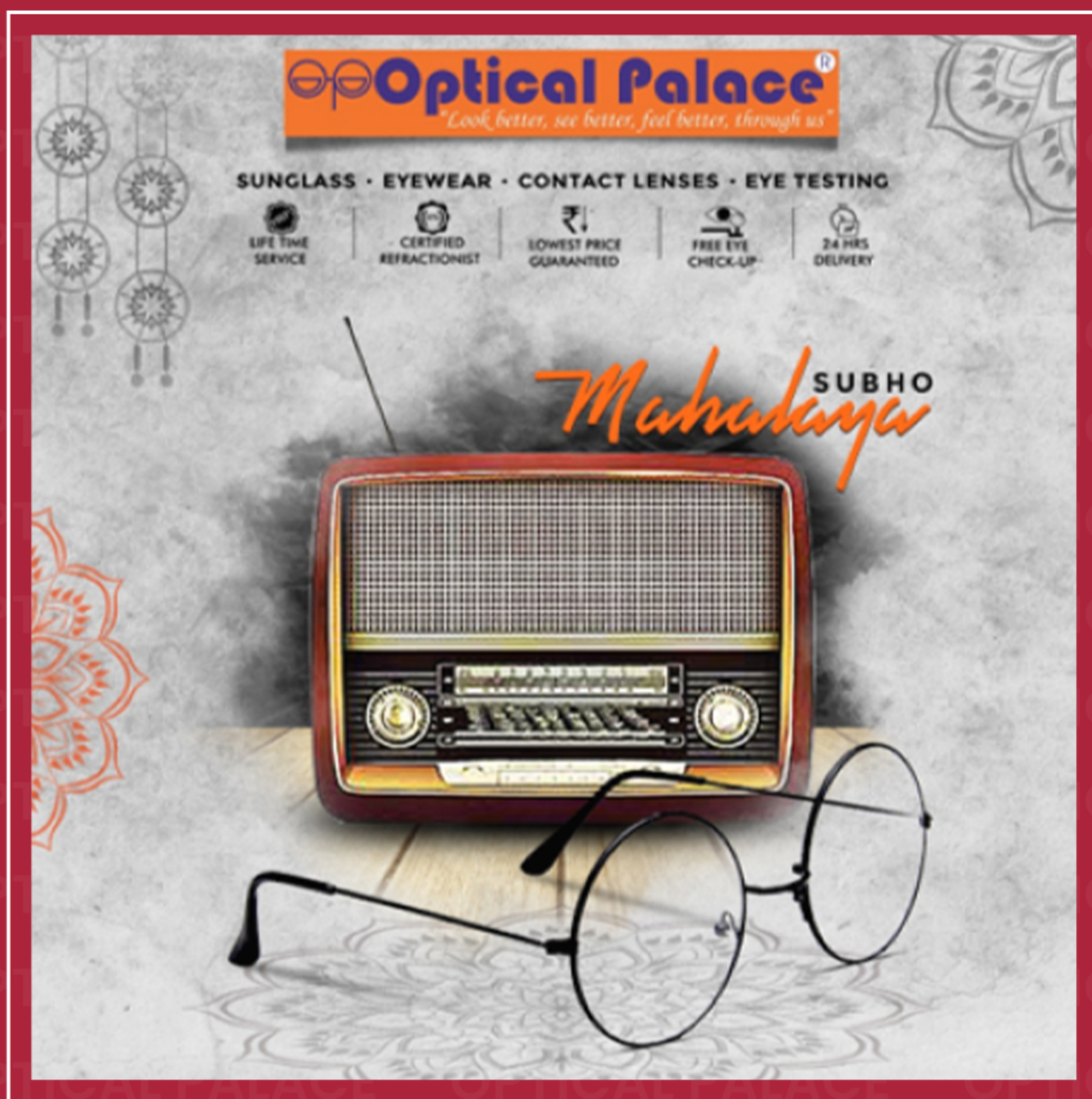
Organic revenue
gained digitally

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.

ME:



**EATING
JUNK FOOD**

**MY GYM
TRAINER:**



**LOOKING
AT ME**

289D, DARGHA ROAD, KOLKATA 700 017
CONTACT US : +91 89101 15782 | +91 75969 38128



WHAT WE DID FOR STAMINA UNLEASHED

1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS



2 DIGITAL
MARKETING &
CAMPAIGNS



3 LEAD ORIENTED
ADS AND
ENGAGEMENT
GENERATING
POSTS CREATED



4 SALES BASED
ADVERTISEMENTS
& SEO



5 BRANDING AND
VISUALISATION



6 DEVELOPED CUSTOMER
TESTIMONIAL AND
ESTABLISHED BRAND
TRUST



RESULTS

50%

Growth in enquiries

200K+

Total reach in a month



THE CHOICE IS QUITE OBVIOUS!



Single



Taken



*Unleashing
your stamina*



CONTACT US- +91 98101 15782 | +91 75969 38128
289D, DARGHA ROAD, KOLKATA 700017



BEST NUTRITION PRODUCTS

(NUTRITION BRAND)

HEALTH AND MEDICINE CASE STUDY-2

BEST NUTRITION PRODUCTS

Best Nutrition Product is the 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.



SANU MALAKAR

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 MILLENNIALS.
- ATTRACTIVE SOCIAL MEDIA CREATIVES TO MAKE THE AUDIENCE STOP WHILE SCROLLING.
- REVIEWS, RATINGS AND TESTIMOINIAL BUILDUP.

The advertisement features a central image of a brown glass bottle of VASAKA capsules. The bottle has a white cap and a white label with green text. The label includes the 'BNP' logo, the word 'VASAKA' in large green letters, and '(AYURVEDIC MEDICINE)' in smaller text. Below the bottle, it says '60 Capsules / 500 Mg each' and 'Dietary'. The background is a teal color with a repeating pattern of the words 'BEST NUTRITION PRODUCTS'. At the top center is a circular logo with 'BNP' in the center and 'BEST NUTRITION PRODUCTS' around the edge. Below the logo, the text 'VASAKA Facts' is displayed, with 'VASAKA' in bold white letters and 'Facts' in a green script font. To the left of the bottle, three benefits are listed vertically, each connected to the bottle by a vertical line with a dot: 'REDUCES ASTHAMA', 'CURES ULCERS', and 'REDUCES JOINT PAIN'. To the right of the bottle, three benefits are listed vertically, each connected to the bottle by a vertical line with a dot: 'PREVENTS COUGHING', 'CURE SINUSITIS', and 'GOOD FOR GUT HEALTH'. At the bottom left, there is social media information: '© bestnutritionofficial' and 'facebook.com/bestnutritionofficial'. At the bottom right, it says 'USA | INDIA'.

BNP
BEST NUTRITION PRODUCTS

VASAKA *Facts*

REDUCES ASTHAMA

CURES ULCERS

REDUCES JOINT PAIN

PREVENTS COUGHING

CURE SINUSITIS

GOOD FOR GUT HEALTH

VASAKA
(AYURVEDIC MEDICINE)
60 Capsules / 500 Mg each
Dietary

© bestnutritionofficial
facebook.com/bestnutritionofficial

USA | INDIA

WHAT WE DID FOR BNP

1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS



2 DIGITAL
MARKETING &
CAMPAIGNS



3 SALES BASED
ADVERTISEMENTS
& SEO



4 BRANDING AND
VISUALISATION



5 DEVELOPED
CUSTOMER
TESTIMONIAL AND
ESTABLISHED
BRAND TRUST



RESULTS

40%

Growth in
organic revenue

2X

Spike in sales

500

New customers
per month



*Work hard &
Build Better*



INDIA | USA

www.bestnutrition.in

Call+91 98305 15307 | +91 62915 42612

bestnutritionofficial
facebook.com/bestnutritionofficial



THE THAI AURA SPA

AWAKEN YOUR SENSES

THE THAI AURA SPA

(HEALTH SPA)

BEAUTY AND FASHION

THE THAI AURA SPA

The Thai Aura is a Spa that 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 THAI AURA SPA
AWAKEN YOUR SENSES

The Signature Royal Thai

The 90 minutes of ancient and traditional Thai massage based on Ayurveda and yoga followed by hot herbal compress for detoxification of the body and increased agility.

FOR APPOINTMENT CALL OR WHATSAPP US AT +91 98742 95230
SHOP NO- D-211 , INSIDE CITY CENTRE 1 MALL, 2ND FLOOR, SECTOR 1, SALLAKE KOLKATA - 700064

THE DIGITAL REFLEXOLOGY

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



WHAT WE DID FOR THE THAI AURA SPA

1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS



2 DIGITAL
MARKETING
& CAMPAIGNS

3 BOOKING
GENERATING
POSTS



4 BRANDING AND
VISUALISATION



5 DEVELOPED
CUSTOMER
TESTIMONIAL
AND ESTABLISHED
BRAND TRUST



RESULTS

40%

Growth in walk
in footfall

ROI 5%

Increased

50

New customers
per month





BON APPETIT

(BAR & KITCHEN)

FOOD AND BEVERAGE CASE STUDY-1

BON APPETIT

Bon Appetit is an Indo-Chinese restaurant in Jamshedpur. They wished to stay on top of what's new in restaurant trends and innovations. So,

WE MADE THEM GO DIGILICIOUS!

BONappetit
Bar & Kitchen

LET US KNOW
YOUR FAVOURITE PICK
in the comments!

Hakka noodles

Malai kofta

Chilli chicken

Paneer makhani masala

Schezwan fried rice

FOR RESERVATION CALL US AT - +91 82350 70463
1/A, AVISKAR TOWER, INNER CIRCLE ROAD BISTUPUR

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

1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS



2 DIGITAL
MARKETING
& CAMPAIGNS



3 Booking
generating
posts



4 BRANDING AND
VISUALISATION



5 DEVELOPED
CUSTOMER
TESTIMONIAL
AND ESTABLISHED
BRAND TRUST



RESULTS

20%

Growth in
table occupancy

SUBSTANTIAL

Growth in revenue

SIZZLE YOUR SENSES!

SPICE UP YOUR MEAL WITH
HOT & SPICY VEG - NON VEG SIZZLERS.
ONLY AT





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



WHAT WE DID FOR DUNKEL BRAUN

1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS



2 DIGITAL
MARKETING



3 LEAD ORIENTED
ADS AND
ENGAGEMENT
GENERATING
POSTS CREATED



4 SALES BASED
ADVERTISEMENTS



5 BRANDING AND
VISUALISATION



6 DEVELOPED CUSTOMER
TESTIMONIAL AND
ESTABLISHED BRAND
TRUST



RESULTS

60

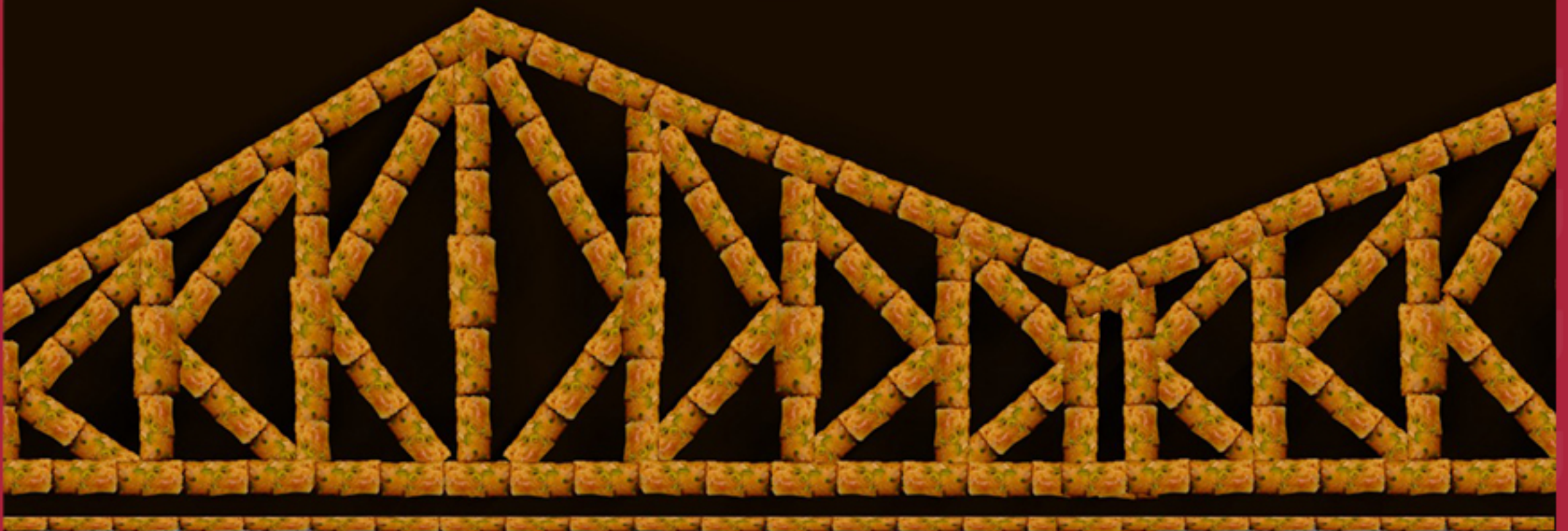
Orders per day
from Facebook

5L

Impressions
on Facebook

20%

growth in online
and offline sales



WE ARE
NOW
at
KOLKATA

www.dunkelbraun.com



TRAXSMART™

TRAXSMART

INTERNET OF THINGS

TRAXSMART

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




TRAXSMART™
Zindagi... Ab Mehfwz Hai
Call Us : 1800 212 9911 (Toll-Free)

TRACK YOUR ASSETS ANYTIME FROM ANYWHERE
WITH OUR ADVANCE **GPS** TECHNOLOGY!


Personal Car Tracker | Fleet Management | Human Tracker | School Bus Tracker

THE DIGITAL SOLUTION

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



The advertisement features a smartphone displaying the Traxsmart logo and the text "THE GPS SOLUTION". Next to it is a document with the same logo. To the right is a glowing magic lamp. The background is dark blue with purple and pink smoke or energy waves.


TRAXSMART™
Zindagi... Ab Mehfooz Hai
Call us: 1800 212 9911(toll free)

THE SOLUTION FOR
YOUR **DESIRE** OF TRACKING
ASSETS

Personal Car Tracker | Fleet Management | Human Tracker | School Bus Tracker

info@traxsmart.in | www.traxsmart.in
TECHNOLOGY BEYOND TRACKING

WHAT WE DID FOR TRAXSMART

1 CREATED THEIR
SOCIAL MEDIA
PRESENCE AND
BRAND
AWARENESS



2 DIGITAL
MARKETING
& CAMPAIGNS



3 LEAD ORIENTED
ADS AND
ENGAGEMENT
GENERATING
POSTS CREATED



4 SALES BASED
ADVERTISEMENTS
& SEO



5 BRANDING AND
VISUALISATION



6 DEVELOPED CUSTOMER
TESTIMONIAL AND
ESTABLISHED BRAND
TRUST



RESULTS

200

enquiries
generated
per month

2.5L

Impressions on
Facebook and
Instagram

30%

Increase in
website traffic





**SOME
OF OUR
VIRAL
CAMPAIGN**



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.

KOLAM Festival

DRAW A KOLAM AND WIN PRIZES WORTH UPTO ₹ 3,50,000/-

- Instructions -

• DRAW A KOLAM • TAKE A SELFIE WITH IT • WHATSAPP TO 91 99400 40137

www.sreeleathersonline.com



RESULTS

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.

AAMAIRA
Fashion Studio



MOTHER'S DAY CONTEST

Win the **best surprise** for the sweetest woman of your life. **How?**

Follow the steps to participate:

- * Just capture the love filled moments (photo/ video) of you and your mom.
- * add a small note to it
- * Send it to
📞 +91 93345 58999

The best entries will win exciting gift hampers

The final day for submission is 7th May

ADDRESS : 2, C.H. AREA (NORTH), ROAD NO. 5

AAMAIRA

RESULTS

200
ENTRIES RECEIVED.

30%
SPIKE IN STORE
FOOTFALL

35%
INCREASE IN ORGANIC
REACH

AAMAIRA
Fashion Studio

MOTHER'S DAY
CONTEST
Winners



NAME : SIYA JAIN
PARTICIPANT

ADDRESS : 2, C.H. AREA (NORTH), ROAD NO. 5
CONTACT : +91 77669 11419 | +91 93345 58999

AAMAIRA
Fashion Studio

MOTHER'S DAY
CONTEST
Winners



NAME : AYUSHI SINGHANIA
PARTICIPANT

ADDRESS : 2, C.H. AREA (NORTH), ROAD NO. 5
CONTACT : +91 77669 11419 | +91 93345 58999

AAMAIRA
Fashion Studio

MOTHER'S DAY
CONTEST
Winners



NAME : PRIYANKA MUKHERJEE
PARTICIPANT

ADDRESS : 2, C.H. AREA (NORTH), ROAD NO. 5
CONTACT : +91 77669 11419 | +91 93345 58999

AAMAIRA
Fashion Studio

MOTHER'S DAY
CONTEST
Winners



NAME : ANNIKA
PARTICIPANT

ADDRESS : 2, C.H. AREA (NORTH), ROAD NO. 5
CONTACT : +91 77669 11419 | +91 93345 58999



AD CAMPAIGNS THAT WANT VIRAL



SREELEATHERS

DILWALO KI DIWALI

87.1K
Video View

1.1L
Audience engagement
on Facebook





TRAXSMART™
Zindagi... Ab Mahfuz Hai

TRAXSMART

THE POST LOCKDOWN ANTHEM FEATURING JUBIN NAUTIYAL

592,675

Views on Youtube

10.8L

Audience engagement
on Facebook

1.8K

Shares



#Coronawarriors #DisseThankyou #Togetherwewilldefeatcorona

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#WeareOne Holi 2020

117.8K

Views on Youtube

5.3L

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992

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LET'S DISCUSS

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