

Digital Marketing Portfolio



Our Advantage - Indus Net & Indus Net TechShu

**WE ARE AN INTEGRATED PERFORMANCE DIGITAL
SUCCESS AGENCY THAT IS BOLD & CARING!**

TechShu Advantage

- Integrated (most core services under one roof)
- We thus can own the success KPI (no excuse policy for KPI)
- Thought leader – Knowledge and process advantage, we solve the most complex solutions, best practices and 3 layers backup for most team members.
- Faster ROI creation than many
- Google premier company advantage

“

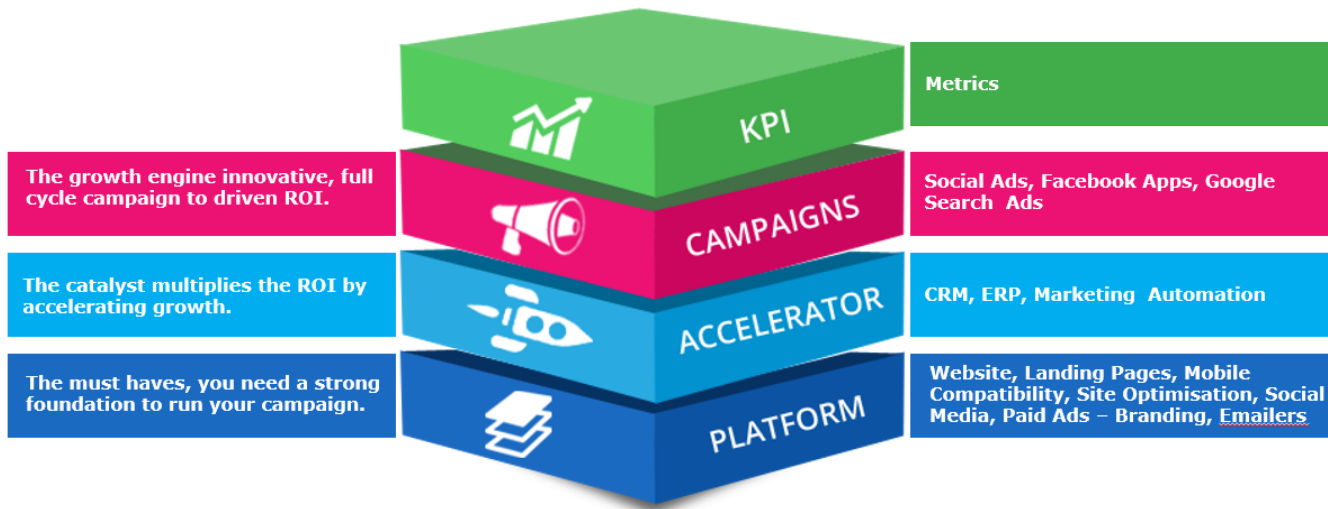
“Shu” means reciprocity “Do to others as you would do for yourself”.
An Honest, Bold and Caring
movement for good businesses.

“Let no good business or
entrepreneur ever struggle for
digital marketing”

”

Our Pack Model for Digital Success

A full service digital success company. Focus: Performance Digital Marketing.



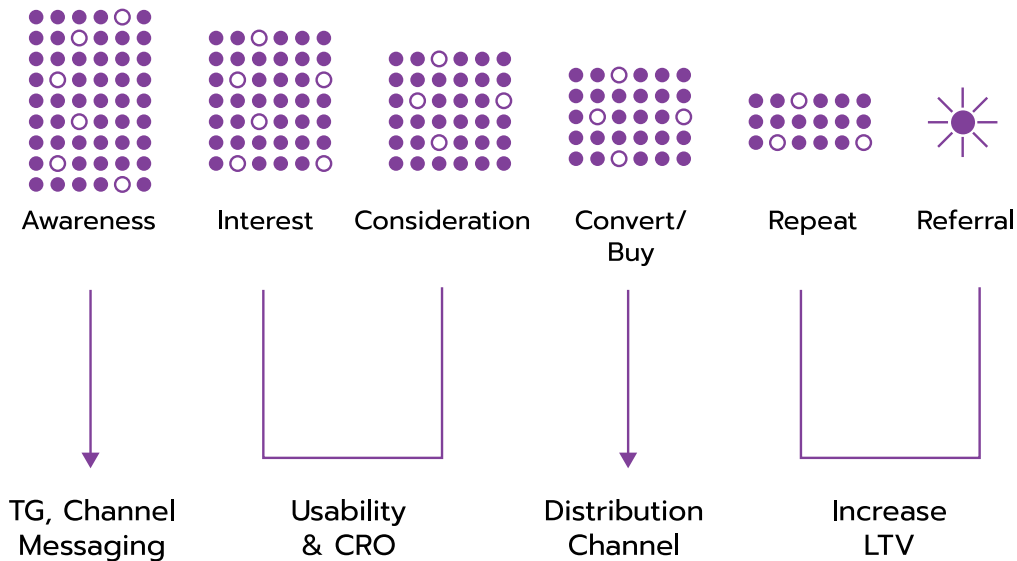
We Deliver
#DigitalSuccess



DIGITAL
MARKETING
UNIVERSITY.COM

What Do We Do?

- Customer Journey Optimization
- Different TG & Segmentation
- Messaging Framework
- Channel Mix
- Ads, Campaigns, Execution
- LTV, CAC based work



Global Presence



In India, we have 4 offices. We have recently completed a purchase of data analysis company in Hyderabad, 80 people team.



About Us



Since 1997



Team 750+ Passionate Professionals



Offices 40,000 square feet



Presence in

India (Kolkata, Delhi, Mumbai, Chennai), UK, USA, Canada, South Africa, Mexico, Middle East, Singapore



Globally distributed revenue

UK 25% EU 25% USA 25% India 15% Oth 10%



Core Services

Digital Consulting, Web Apps, Mobile Apps, Analytics, Digital Marketing, Cloud Infra



Business distribution

Tech 75% Marketing 25%



Industries served

Financial Service, Media, Publishing, Entertainment, Retail, Health, IT Services, Professional Services, Education & Others



#of hours delivered

6,250,000 hours and counting



Projects delivered

11000+



Relationship Value

\$50K - \$2m



Project Ticket Size

\$15-\$100K



Proud of

85% Business comes from existing clients



Perceived as

Innovation Outsourcing Partner, Strategic Digital Partner



Lean Organization

Only 3 levels of hierarchy including top management. Empowered team.



Super Team

At least 3x more productive

local subsidiaries in US, UK, Singapore

Onsite project management through local offices

Extensive partner network

Full IP Protection

Google, Amazon & Samsung Partner to name a few

Quality

- Independent QA team
- Fully equipped mobility QA lab
- Independent audit team to ensure process and quality adherence
- Independent security audit with an option of third party certification

Financially Robust

- One of the fastest growing IT companies in APAC
- Rated SME2 i.e. "High Financial Strength" by CRISIL
- Debt free and profitable since inception
- Top line - ARR of US \$10m

Risk Management

- Distributed workforce
- Distributed client base
- Distributed industry exposure and revenue channels
- Disaster Recovery Center in Chennai
- Professional indemnity Insurance



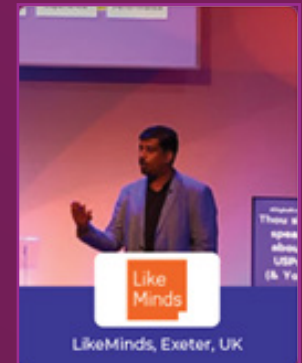
We Deliver
#DigitalSuccess

Awards

- 2020** • ET Bengal Corporate Award for “Best Business Performance”, 2020
- 2019** • ET Bengal Corporate Award for “Best Financial Performance”, 2019
CII Star Icon SMP Performance Excellence Recognition 2019
- 2018** • ITPV Partner Leadership Award for Mobile Application Development in Enterprise Mobility
CRISIL Top Rated SME
Genius Excellence Awards - ‘CEO with HR Orientation’
- 2017** • Deloitte Technology Fast 500 Asia Pacific in 2017
Deloitte Technology Fast 50 India, in 2017
PRSI Engage Award for Best Enterprise Mobility Solutions in, 2017
CIO Choice Award - Mobile Application Development in Enterprise Mobility in 2017
National MSME Excellence Awards by Federation of Indian Industry Trade and Services (FITS), 2017
ITPV Partner Leadership Award for Mobile Application Development in Enterprise Mobility, 2017,
Most Promising Digital Services Company in India by Worldwide Achievers in 2017
PRSI Engage Award for Integrated Digital Marketing Campaign in 2017

Global Presence

We also own www.digitalmarketinguniversity.com. our R&D, training & consulting division. Also visiting faculty at IIFT, XLRI, MDI, UPH (Jakarta), Southampton University (UK) etc.



Things May Change, Fundamentals Will Not

We believe in strong marketing and
accounting fundamentals.

“ I always smile when agencies claim they are doing digital. Honestly, maybe that was good in 2010, but in 2017 they should claim they just do marketing. We need to stop talking about digital - it's all part of marketing. ”

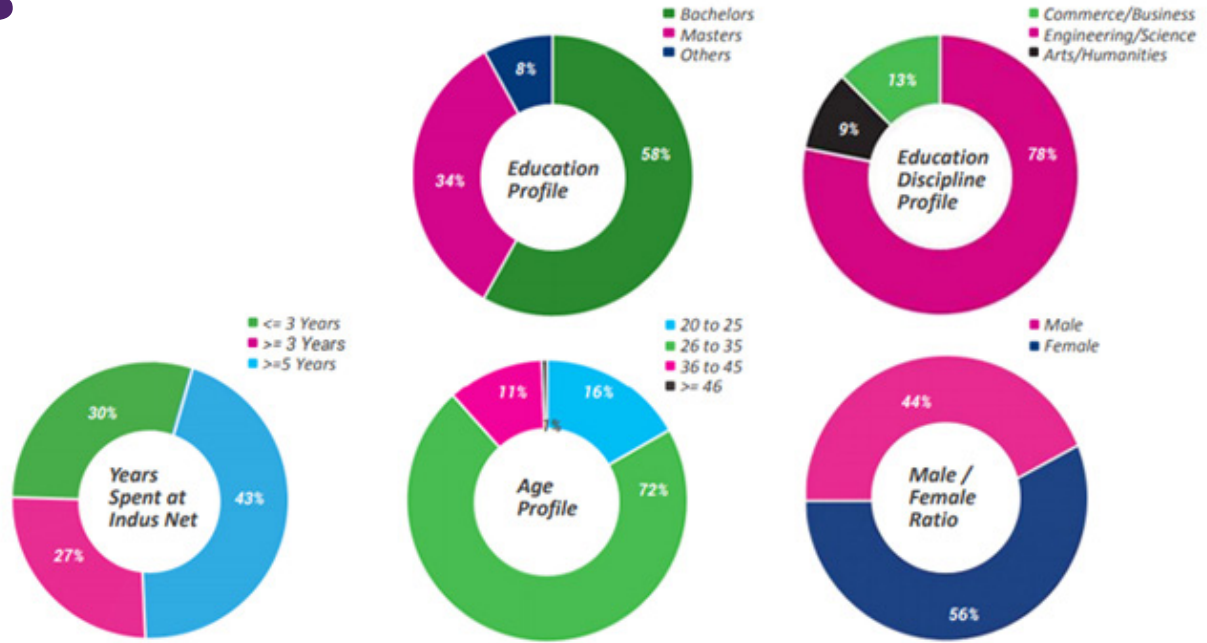
Stéphane Bérubé
L'oreal CMO for Western Europe

Problem solvers | **Marketers** | **Digital Marketers**
First Second Third



Team Statistics

People from
24 different states across
India, Speaking almost
21 different languages.



Highest Level Of Partnership With Google



A GOOGLE PREMIER PARTNER Top 2% of all agencies

Google has listed TechShu under its premium partners to deliver search, mobile and display advertising services to clients. In India only 33 companies are Google Premier Partner and we are one of them.

Also we enjoy direct relationship managers from all major advertising companies including Facebook India.

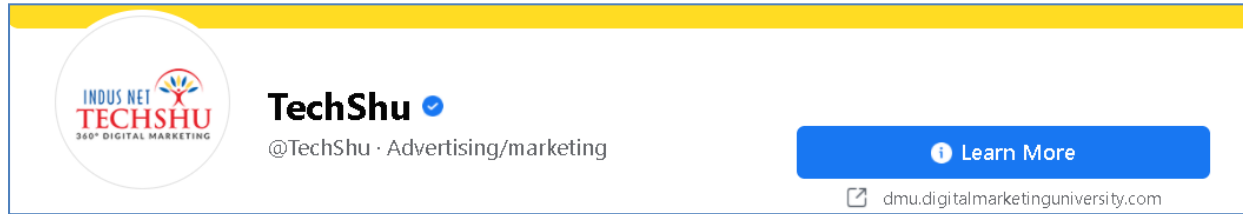


Highest Level Of Partnership With Facebook



ALSO A FACEBOOK PARTNER

Very few agencies get verified profiles by Facebook.



Only agencies that meet their standards can earn the Facebook Marketing Partner badge..

FACEBOOK

MARKETING PARTNER

Our Services

✓ Digital Marketing Strategy Consulting

✓ Integrated Digital Marketing

✓ Search Engine Optimisation

✓ PPC Management

✓ App Store optimization

✓ Social Media Marketing

✓ Conversion Rate Optimization

✓ Online Reputation Management

✓ Content Marketing

✓ Email Marketing

✓ CRM & Marketing Automation

✓ Web Analytics

✓ Website Development



Real Estate



Banking &
Finance



Education



Healthcare



Media &
Entertainment



Apparel &
Fashion



Enterprise



Government

Our Happy Clients



Digital Marketing is industry agnostic and in the last 15 years we have worked with various industries and have gathered understanding for many of them as every industry has its own learning curve.

We also run digitalmarketinguniversity.com (a training institute dedicated to skilling the global work force in Digital); Over the past years, we have trained across various universities (including XLRI), international universities, corporates, even attended as a keynote speaker in House of Lords.

Our Happy Clients

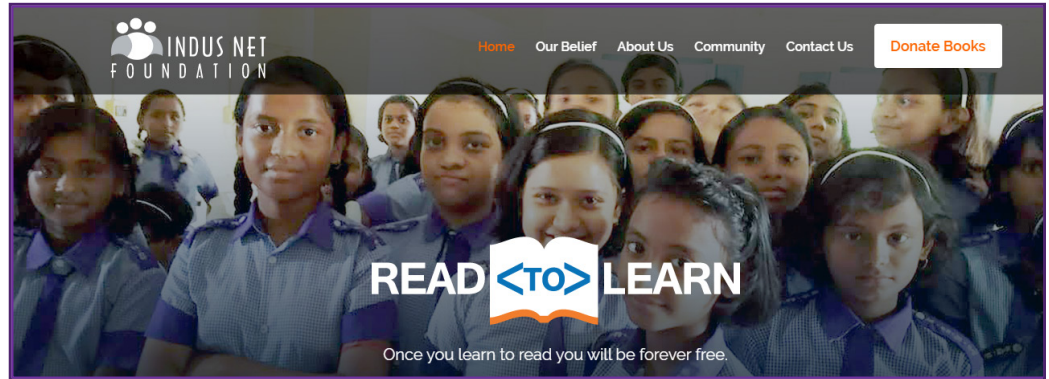


Financially Stable Company

We won the best financial performance in the under 100 crores category (2020). This is one of the most difficult awards to be won and awarded by India's most trusted group, The Economic Times.



Socially Responsible Company



Indus Net Technologies has also done a small contribution towards **West Bengal State Emergency Relief Fund & PM Care Fund** to battle against these difficult times and help others. Also we help less privileged children with **Indus Net Foundation**.

Case Studies

Here is the list of some of the selected Digital Marketing projects of Indus Net Techshu. Being an expert in web, mobile & marketing solutions and having a pool of certified, talented digital marketers, enables our clients across the globe to strategize their IT initiatives and achieve their online marketing goals through end-to-end digital marketing solutions.



Siddha, a premier real-estate development & marketing company, since 1986, have been creating homes & workspaces to make living better & affordable in Kolkata, Jaipur & Bangalore.

Solution Provided:

- Integrated Digital Marketing

Challenges:

- Limited Online Exposure and Branding
- Inadequate supply of quality Online Leads

Our Solutions Metrics:

- Social Media – Facebook, Twitter, LinkedIn, YouTube & Google+
- Google banner Ads on selected websites
- SEO
- Content Marketing

Sales:

- Google Search campaign
- Facebook Web Conversion campaign
- Facebook Lead Generation campaign

Key Outcome:

- More than 20,000 leads delivered over a period of 12 months at a Cost per lead of just over Rs. 1000 for 10-12 properties (combined)
- 0.5 Million engaged on Siddha Facebook page
- 2.5 Million targeted audience reach

Projects:

Siddha Galaxia, Siddha Sky, Siddha Eden Lakeville, Siddha Suburbia, Siddha Happyville, Siddha Waterfront, Siddha Pines, Siddha Xanadu, Siddha Town Rajarhat, Siddha Town Madhyamgram, Siddha Weston(commercial).



Case Study

IIHM, is a leading chain of hospitality and hotel management schools in India and South-East Asia.

Solution Provided:

- Website optimization
- Social media marketing
- Search Ads campaign
- Social Branding

Challenges:

- Quantity and quality of leads was not up to the standard.
- Cost Per Acquisition was also quite high at the starting of the project.

Our Solutions Metrics:

- Social Media – Facebook, Twitter, Instagram
- Paid Ads- Search, Remarketing, Profile Targeting on Facebook with priority on Search Ads
- Asset management which included website, social profiles, adding new pages to the website
- Enhancing Tracking and Analytics – Helped the client setup effective tracking via tools like Google Analytics, Search Console, AdWords, Facebook Insights, etc.
- Search Ads for Lead Generation, created 4 different landing pages, improved reach multifold, improved conversion rate, improved CPA and total lead generation.
- Regular updates on Facebook, Twitter on a daily basis, with an engagement rate of 5.42% on Facebook.
- Hygiene maintenance

Key Outcome:

- Lead target is generally was overshadowed and we achieved more than 150% with the same budget .
- Reduced the CPA by more than 70%.
- The current fan base growth on Facebook is 4%.The amount of Post Reach has increased from 20,476 to 1,77,204.
- The amount of Post Reactions has risen from 746 to 19,179

Ambuja Realty is one of the most prominent and respected real estate developers Headquartered in Kolkata. The Group also has several projects in Eastern India as well as other parts of the country in the pipeline and is continuing to live by its maxim of "Making a difference to the way people live".

Solution Provided:

- Integrated Digital Marketing

Challenges:

- Biggest challenge was to find out the proper target group
- Focus only HNI leads who are willing to invest 1.5 cr. for the property
- Niche branding, targeted to the luxurious class only

Our Solutions Metrics:

- Social posts featuring property details
- Google display and search ads
- Facebook banner ads and targeting to the HNI's
- Location & language specific Content Marketing

Key Outcome:

- Generate 200+ quality leads in 1 and a half months

Ambuja Realty is one of the most prominent and respected real estate developers Headquartered in Kolkata. The Group also has several projects in Eastern India as well as other parts of the country in the pipeline and is continuing to live by its maxim of "Making a difference to the way people live".

Solution Provided:

- Integrated Digital Marketing

Challenges:

- Biggest challenge was to find out the proper target group
- Focus only HNI leads who are willing to invest 1.5 cr. for the property
- Niche branding, targeted to the luxurious class only

Our Solutions Metrics:

- Social posts featuring property details
- Google display and search ads
- Facebook banner ads and targeting to the HNI's
- Location & language specific Content Marketing

Key Outcome:

- Generate 200+ quality leads in 1 and a half months

Ad Sample:



Campaign:



We had introduced a very appealing video views campaign #JayaHey to celebrate Republic Day this year. This amazing video campaign was a big hit, got 1.1M video views, 5.6k Likes, and 786 Shares in just two days.

<https://www.facebook.com/AmbujaNeotiaofficial/videos/1771785702896478>

WHO THEY ARE

Dr. Reddy's Laboratories Ltd. is an integrated pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services & Active Ingredients, Global Generics and Proprietary Products – Dr. Reddy's offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations

THE ASK

- No visibility in the search engine (Google & others)
- Among 170+ products, none of the-product was ranking for focused keywords
- Brand visibility over digital channel was very low

OUTCOM

- **Ranking:** Growth of more than 80% on Keyword ranking within the first 3 months. Where more than 20% of the keywords were in top 30 of the Google search.
- **Visibility:** Impression growth of more than 6X to reach 45K impressions in the first 3 months.



Case Study

Cash4You is a Canadian Consumer Finance Association recognized, fully licensed lender with 100+ stores serving customers across Ontario. Since 2001, Cash4You has helped millions of Canadians with a variety of personalized money solutions including Installment Loans, Payday Loans, Cheque Cashing and Money Transfer Services with no hassle and more flexibility than banks.

Solution Provided:

- Web Analytics
- Search Engine Optimization
- Content Marketing
- Brand Awareness

Challenges:

- Website was not structured
- Web pages indexing in Google search was not accurate
- Almost negligible visibility on "instalment loan" and "payday loan" related keywords
- Increasing the visibility on organic search and the number of enquiries and other call to actions (CTAs) through traffic acquired from organic search

Our Solutions Metrics:

- Google Organic campaign for keyword list expansion and mapping them to specific landing pages
- Impactful strategy and implementation for driving more organic traffic, conversions, branding and improving the keyword ranking
- Acquiring quality back links and optimizing the Google Local Business, Yelp and 911.ca listings (for 100+ stores) for optimum performance in local search results
- Introduction of Local SEO for targeted localized audience focusing on the stores
- Brand building via content marketing
- Website restructured with best practices in SEO

Key Outcome:

- Organic traffic improved by 132.37%
- 2X CTA completions
- Overall ranking improvement of 5,530 positions for the keywords we have worked with



Case Study

Colección Berlin is an ecommerce website for handmade Tango skirts, tops and dresses. These beautiful, elegant and unique items are made for tango dancers of every age and for every occasion.

Solution Provided:

- Web Analytics
- Search Engine Optimization
- Content Marketing
- Brand Building

Challenges:

- Issues with the client website structure
- Minor visibility for most of the relevant keywords
- The website was lacking regular addition of fresh content

Our Solutions Metrics:

- Strategic actions along with implementation of new strategies for the Google Organic campaign
- Strategic implementation for driving more organic traffic, conversions, branding and improving the ranking of relevant keywords
- Acquiring quality back links and optimizing the Google Local Business, hotfrog.de, europages.com & others for optimum performance in local search results
- Brand building via content marketing
- Website structural changes consultancy were shared to ensure compliance with best practices in SEO

Key Outcome:

- Organic traffic raised from 158 to 1,762 in just 2 years with an improvement of 1,015.19%
- 3x reduction of the site bounce rate, from 70.89% to 29.28% in 2018
- We started with 13 relevant keywords which did not have any visibility in Google & now out of 13 keywords 12 keywords are in the 1st page of Google
- Online transactions from organic search has gone up to €5,481 from zero sales at the beginning

Case Study

Unimark Realty is a leading Indian real estate development group based in Kolkata. With a project portfolio of over 15 million square feet, spread across premium residential complexes, hi-tech commercial buildings, malls, world-class IT parks and new-age integrated townships totaling over Rs. 10,000 crores, Unimark commits itself to transforming Indian Real Estate industry and providing modern India with an unprecedented quality of real estate development.

Solution Provided:

- Integrated Digital Marketing

Challenges:

- The quantity of leads were good but not up to the mark
- No SEO & blogs for promotion
- Newly developed social media pages with very poor fan base and engagement

Our Solutions Metrics:

- Social Media – Facebook, Profile Targeting Ads
- Search Ads
- SEO
- Asset management which included website, social profiles
- Enhancing Tracking and Analytics via tools like Google Analytics, AdWords, Facebook Insights
- Lead Generation – Facebook Lead Ads and website conversion Ads - general + offers (occasionally) and Google Adwords (Display ads, search ads, remarketing, GSP ads)
- Basic SEO, on page & off page
- Integrated blog and started posting contents as per targeted keywords
- Hygiene maintenance

Key Outcome:

- Our target was to achieve 500 leads in a month, and we have achieved 675. The quality of leads have also improved
- Branding – 3X increased of Facebook posts engagement without post boost or page like campaign

Case Study

Phreedom Technologies provides professional IT support services for small to medium-size businesses in the metro-Phoenix area and throughout Arizona. With a team of 10+ engineers on staff, they are headquartered in Tempe, AZ, from where they manage the technology needs for over 150 businesses in diverse industries and service nationwide locations for several of their clients.

Solution Provided:

- Search Engine Optimization
- Social Media Marketing
- Social Branding

Challenges:

- Website technical modification required in order to be SEO compliant and search friendly.
- No conversions through organic channels.
- The website was not properly set up to measure leads & conversions through organic channels.
- Call-To-Action (CTA) points was not utilized adequately, for example forms, phone numbers, etc.
- Social integration was not set-up, resulting in the website missing out on social signals.
- Issue on content presentation in the website.
- Ongoing Google AdWords campaign had a very high Avg. Cost Per Click, without any conversions.
- Existing ad copies lacked competitive messaging & USPs.
- Lack of thematic ad group creation and relevancy with assigned ad text.

Case Study

Our Solutions Metrics:

- Defined content marketing strategy to deliver better results with organic and referral traffic to the target specific landing pages present in the website.
- Set-up a proper CTA plan.
- Changed the tracking methods to measure the organic conversions, implemented Google Analytics.
- Fixed the issues of website design & content presentation.
- Introduced best practices along with implementation of new strategies for Google AdWords campaigns.
- Restructured the existing campaign and ad groups.
- Introduced remarketing campaigns to re-engage existing visitors and drive conversions at lower cost.
- To introduce location extensions with ads, in order to pool in targeted local customers.
- Competitor analysis for landing page improvement suggestions and new ad ideas.
- Regularly monitored and optimized the campaigns in order to drive more leads at lesser CPC & cost per lead.
- Started ad campaigns in Bing which recorded a comparatively lesser Avg. CPC than Google AdWords.
- Paid advertising for driving more conversions.

Key Outcome:

- Organic Traffic has improved by 24.53%
- Organic Page Views has improved by 7.92%
- The number of External Backlinks shot up from 214 to 605
- The number of Referring Domains increased from 38 to 45
- Citation Flow has improved from 20 to 24
- 16 Keywords are now in ranking for the website on the first page of Google
- Paid ad conversions improved by 75%
- Average Cost per click reduced from \$20.43 to \$9.78 (by 52%)
- Around 50% more clicks were achieved per month
- A much lower Avg. CPC of \$3.78 was achieved in Bing



Case Study

Smartworks is one of the leading commercial real estate companies in India offers state-of-the-art serviced workspace solutions for individuals and businesses that want the best of work environments.

Solution Provided:

- Web Analytics
- Search Engine Optimization
- Content Marketing
- Link Outreach
- Pay Per Click advertising

Challenges:

- Getting the right number of leads from the right Target Group was a challenge due to new organization and new to Digital Marketing.
- The ranking with the brand keywords was not coming - since there are a lot of organizations of the same name, and sworks.co.in had a number of technical issues including canonical error, the development site was live, etc.
- Since the social media pages were new, engagements were



Case Study

Our Solutions Metrics:

- Social Media Management
- Search Ads & Profile Targeting Ads
- SEO strategy & development
- Asset management which included website, social profiles
- Enhancing Tracking and Analytics – helped the client setup effective tracking via tools like Google Analytics, Search Console, AdWords, Facebook Insights, etc.
- Online Lead Generation campaign
- Facebook Branding -new content buckets, fresh designs, relatable templates for the Smartworks TG.
- Organic Growth: Mainly SEO activities - location pages added, proper headings added, canonical issues removed, page content edited, etc.
- Website hygiene maintenance via changes in meta tags, structural issues, content and call to action element placement, etc.

Key Outcome:

- 5X improvement in lead generation, increased from 30-34 to 150 in 2 months.
- Branding – posts used to get 6-10 likes initially which now is 150-400+
- Not only had the 'smartworks' brand keywords come on top rank, also sworks.co.in ranks in many of the general localized keywords



Case Study

SRMB is one of the leading TMT bar manufacturer in Eastern India, manufacturing & trading of Construction Reinforcement Bar and other Structural. Their product ranges from Thermo Mechanically Treated Bars from 8 mm to 50 mm to sectional products like rolled steel extrusion like Beams, Channels, Angles etc.

Solution Provided:

- Increasing Traffic
- Lead Generation
- Brand Awareness
- Engagement
- Organic Growth

Challenges:

- Limited Online Exposure and Awareness
- The biggest challenge that we faced was creating an online presence for the business as selling such products online was a first of its kind. fan base and engagement

Our Solutions Metrics:

- Social Media – Facebook, Twitter, LinkedIn
- Search Ads, Display Ads, Remarketing Ads and GSP Ads
- SEO
- Local Listing
- Managed Search Ads, Display Ads, Remarketing Ads and GSP Ads.
- Improved reach multifold, improved conversion rate, improved CPA and total lead generation.
- Upgraded major key words ranking like best TMT bars, best TMT bars Kolkata, etc.
- Content marketing
- Content optimization, created a sister blog site, <http://www.tmtbar.com/>, where we post blogs regularly.
- Regular updates on Facebook, Twitter, LinkedIn, posting 2-3 updates per day, with an engagement rate of 6.06%.
- Campaigns and contests to increase user engagement, introduced successful campaigns like Diwali Campaign, ATK Campaign, Engineer's Day Campaign.

Key Outcome:

- SRMB ranks in the first page for 10 such focused keywords, improved the rankings for some focused keywords like best TMT bars, best TMT bars Kolkata, etc.
- When we started initially, we were getting 1-2 leads / day which have now improved to 6 - 7 leads / day. At times, we have also acquired 16 leads / day.
- They wanted 1 lac page likes within one month for their Facebook page, <https://www.facebook.com/SRMBofficial>, which we achieved in just 2 weeks.
- We have improved their local ranking on Google Maps.



Case Study

Goodricke Group Limited is India's largest producer of Darjeeling tea, well known for its iconic gardens and authenticity of the tea making process. The gardens have several environmental compliances & accreditations, and the manufacturing facilities conform to the highest standards of hygiene and safety.

Solution Provided:

- Integrated Digital Marketing

Challenges:

- Biggest challenge was to find out the proper target group to target.
- Focus was varied as the target audience was vast.
- Maintaining sustainability in search results.

Our Solutions Metrics:

- Social posts featuring property details
- Google search ads
- Facebook banner ads and targeting to the Tea lovers
- Location & language specific Content Marketing

Key Outcome:

- Generate 500+ sales in a month
- For Google Ads, we have got more than hundreds of orders.
- For Facebook Page Like: Average cost per page like is 4.88.
- The average cost per conversion is good at rupees per conversion and the CPL is around 4 rupees.
- We sold units on other Marketplaces like Amazon, Big Basket and Flipkart and started generating revenue.

Case Study

Baidyanath, a reputed 100 year old brand offering more than 500 FMCG and OTC products online.

Solution Provided:

- Web Analytics
- Search Engine Optimization
- Visual Design

Challenges:

- Limited Online Exposure and Awareness
- Low volume of online sales from Website & Marketplaces

Our Solutions Metrics:

- Social Media – Facebook, Twitter, Instagram, YouTube & Google+
- Google banner Ads on selected websites
- SEO
- Content Marketing
- Google Shopping and Search advertising
- Facebook carousel and product feed ads
- Marketplaces – Snapdeal, Sasta Sundar, Frank Ross, Paytm

Key Outcome:

- Increased online sales by 173% in the 4th quarter of 2016.
- Reached 2 Million targeted users



Case Study

Founded in 2015, DelyBazar is an online retail shop of Kolkata that aims to provide the best quality products of daily needs.

Solution Provided:

- Social Media Marketing
- Lead generation
- SEO optimization
- Social branding

Challenges:

- Since it is a new service in Kolkata where the consumers like to buy fresh groceries from the market. Penetration in that sector was a big challenge.
- Since the website was new, it was big challenge for us to get the ranking.
- The social media pages were new and had very poor fan base and engagement

Our Solutions Metrics:

- Social Media – Facebook, Twitter, Google Plus, Instagram, YouTube
- Search Ads, Profile Targeting Ads, Display Ads, Contextual Ads, Remarketing Ads
- SEO optimization
- Asset management which included website, social profiles

Key Outcome:

- Performed a lot of ads optimization and retargeting to get 7x improvement of orders per month, starting from 405 to 3500
- The revenue of the company has increased as the per order value has also increased from Rs 350 to Rs 701 on an average.
- Most of the keywords which can drive conversion are ranking high.
- Facebook fan base is now 12k+ after running successful campaigns of Jamai Sasthi, Winter fish festival etc.

Case Study

Dynamic Levels offers free equity research reports, share market charts, technical analysis that helps in taking informed decisions on investment.

Solution Provided:

- Social Media Marketing
- Lead generation
- SEO optimization

Challenges:

- Low volume of online leads from Website

Our Solutions Metrics:

- Paid Ads- Profile Targeting, Search and Display Ads
- SEO optimization
- Landing Page optimization
- Conversion Rate optimization

Key Outcome:

- We started when the CPA was high with a mere registration of 30-40 everyday :
- In the first month we have increased the registration to 10X and reduced the cost per conversion by 30%
- In the second month the no. of registration increased multiplied by 3 times while the cost conversion reduced by more than 20%
- In the third month we were concerned about the CPA, so we have reduced the cost per conversion by further 20%.



Case Study

Kisaan Kranti is one of the largest Indian agricultural marketplaces to buy and sell agricultural products.

Solution Provided:

- Social Media Marketing
- Lead generation
- SEO optimization

Challenges:

- Quantity and quality of leads since we had to start from the scratch as it is a start up.
- No SEO was done earlier for the website and also blogs and content marketing were missing
- Zero engagement on Facebook page

Our Solutions Metrics:

- Social Media marketing and management – Facebook
- Paid Ads- Search, Display, Remarketing, Profile Targeting on Facebook
- SEO
- Asset management which included website, social profiles
- Paid Ads for Lead Generation – Separate campaigns for Buyers and sellers, separate landing pages for Buyer and sellers, Facebook Carosel Ads for Buyers, creative Ad copies for campaigns.
- Working on Organic Growth – We did basic SEO, on page and off page, we developed and integrated blog and started posting contents based on the keywords we want to rank.
- Branding: We do general buyer and seller specific posts, festival posts, brand posts, video posts, and agricultural news posts.
- Hygiene maintenance

Key Outcome:

- Lead target is generally 350 approx every month combining buyer and seller (majority buyer). We have achieved close to 400 every month, the Ad budget remaining constant since it started.
- Fan base grew from 2500 to 15000+
- Good organic engagement, high ranking for few agricultural keywords.



Case Study

Tourient is an online travel portal centered on the ease and comfort of its clients providing various travel booking services to help customers plan a comfortable trip. The underlining aim of Tourient is to be a platform of value and use to clients who are looking to enjoy a tour that is comfortable by all means. Tourient is well known for its Best-price guarantee, Convenience, Excellent Services and Special Deals.

Solution Provided:

- Lead generation
- Branding and Awareness

Challenges:

- Enhanced the quality and quantity of the leads
- Identify right TG for the various tour packages
- Creating brand awareness to the TG

Our Solutions Metrics:

- Social Media – Facebook, Twitter
- Profile Targeting Ads on selected websites
- SEO
- Created 2 different landing pages for Domestic (<http://signup.tourient.com/tourient-domestic-packages>) and International packages (<http://signup.tourient.com/tourient-international-packages>) which are fetching us good results
- Strategized and Improved reach multifold, improved conversion rate, improved CPA and total lead generation.
- Extensively write & promote blogs, infographics and PPTs on various platforms to improve rankings
- We post regular updates on Facebook, Twitter on a daily basis, with an engagement rate of 3.74%

Key Outcome:

- In three months, we have achieved a total number of 1950+ quality leads for Domestic, International and Cruise packages from paid ads.
- We have achieved 35K+ likes on Facebook.
- With time we have been successful in establishing Tourient as a brand which has helped us achieve 4K+ organic leads from Social Media.

Creative Samples

esign

AmbujaNeotia
making a difference to the way people live

“YOU HAVE TO
GROW FROM THE
INSIDE OUT.”

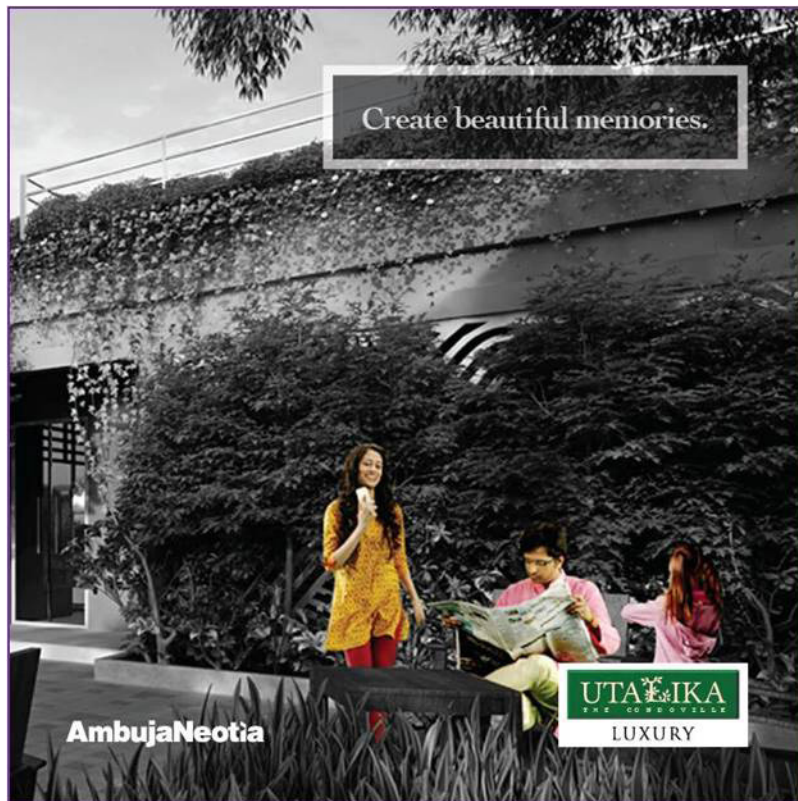
-SWAMI VIVEKANANDA



UTAEIKA
THE CONDOVILLE
LUXURY

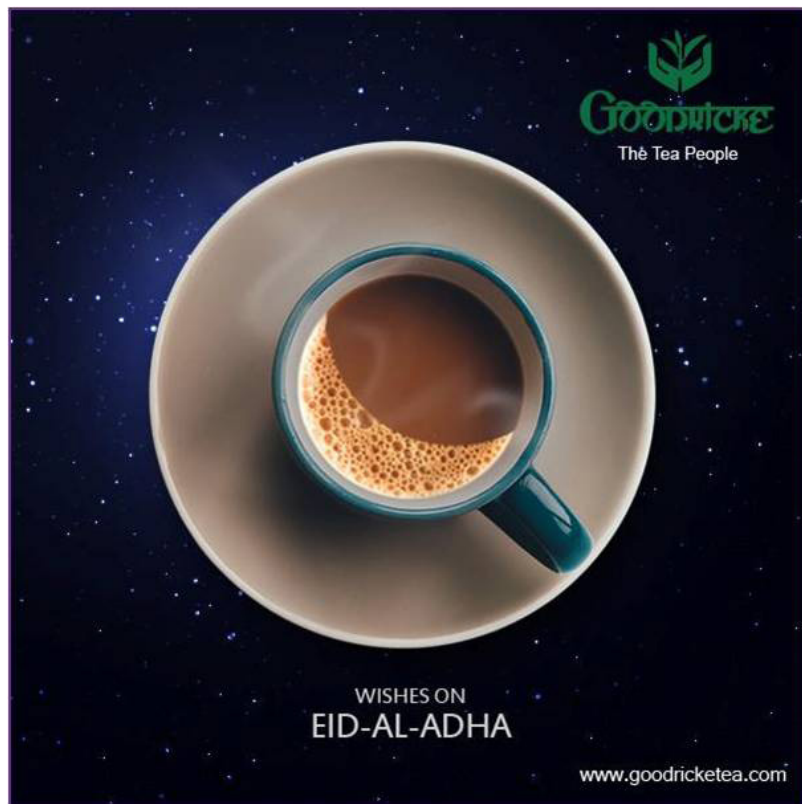
Your Home, Your World

Create beautiful memories.



AmbujaNeotia

UTAEIKA
THE CONDOVILLE
LUXURY





KUTCHINA
Designed for Convenience



**BEWARE OF FAKE
KUTCHINA SERVICE CENTRES**

 Toll Free No. - **1800 419 7333**

KUTCHINA
Designed for Convenience



**70 million
Indians drink
contaminated
water daily.***

*Source: Central Bureau of Health Intelligence & Ministry of Health

TOLL FREE NO: 1800 4197 333

THIS APRIL FOOLS' DAY
Let's not act as
FOOLS



www.skipperpipes.in

SKIPPER
PIPES

Not just **water**,
life flows through
our **pipes** too.



www.skipperpipes.in

SKIPPER
PIPES



ROOTED TO COMMITMENT
WORKING TO FLOURISH
Happy International Labour Day



www.pankajakasthuri.in



DON'T LET MINUTES
OF BREATHLESSNESS
TAKE AWAY YOUR ENTIRE DAY



www.pankajakasthuri.in





Let's pledge to be
our best to serve our nation.

**HAPPY
REPUBLIC DAY**

The map shown is a creative illustration and does not represent the Political map of India.

www.skipperlimited.com

**SKIPPER
PIPES**

BRAND



Open Vision Together
DISHA EYE HOSPITALS

Catch Glaucoma Before It
Robs You Of Your Sight

#GlaucomaAwarenessMonth



Let us put a cap on our numbers
#WorldPopulationDay

Is your
AC working
properly?

If No, then

 Call- 844 844 9422



KUTCHINA
Designed for Convenience



*Unbelievably
Convenient!!!*

Toll Free No. 1800 419 7333



tourient
TOURISM BEST TREATED

Revive &
Rejuvenate in
Kerala

Packages starting from

₹ 24,999

per person





Thank You

