



WHO THEY ARE

One of the growing Tea Brand in Navi Mumbai, India

- No Website
- No online presence
- New brand
- Big Competition with well established brand



CHALLENGES

- Increase website traffic and B2B sales inquiries
- Brand Building and positioning
- Increase engagement on all top social Media Platforms



OBJECTIVE

- Website Development
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram



WHAT IDIGITALISE CONTINUES TO DELIVER

2X

2x times increased in engagement and impressions

7X

Organic Enquiry Increased by 7X times

20X

Website Traffic increased by 20X times



STRATEGY

- Developed SEO friendly & mobile responsive website.
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness.
- Modified the website content
- Shared engaging content to increase brand followers.

60%

BOUNCE RATE

Dropped to ~~80%~~ to 60%

70%

WEBSITE SPEED

Increased from ~~30%~~ to 70%

6K+

ACHIEVEMENT

Sold 6x franchisee within a month

100%

VISITOR

New ~~94%~~ Direct : 1%
and Others: 5%

