



JR Digital Marketing
Services Pvt. Ltd



CASE STUDY 2021

Presenting you the one of our client Chocolates & Cakes Shop's Social Media Marketing Case Study with insights into how their campaign worked and how similar effects can be shown for your business.

Being on all the social media platforms is not necessary, however, it is important to be successful if you exist in one.

OVERVIEW

The social media profile of one of our clients from October 2021 to January 2022 was reported with pleasure. It claims that, after **redesigning the website, website traffic has increased**. The brand needed to get its name out there, as does any new business. In order to do this, they needed to **rank at the top of Google search pages**, which they were they lacked previously. Being a **bakery company**, people are always curious as to what new items are offered, so we decided to showcase those. Within 30 days we started giving them **monthly sales of Rs. 25,000 on average for 3 months**. Our team of experts started working on their **Instagram page and created a grid layout for Instagram with color palettes**. This case study aims to tell you about our accomplishments, how we differ from other companies, how we can assist you, as well as offer you advice on how to improve your client connections.



When it comes to social media marketing, you don't have to post 3 times a day. It's never about how often you post but the quality of your content.

CHALLENGE

- Make the E-commerce website look better with a website redesigning. Because these days website has become a more powerful tool than ever.
- SEO and Google search ranking of the website. Your website is a 24/7 salesman, and as such, it has the potential to be your most powerful asset.
- Giving monthly sales of not less than Rs.25,000 on average for 3 months, to gain the quarterly revenue.
- Make the Instagram profile look more better for the people to get more audience retention.



BENEFITS

Implementing a target-oriented social media marketing strategy will greatly increase your brand recognition, as this will help you be engaged with a broad audience.

Our social media marketing experts can assist you with your campaign. Hire us and let our social media marketing agency boost your brand visibility and integrity!



Social Media is about the people! Not about your business. Provide for the people and the people will provide for you.



SOLUTION

01

Website Redesigning

We carefully evaluate their top competitors. What do their websites look like? What strategies and key words they are using for website content and developed similar for chocolates and cakes shop.

02

Google search ranking

We optimized their website and corrected all the errors for ranking in the top 10 websites for the keywords "Online Liquor Chocolates"

03

Online sales generation

We optimized their site's technical aspects and maximized online sales. With a monthly average sale of Rs. 28000 with the Multiple Google ads and Facebook Ads for 3 months.

04

Instagram profile optimization

Instagram grids give marketers the exciting opportunity to use IG posts to tell a brand story and give visitors a sense of the brand identification with a quick glance.

RESULT/ ACHIEVEMENT

30%

Achievement in sale generation

80%

Positive reaction from client

95%

Success rate in engagement and awareness