

Case Study – ShowGlamour & Le Mirch

Client's Name: Mr.Bibhudatta Mishra

Client's Location: USA

Client's Projects: showGlamour | Le Mirch

Client's Introduction & Requirements

The client is the USA based and he is a Neuroscientist by profession with over 15 years of basic and applied research experience in the same field.

As client has 2 projects; *shoGlamour & Le Mich*, both the projects targeted different niche of “Fashion & Cosmetics” and “Kitchen & Cooking”, so as he wanted to promote and launched online both the projects in terms of increase brand awareness, drives traffic and boost online store sales.

He already hired any other agency in the India but didn't received fruitful results as his primary focused to increase brand awareness. With offer the proposal, he acquired our SEO and Social Media Services.

Challenges that we're facing

Before start working on the projects, our team first analyzed the whole 2 projects, includes:

- ✓ First, we analyzed both the websites in terms of SEO and figure out some of the glitches like – keywords are not properly optimized on the website, SEO Friendliness issues, other Google tools that not attached with the website, etc.
- ✓ Along with, we also analyzed all Social Media digital footprint like Facebook, Twitter, Instagram and etc. As client has already created profiles on major social media profiles but still not proper optimized.
- ✓ Once we analyzed both the projects, we started to perform other SEO activities like Keywords Research as per both the industry and products, it was pretty challenging for us as “Le Mirch” has only 3 products (related to Microwave) listed on the shopify store and the client only wanted to use maximum products' keywords.

But on the other hand “showGlamour” has more than 10 to 12 products (related to Beauty & Cosmetic) listed on the shopify store (at the launched of the store) as well as fixed some other website issues in terms of search engines visibility.

- ✓ Alongside, we also analyzed and properly optimized all the social media channels in terms of getting higher visibility and create a business profile. It includes –
 - used relevant Facebook Business Page Theme with appropriate CTA that complement each project,
 - create a short description for both the projects to well-fitted in other social media bio requirements,
 - convert some ordinary social media profiles into Professional Business Accounts, with right category selection.

Strategies that drive results

Here are the brief strategies that generated the desired results:

- ✓ Both the websites not working at the starting of the projects for revamp work. So, here we craft the strategy to promote and offer a Giveaways Contest on the newly launched of both projects and promoted on Social Media channels. Some of the banners examples below –



- ✓ We've created a "Weekly Work Scope" of promotions for both the projects and perform activities accordingly.
- ✓ We've also created a separate Facebook Groups for both the projects in order to influence others to join and provided separate offers, discounts and information.
- ✓ As client has more limited products that he wanted to listed only for one week, so we created a program named; "Weekly Deals" that is only available for Group members, updated at every Wednesday with some discounts to buy from the store.
- ✓ Along with, we created a "Weekly Newsletter" with use of the similar products that includes the overall introduction and benefits of the product, that is also only for Group members.
- ✓ Alongside, we updated in the Facebook Page and influence others to join the group and be a part of this deal. Other social media posting and sharing activities running side-by side on all social media channels.

- ✓ We've also launched different "Weekly Giveaways Contest" in which provided a "Cosmetic" and "Kitchen" related item according to the projects, whoever win and from any country.
- ✓ On the website, we created and updated a new blog post related to tips and solutions, how-to, general information or any other at every Saturday for both the projects. And, other SEO activities help side-by-side.
- ✓ On every Monday, we've received the raw video from the client end so that we can edit the entire video, make cuts, add & fix sounds and add other elements by using Video Editor that posted on respective YouTube channels and promoted the same video on other platforms.
- ✓ In addition, we've run an Email Marketing Program with to target the audience. It includes – to design emailer and content, and influence them to avail the limited deal, join the Facebook Group for more offers as well as to follow us on social media for "Weekly Deals".
- ✓ Along with this, other SEO & Social Media activities were going on, like – link building or activities to rank higher on the search engines or generate more followers and like on social media.

These activities helped us to increase client's brand awareness not just in USA but in other countries too as well as drive traffic to both the websites.

Key Results

On the 2.5 periods of month projects handling, we've generated more than 6,000 Facebook Page Followers on showGlamour and more than 5, 000 Facebook Page Followers on Le Mirch as well as generated more than 50-55% of traffic from social media and organic search.

Unfortunately, we cannot take this projects to the long-run as due to the client's major accident.