



Case Study

Driving Business Outcomes through Digital Marketing

Updated August 2017

**EveMarg**
Marketing Partner

Client Profile

The client is a leading online retailer involved in offering apparels, home appliances, footwear and accessories to a wide customer base in India and abroad



The Problem

The client had created a robust website to facilitate the sale of their product offerings to their target audience. Though the website had the requisite information, content and offered the latest products, they were unable to attract many visitors to their website.

In addition, the visitors who stumbled on to their site could not always be converted into a customer who actually made a sale. On a good day they would witness five footfalls on their website but in rare instances, only one would make a purchase. On other days, they would not witness any footfalls at all.

At the same time, their competitors who offered the same products and services were largely profiting through the same business model. The client had invested heavily in developing this portal and had engaged several resources to manage the portal with regards to cataloguing products and listing it out, making it user-friendly etc. However, they were unable to achieve the expected return on investment.

The client was in a bind as they had no idea how to go about increasing the number of footfalls or augmenting the sale of their products. The client was in such a predicament that if the same trend continued for another couple of months, they would have had to wind up their business due to the heavy losses they were incurring.



The Solution

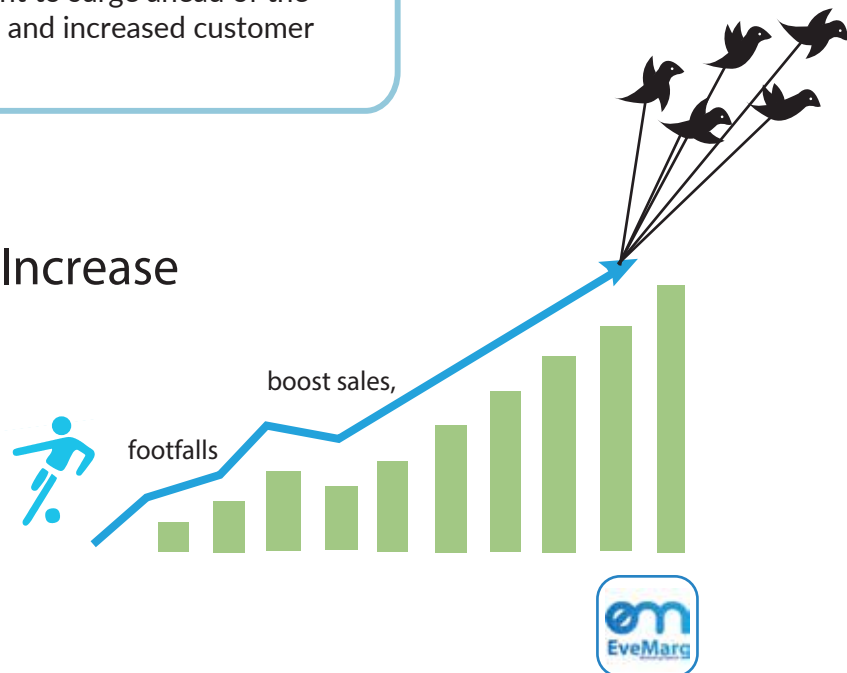
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The client approached EveMarg with the pressing problem that they were facing with regards to lack of footfalls to their website and almost no sale. EveMarg, being well versed in this domain was in a position to extend their help and support that would enable the client to improve footfalls to their site and to augment their sales. EveMarg, with their team of digital marketing experts and domain specific knowledge had the experience of executing similar tasks for several organizations with astounding results. On the basis of our experience and know-how, professionals at EveMarg were able to come up a customized digital marketing plan to help the client realize their marketing objectives.

The Role of EveMarg

EveMarg played a vital role in helping the client realize their marketing objective. As a matter of fact, latest and innovative digital marketing techniques were deployed and leveraged to **increase footfalls**, **boost sales**, make the desired impact through enhanced visibility and helped the client to surge ahead of the competition in terms of higher sales, brand **awareness** and increased customer preference

Ex: Increase





How EveMarg Helped

As is the criteria for any task to be executed successfully, the project specifics need to be understood. EveMarg undertook a detailed discussion with the client to understand the problem. Professionals at EveMarg then thoroughly evaluated the business model, executed a detailed study of the website, got an idea of what the client was expecting to realize from their marketing initiatives.

A detailed study of their website revealed several flaws and loopholes. First and foremost, the site was not optimized for search engines. A random search for their site on Google revealed that the site did not list high on the search results. Next, the website was not optimized for mobile. Further, the client did not have a social media presence nor did they undertake any initiatives towards content marketing. As a result, their website was devoid of any blogs or whitepapers which could have proven to be an effective tool to drive traffic to their website. Moreover, the site was not interactive at all. The lack of interactivity further impeded the scope for visitors to be converted to customers.

EveMarg outlined a detailed digital marketing plan where the initial step was to improve the search engine ranking with the help of search engine optimization. We are well aware of the algorithms used by search engines and we moulded our strategy in alignment with the changes in the algorithm. Professionals at EveMarg then identified appropriate keywords which were then interspersed strategically throughout the website. Images were given appropriate descriptions with keywords so that it reflects in the search results. We also added infographics and live streaming video that offered information with regards to using home appliances that the client was offering to customers. The focus then shifted to content marketing where our team of content developers at EveMarg, developed captivating blogs and whitepapers that matched the tone of the website.

“ We also helped the client to optimize their website for mobiles as a large number of people now prefer to make purchases using their mobile devices and PDAs. We also integrated a live chat module that offered visitors with real-time assistance at every step during their visit to the website. Lastly, we helped them with analytics that allowed the client to understand their customers better, identify their preferences and likings thereby helping them to offer customized products and services. ”

We Made It Happen

Undoubtedly, the task at hand was daunting to say the least. But we made it happen by sheer use of digital marketing techniques to help the client achieve their preset objectives. Improving the search engine ranking lead to a marked increase in footfalls to the client's website. There was a drastic jump from 3% footfalls to 67% within a two week time frame post ranking improvement. Content marketing also helped largely as customers were able to acquire insights into the activities of the organization and learn about latest trends in the online retail space. Live streaming videos turned out to be immensely beneficial too as customers were keen to acquire knowledge about how to operate and use a particular appliance. Analytics played a crucial role as the client was able to understand the preference of the customer which helped them to maintain loyalty and helped the client to monitor the stay of the visitor on the website. By analyzing the movement of a visitor on the website, the client was able to offer real-time assistance through the live chat feature. All these factors helped the client to realize their preset marketing objectives and stay ahead of the competition.

Outcome

The client was extremely satisfied with our services and commended us for a job well-done.

EDITOR

Mr. Sachit Pillai, is an Editorial Manager with Giores Solutions Inc. A Commerce graduate with specialization in marketing, Sachit started his career as a writer and moved on to the online space, and has been working as a digital strategist specializing in building content network

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ABOUT THE AUTHOR

Dr. Radhika Govindh, MBA.,PhD is a Director within EveMarg, a unit of Giores Solutions Inc. She has 10 years of experience that range across management-consulting, service-delivery and digital marketing. She has played multiple roles throughout her career, including managing the marketing communication function and designing strategic planning and worked for clients across multiple markets. She is responsible for building digital marketing solutions within Giores.

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ABOUT EveMarg

EveMarg, a sister concern of Giores Solutions Pvt Ltd., has been established with the sole objective of providing exceptional services across multiple domains including; event management, digital marketing, branding and allied services to organizations across the world. We help corporates and individuals in planning and executing outstanding events that make the desired impact on their intended audience. In terms of marketing, we offer the whole gamut of marketing services all under one roof. We add value to our customer's business where we merge sheer operational excellence along with an unparalleled domain expertise across multiple verticals which includes event management, marketing, branding for a multitude of sectors such as banking, healthcare, financial services, manufacturing, consulting, media and entertainment, retail, shipping and logistics, telecom, tourism and utility. EveMarg offers an array of event management and marketing services that organizations can leverage to boost their market presence, make an impact on their target audience and augment their business outcomes.



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