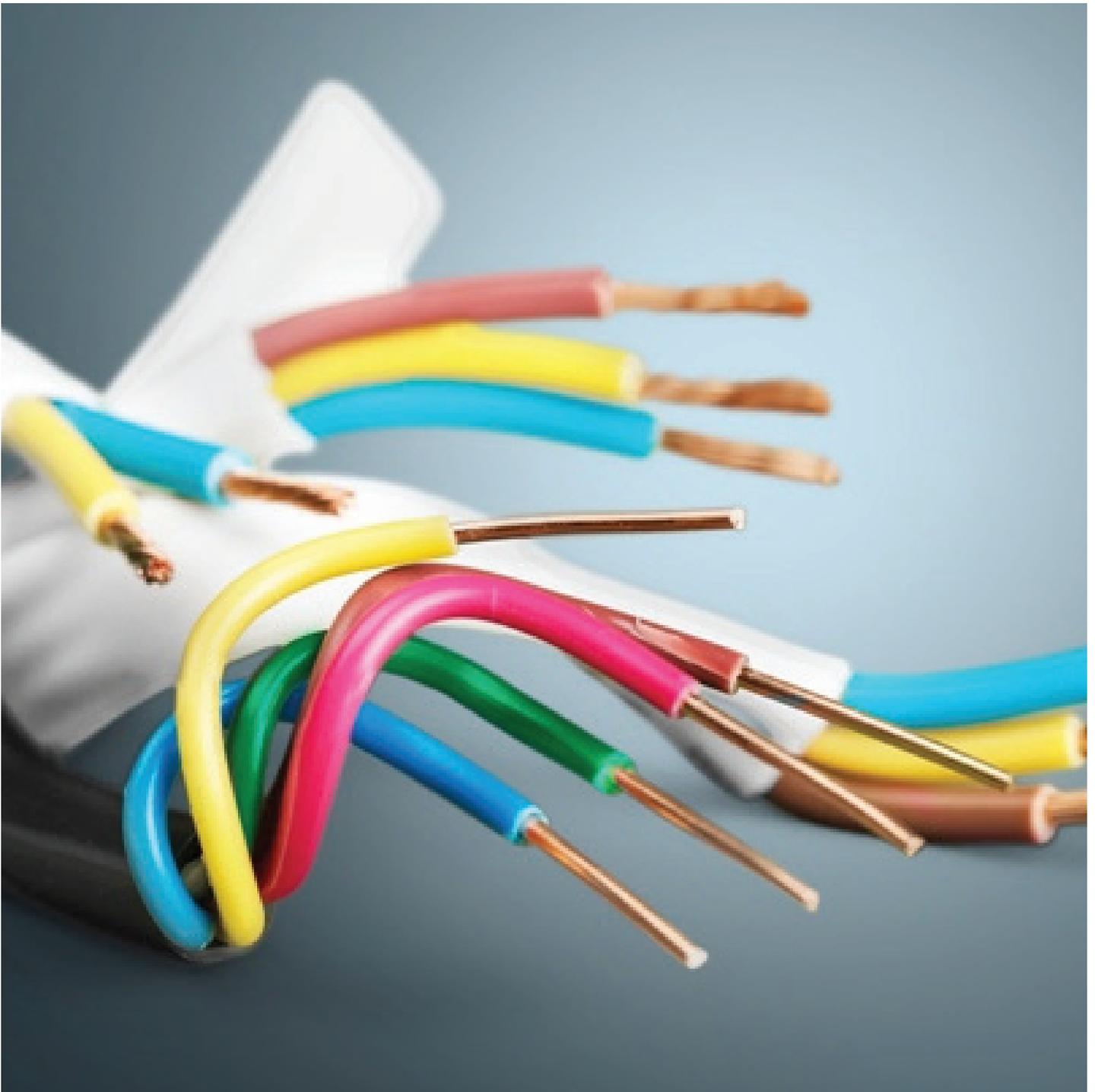


Case Study on Social Media Management of Electrical Wire Manufacturing Company in Rajasthan



The Client

The client is a manufacturing unit operating in the market since 1959. It is an ISO 9002 & ROHS certified unit delivering high unit goods through technically sound people in a challenging environment.

Business Need

The client was looking for a consistent and cost effective social media marketing firm to increase its brand presence, reach, greater customer retention and trustworthiness. Client had earlier enrolled into SEO but wanted to increase brand presence with customer engagement and sales as focus. Constraint was the budget he wanted to spend on Digital marketing services. Also the website was penalized under Google Penguin

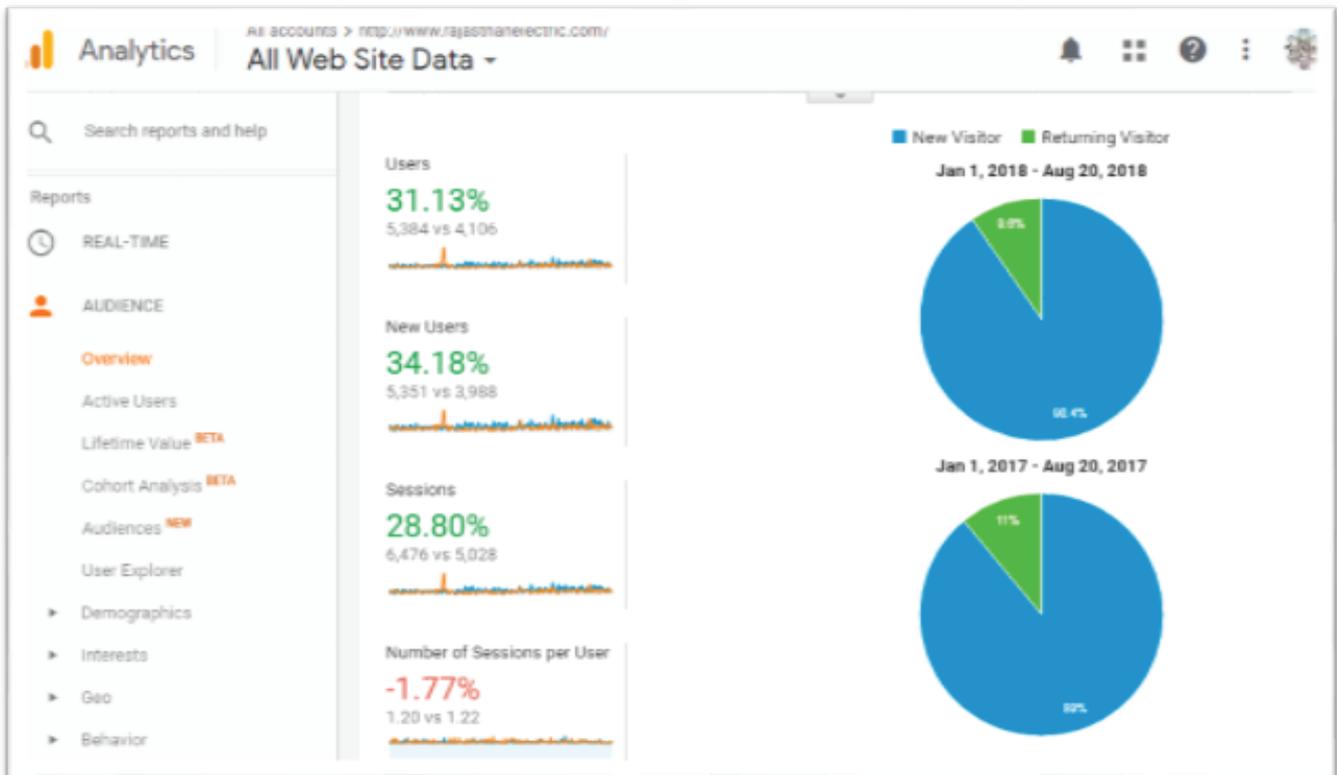
Technical Solution Provided

As budget was the constraints, we figured out reasonable course of action that could increase its traffic, ranks and visibility over a period of time.

- Removal of Bad links from the website and it took us around 2 months to fully remove the links and then it was being submitted for Google webmaster for recovery. This was in the initial years of the project management.
- The website was redesigned optimized for SEO.
- All Onpage and Offpage SEO essentials were being done.
- We initiated with creation of social media profile on Facebook / Twitter / Instagram profiles for the company and sent it across to all its customers via EDM and newsletter to get connected with the company.
- Regular posting on social media and inclusion of blog on the website helped in increasing the ranks of the website and gain prominence amongst the respective customers

Business Results

The website overall traffic growth has increased.



Google Analytics Visit Data	Jan 01- Aug 20, 2017
Total Visit	4106
Direct Traffic	1186
Referring Traffic	499
Social	86
Search Engines Traffic	2375
Other	0
Page views	10646
Page views/Session	2.12
Avg. Time on Site	1:52

Google Analytics Visit Data	Jan 01- Aug 20, 2018
Total Visit	5384
Direct Traffic	1501
Referring Traffic	300
Social	283
Search Engines Traffic	3350
Other	0
Page views	13680
Page views/Session	2.12
Avg. Time on Site	1:44

S.No	Keywords	1 Jan, 2017	20 Aug, 2018
1	Braided Flexible Connectors Jumpers	84	1
2	Tinsel Copper Wire	92	1
3	Nickel copper wire	72	2
4	Bare Copper Strip	Not in 100	3
5	Braided Connectors	Not in 100	3