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CASE STUDY

ALANKAR FURNITURE DIGITAL MARKETING

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#combinetogrow

WE HELPED A TRADITIONAL FURNITURE STORE TO BUILD AND GENERATE ONLINE BUSINESS WITH 120% GROWTH RATE EVERY YEAR.



## BACKGROUND

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Alankar furniture is a traditional furniture manufacturer and retailer based in Kochi, India . They have been in the furniture industry for more than four decades. We helped them develop an online presence to generate more business through our effective digital marketing strategic plan which included brand identity re-design, website re-engineering, SEM and SEO techniques.

## PROBLEM

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Alankar had a simple goal: build their business online. They weren't quite sure how to do that and thought a website and search engine optimization would be the way to start with. We identified several problems preventing them from generating leads from the web:

- They had less than 10 unique visits per day to their website; not enough to generate leads.
- They didn't have any Search engine marketing strategy so they were missing out on long-tail search traffic and the opportunity to demonstrate thought leadership.
- They weren't ranking well for any target keywords.
- Their website was outdated and didn't effectively demonstrate value.

## SOLUTION

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We started with SEO & SEM campaign in order to drive more targeted search traffic and help convert visitors into leads once they arrived on the site. Digital Strategy combined of directory marketing, article submission, direct emails, product promotion in social platforms. Next we launched an optimized paid search campaign to drive immediate traffic and leads to the site.

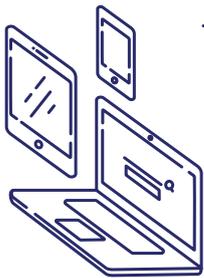
After the marketing campaigns began to take effect, we began working to re-engineering of the website and rewrite content and add more products so their value proposition was more clear and information was easier to find and digest.

## RESULTS

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Alankar Furniture was generating an average of 5 leads per month through the website before we started. After SEO & SEM began to take effect and prior to the website re-engineering that number had jumped to 25+ leads per month.

We recommended a website reengineering and a affordable digital strategy with the goal of increasing on-site conversion rates. After the reengineering leads jumped to an average of 67 per month.



RISE IN VIEWS

400%



LIFT IN SALES

31%



INCREASE IN ROI

117%

120%

PROJECTED ROI

- ✓ 50K website visits per/yr
- ✓ 2-3 lead calls per day
- ✓ Increased Brand Visibility

## CLIENT SPEAKS

“We’ve gone from 10th or 11th page to 1st or 2nd place on all of our target keywords and their hard work and innovative thinking have kept us at the top for over 5 years. I consider their SEO optimization was an integral part of our sales strategy.”

RAJEEV KUMAR, MANAGING DIRECTOR, ALANKAR FURNITURE.



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CASE STUDY

BUCKSCAPITAL DIGITAL MARKETING

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WE HELPED A LEADING CROWDFUNDING PLATFORM TO BE THE FIRST IN SEARCH RESULTS IN MIDDLE EAST BRINGING MORE INVESTORS & CLIENTS INTO THEIR WEBSITE.



## BACKGROUND

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Buckscaptial is a leading crowdfunding website based in Middle East. They were one of the pioneer crowdfunding website in UAE. The management of the company has deep investor background through which they help their customers in raising capital for their projects. We helped them in bringing them to the top position in search rankings in Middle East and UAE through digital promotions, SEO, social media & search marketing.

## PROBLEM

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Buckscaptial goals was to reach out to more investors and entrepreneurs. They were quite sure that a good search strategy would be the key to their success . For the same we analyzed their existing website and we found a few problems.

- They had very less footfall on their website which was not enough to generate sign ups.
- They didn't have any Search engine marketing strategy so they were missing out on long-tail search traffic and didnt have a proper site architechture.
- They weren't ranking well for any target keywords.
- Their website had too many scripts and duplicate content.

## SOLUTION

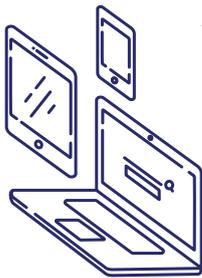
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We started with PR strategy in order to drive more targeted search traffic and educate people about the website and crowdfunding . Our digital strategy combined of directory marketing, article submission, direct emails, product promotions in social platforms which gained more reach to the targetted audience of Buckscaptial. Next we launched an optimized paid search campaign to drive immediate traffic and leads to the site aiming startups and budding entrepreneurs in UAE. After the marketing campaigns began to take effect, we began working to re-engineering of the website, rewrite content and add more projects so their value proposition was more clear and the website started gaining more investors.

## RESULTS

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Buckscapital was generating an average of 3 sign-ups per month through the website before we started. After the digital marketing campaign began to take effect and prior to the website re-engineering that number had jumped to over 20 project sign ups per month. After the re-engineering process and externalization of excess scripts improving the keyword to code ratio the leads jumped to an average of 35 plus registrations per month.



RISE IN VIEWS

350%



RISE IN SIGN-UPS

1100%



INCREASE IN ROI

220%

150%

PROJECTED ROI

- ✓ 600K website visits per/yr
- ✓ 2-3 registrations per day
- ✓ Increased Brand Awareness

## CLIENT SPEAKS

“We being a targetted business, Grow Combine provided us with invaluable assistance in re-engineering our website and increasing awareness of crowdfunding across Middle east. They have succeeded in making more investor sign ups resulting in our business growth and profitability.”

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MOHANDAS K V, MANAGING DIRECTOR, BUCKSCAPITAL FZC.

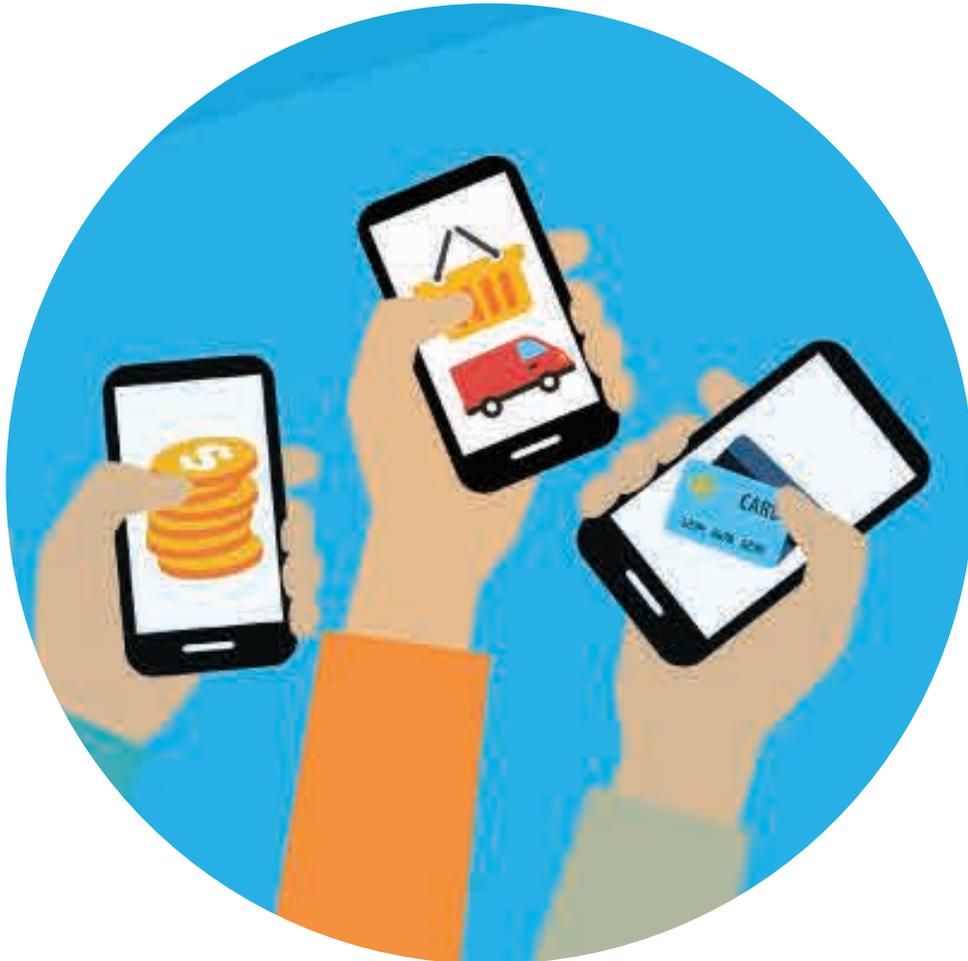


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CASE STUDY

MOBTECNICA DIGITAL MARKETING

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# AN EFFECTIVE TECHNOLOGY MARKETING STRATEGY WAS OFFERED TO A LEADING MOBILE APPLICATION COMPANY IN INDIA GAINING MORE LEADS ONLINE.



## BACKGROUND

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Mobtecnic consultancy is a young and resonant organization focused on mobile technology and development of custom mobile applications. They have been in the industry for the past three years. We helped them to revamp their website and provide them an effective search and social media marketing strategy to make them the leaders in the market within a span of a year.

## PROBLEM

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The management of mobtecnic had only one goal: to generate online leads for mobile application development. They wanted to start with a simple SEO strategy. We identified that their existing website was not substantial for generating leads due to the following issues.

- The website didn't have rich content and the content was duplicated in multiple pages.
- The conversion rate optimization of the website was really poor and the keyword density was very low.
- They weren't ranking well for any target keywords as well as in local maps.
- Their website did not have the clear information and idea about their services.

## SOLUTION

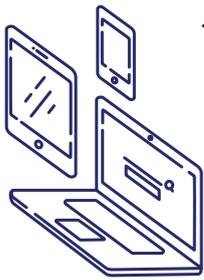
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The first purpose was to identify the 20+ competitors and develop a keyword strategy around search volume and level of competition. The grow combine team researched the relevant keywords which would generate quality and targeted leads to mobtecnic in gaining the best ranking online in the search engines. We finally decided on the keywords and the marketing and the optimizations began to take effect, We began working to re-engineering of the website, rewrite content and add more services into the same. The website was redesigned to deliver the most accurate and appropriate communication of the services and products to the end user reducing bounce rate and increase in the time spent on the website.

## RESULTS

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The website was officially launched in the middle of April 2015 with the entire SEO plan implemented to every page on the website. The SEO portion has continued to make minor tweaks through the months based on keyword data trends, new keywords in the market, and the change in competitive landscape resulting in an average of 90+ leads every month from a initial of 2-3 leads per month.



RISE IN LEADS

1290%



LIFT IN SALES

420%



INCREASE IN ROI

628%

800%

PROJECTED ROI

- ✓ 72K website visits per/yr
- ✓ 3-4 lead enquiries per day
- ✓ Increased Brand Visibility

## CLIENT SPEAKS

“Since GROW COMBINE has built and launched our new website, our phone has not stopped ringing! The new website is ranking in the top 3 of Google for all our main keywords and is now an excellent source of new business for our company.”

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SAIFUDHEEN A K, MANAGING DIRECTOR, MOBTECNICA

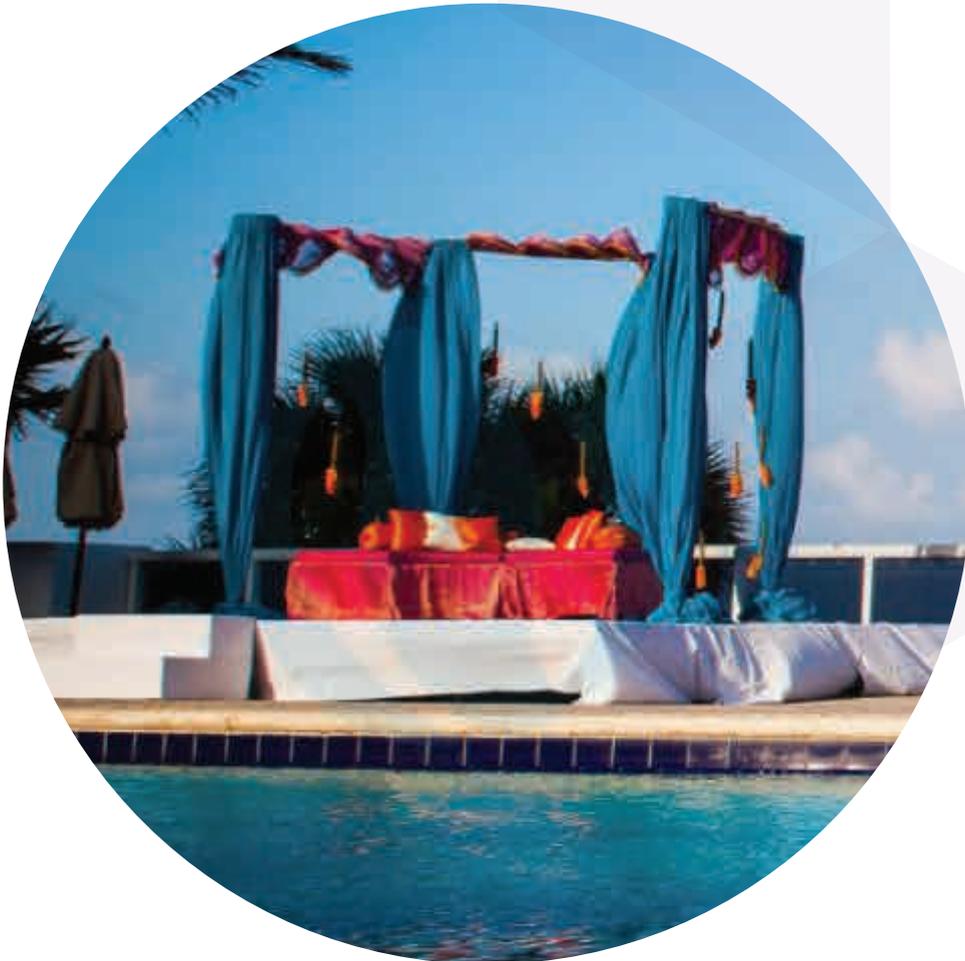


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CASE STUDY

NEXUS EVENTS MANAGEMENT DIGITAL MARKETING

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WE WORKED WITH A LEADING EVENT MANAGEMENT BRAND TO ENHANCE & PROMOTE THEIR BUSINESS ONLINE THROUGH AN EFFECTIVE DIGITAL MARKETING STRATEGY.



## BACKGROUND

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Nexus event management is one of the best and first of its kind of wedding planner companies who have successfully completed over thousands of events across kerala. We helped them develop an online presence to generate more business through our effective digital marketing strategic plan which included brand identity redesign, website re-engineering, SEM and SEO techniques.

## PROBLEM

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Nexus event management had a goal to enhance their brand presence online & thus generate more business. They believed that an effective website with rich informative content with a powerful SEO strategy would give them the needed results. Nexus event management had a few issues with their old site such as.

- They were having a hard time keeping users on their site.
- The first was that they did not have any keyword visibility for any terms that were non-branded.
- The website did not have proper brand communications about their services.
- Their website was not Mobile friendly and was not optimized for the leads.

## SOLUTION

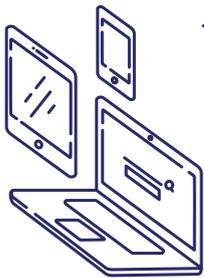
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We started by writing an initial report outlining changes that could be made to the site that would help it be found by search engines. We suggested keywords and phrases and choosed the best five initial keyword phrases that proved to be the strongest. Simple phrases such as 'event management in kerala ' were chosen because they had the highest results in leads.; ranking highly for such popular phrases was our challenge. We spent time redesigning and then speeding up the site up by installing caching software and other SEO plugins into the wordpress platform which was the core of their website redesign and reengineering.

## RESULTS

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We were able to generate an average of 40+ leads in the second month of our action which was 5 times than their current results . Once the digital strategy was fully on place the leads increased to 120 calls every month resulting in a total growth of 1200% which was exceptionally good. We also helped Nexus to integrate the lead management system for their online business which also improved their ROI.



RISE IN VIEWS

1500%



LIFT IN SALES

330%



INCREASE IN ROI

240%

300%

PROJECTED ROI

- ✓ 60K website visits per/yr
- ✓ 4-5 lead calls/ emails per day
- ✓ High Brand visibility

## CLIENT SPEAKS

“Grow combine has helped us in building a strong foundation for our business online. We have now partned with them for a long lasting growth and effective results. We believe they are the best digital marketing agency you can work with.”

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DHANYA K T, MANAGING DIRECTOR, NEXUS EVENT MANAGEMENT INDIA



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CASE STUDY

SAHARI UNIFORMS DIGITAL MARKETING

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**SAHARI**  
UNIFORMS



#combinetogrow

WE HELPED AN ONLINE RETAIL UNIFORM STORE IN GCC TO GROW THEIR BUSINESS ONLINE THROUGH SOCIAL MEDIA MARKETING AND SEARCH MARKETING.



## BACKGROUND

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Sahari Saya Trading Est. is a Saudi Arabia based manufacturer of school uniforms, corporate uniforms, hospitality and industrial uniforms. Sahari Uniforms wanted to improve their website position on search engines and increase leads. They approached Grow Combine and we helped them to develop effective digital marketing strategic plan which included identity redesign, website re-engineering & redesign, SEM, Social Media Marketing and SEO Techniques.

## PROBLEM

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Sahari uniforms goal was to improve the positions of keywords in search engines, which would improve sales and lead to higher profits. We decided to organize these goals systematically, for the same we analyzed the following:

- The website did not give a greater company visibility.
- The website was not able to generate more store visits.
- The website was not ranking in search engines for the top 10 keywords.
- There was no appropriate categorization and subcategorization of the products.
- The landing pages optimization was not done at all.

## SOLUTION

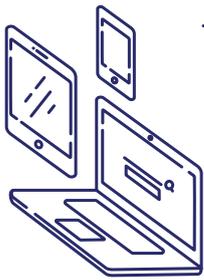
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On the first stage we started to redesign the website for which we determined the best website architecture that would be aesthetic, easy to navigate and highly search engine friendly. We also carried out an extensive keyword analysis using the google keyword planner and created an internal and external link building plan for the new website. Through a detailed competitor analysis & keyword density check we modified the menu structure on the new website. We also performed on-page SEO. Upon launching the website we started deep offpage optimization. We've been monitoring the positions of optimized keywords constantly and also initiated social media marketing and social bookmarking.

## RESULTS

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After three months we managed to move to the first page with 12 keywords, and we progressed with all other keywords as well. We had been performing digital marketing & SEO for six months now and 26 keywords from a total of 50 among are now among the first three hits on google, 15 of them are in the first place. Of all the keywords, 35 are located on the very first page of search results.



RISE IN VIEWS

558%,



LIFT IN SALES

150%



INCREASE IN ROI

250%

30%

ORGANIC  
TRAFFIC  
GROWTH  
FROM START



ORGANIC  
TRAFFIC  
GROWTH  
GREW TO

90%

- ✓ 30 K website visits per/yr
- ✓ 1-2 lead calls per day
- ✓ Increased Brand reach

## CLIENT SPEAKS

“Our website was not resulting anywhere in Search results initially. We employed Grow Combine to turn things around, and they were great in generating business in Google again. They also helped us in marketing our products through social media's effectively resulting in great customer response.”

NIYAS BASHEER, MANAGING DIRECTOR, SAHARI SAYA TRADING EST.



[www.growcombine.com](http://www.growcombine.com)

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CASE STUDY

SREENIVASA PEARLS DIGITAL MARKETING

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WE WERE ABLE HELP IN GROWING THE WEB PRESENCE FOR LEADING HYDERABAD PEARLS & GEM STORE TO DRIVE REVENUE AND STAND OUT IN A COMPETITIVE INDUSTRY.



## BACKGROUND

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Sreenivasa Pearls & Gems is Hyderabad based jewellery group with more than 40 years experience in the same business and having wide network with five retail outlets across India. . Sreenivasa Pearls wanted to improve website position on search engines and increase leads through digital marketing. Our services included identity redesign, website re-engineering and SEO Techniques.

## PROBLEM

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When Sreenivasa Pearls hired us, they had two primary goals: The first was to rank for a specific set of very relevant keywords that had high search volume. The second was to increase organic traffic overall across their website and different product pages. We identified several problems from generating leads from their existing website:

- There was no unique content on their website
- The most important keywords relevant to their business was missing in their website pages, and many of the important ones were not optimized well.
- There was very less information and images about their products in the website.
- The on-page optimization was very poor resulting in very less amount of leads.

## SOLUTION

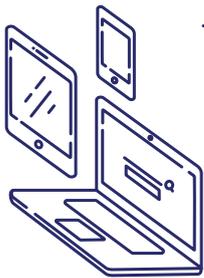
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We started with SEO campaign and spent a lot of time not only gathering important keywords, but also mapping them to pages that made the most sense to a user landing directly from an organic search. To succeed here we provided in-depth content plans. We started to add more products so their value proposition was more clear and information was easier to find and digest. We made specific technical improvements to the Sreenivasa's website and obtained links and exposure from relevant websites and partners to gain more traffic and quick results.

## RESULTS

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After our SEO strategy was deployed, Google organic search traffic had increased from 236 visits to 1247 Google organic search visits. We had achieved a 300% increase in Google organic search traffic within the first three months. We helped Sreenivasa Pearls achieve top three rankings for all major keywords in their locations through our organic SEO package resulting in generating customer leads and enquiries about their products and services.



RISE IN VIEWS

300%



LIFT IN SALES

120%



INCREASE IN ROI

128%

150%

PROJECTED ROI

- ✓ 50K website visits per/yr
- ✓ 2-3 lead calls per day
- ✓ Increased Brand Visibility

## CLIENT SPEAKS

"They took us from nowhere to a place us on the top on the searches. We are found everywhere now, We are really pleased with the results offered! We have gained more clients and digital marketing is something I recommend for everyone now."

RAMESH BABU, MANAGING DIRECTOR, SREENIVASA PEARLS.



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