



WE BELIEVE IN WINNING

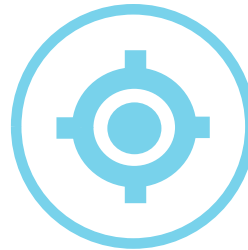
WITH INTELLIGENCE



# THE WAY WE DO IT

## BUSINESS OBJECTIVE

The project is defined by set of goals driven by single purpose & objective





### Channel Optimisation

The Choice of effective channel will not only depend on customer's presence but also on brand perception, online behavior & channel utility



### Researched Business Environment

Understanding Online demand & matching your products/services/ digital assets with consumer insights for better ROI.



### Offline-Online Integration

Leveraging by integration of both Online & Offline activities for magnifying effect on business objectives.



### Buyer Persona

Detailing your customers & its digital behavior, identifying pain points & preferences is important to know what they do online.



Systematically develop feasible strategy & action plan from business insights to keep your customers engaged and inspired for desired action.

## Insights to Actionable



### Content mapping Per buyer's journey

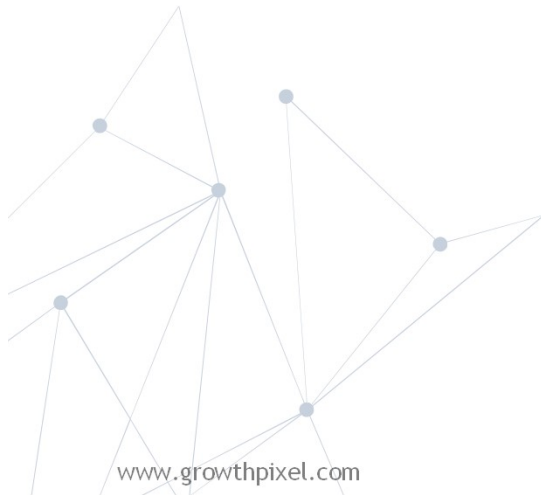
Understand a customer's behavior within the buying cycle and map relevant content which is appealing and helps him to move closer to sales.



### Developing micro conversion triggers

Engaging and graduating customer to successive levels of sales funnel with tactical conversion tools like ebooks, freebies, reports & whitepapers at each level





### Proactive Query/ Objection handling communication

Development of Content which is proactively placed to handle various customer inhibitions, resulting in effective customer management.



Content at your digital assets is made easy to understand and consume, which will make your communication more effective to facilitate desired action

### Simplifying



### Enhancing User Experience

Enhancing Customer satisfaction by improving usability, ease of use and pleasure in interaction, hence increasing retention.

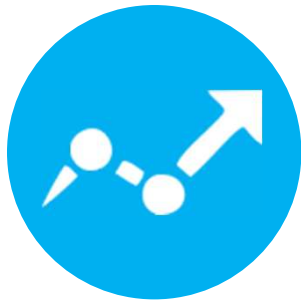


## **Analytics Driven Further Actions**

Footprints of customer left on your digital assets can give amazing insights to an experienced tracker to make the kill (conversion)



## WHAT WE DO



### Driving Traffic

Customized well-thought activities to build online traffic to your digital assets



### Boost Conversion

Interest shown by leads, need to be nurtured and graduated to the decision of buying.



### Increase Engagement

Engaged customers are a source of your further growth. ensuring repurchases

# CLIENTS





# CASE STUDIES

## CLIENT

inglua

## PROJECT

Digital Asset Revamping

## DETAILS

Indianisation of inglua template

Developing entire user experience

Content mapping as per Sales Funnel



# CASE STUDIES



## CLIENT

Novatium

## PROJECT

Digital Asset Revamping

## DETAILS

Professional look, suggesting superior technology

From Product to Solution driven Marketing Communication

TG driven information Architecture/website wireframe

# CASE STUDIES

## CLIENT

Xoanon Analytics

## PROJECT

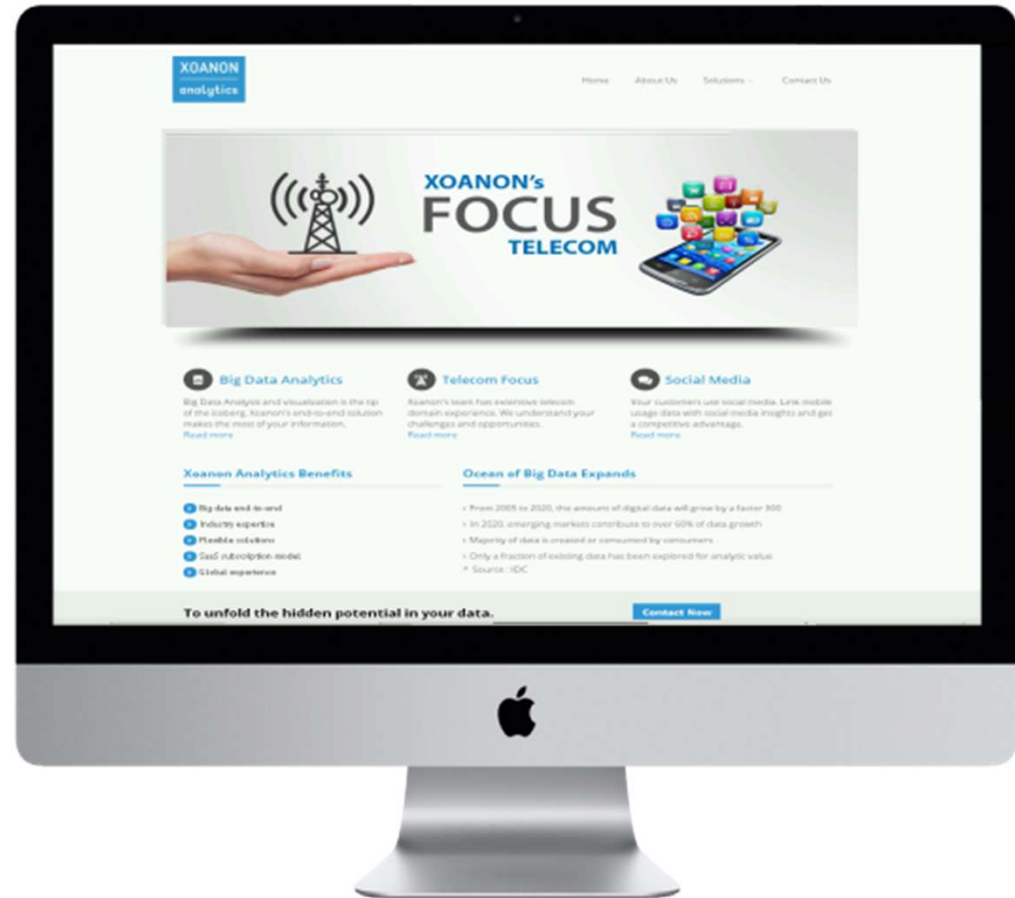
Digital Strategy & Identity

## DETAILS

Big data analytics Co., stressing ease of doing business

Made complex services understandable to TG

Design & communication as per psychographic behavior of TG



# CASE STUDIES



## CLIENT

Eurasia Bearings

## PROJECT

Digital identity Renovation

## DETAILS

Shift from manufacturing to a service provider identity

Design communicates professional outlook of the Co.

T.G. provided with complete information and simulated by Persona development



# CASE STUDIES

## PROJECT

Social Presence

## DETAILS

223% Increase in 'likes' in a mnth  
Increased 320 likes to 9000 like



40% Increase in  
post engagement



# CASE STUDIES

Fr LANGUAGE INST.

Strong brand recall & good traffic, yet has few leads.



83% More Leads

17% More Traffic

Optimized User Experience

Developed & implemented Content Strategy

SEO Optimised

Lead Nurturing





# CASE STUDIES



## TRAVEL PORTAL

Social advert. targeting conversion & engagement.

Objectives  
Redefined &  
Finetuned

Redefined  
Buyer Persona

Optimized  
Ad & Post copy

72% More Leads

80% More Engagement

A/B Variant test of 2 Ad &  
Post for Diff. results



# CASE STUDIES



FOREIGN EDU.  
CONSULTANT

Looking towards more  
leads at less cost.



Specialised  
Bidding Strategy

89% ↓ Cost Per  
Acquisition

1.6x ↑ Return on  
Investment

Buyers  
Persona

Customer  
segmentation

Targeting  
Strategy

Website &  
Landing Page  
optimization





# CASE STUDIES



## APPAREL GIANT

Increase walkins at stores, visits on website & social.

Program for better Customer Information

Customer segmentation

Analytics based Targeted Email Campaigns

Customer Nurturing Program

Social Presence & Engagement

52% More Leads

136% More Engagement



I ♥ 2 shop smart!

MORE AND MORE BUSINESSES ARE ATTRACTING CUSTOMERS ONLINE

and here is

WHY...

67% of B2C and 41% of B2B companies have acquired a customer through

Companies that blog are visitors site

LETS MEET OVER  TO PLAN BIG WINS

hello@growthpixel.com



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