Digital Catalyst
augmenting growth

Case Study:

Women Web store (Franchise Development)

How We Helped

By Starting **SEO Activities**

For Getting **Franchises**



Overview

The website is one of the India's favourite women wear e-store. Its merchandise is also available in exclusive stores & 100s of MBOs across the world. Digital Catalyst has started SEO activities to maximise the site's organic potential, provide analysis of performance in search, carry out paid search activities, email marketing and B2B Campaign for getting franchises.



The Challenge

1.Branding

2.Budget constraint

3.Poor social media following

4.No email list

5.Lack of previous history

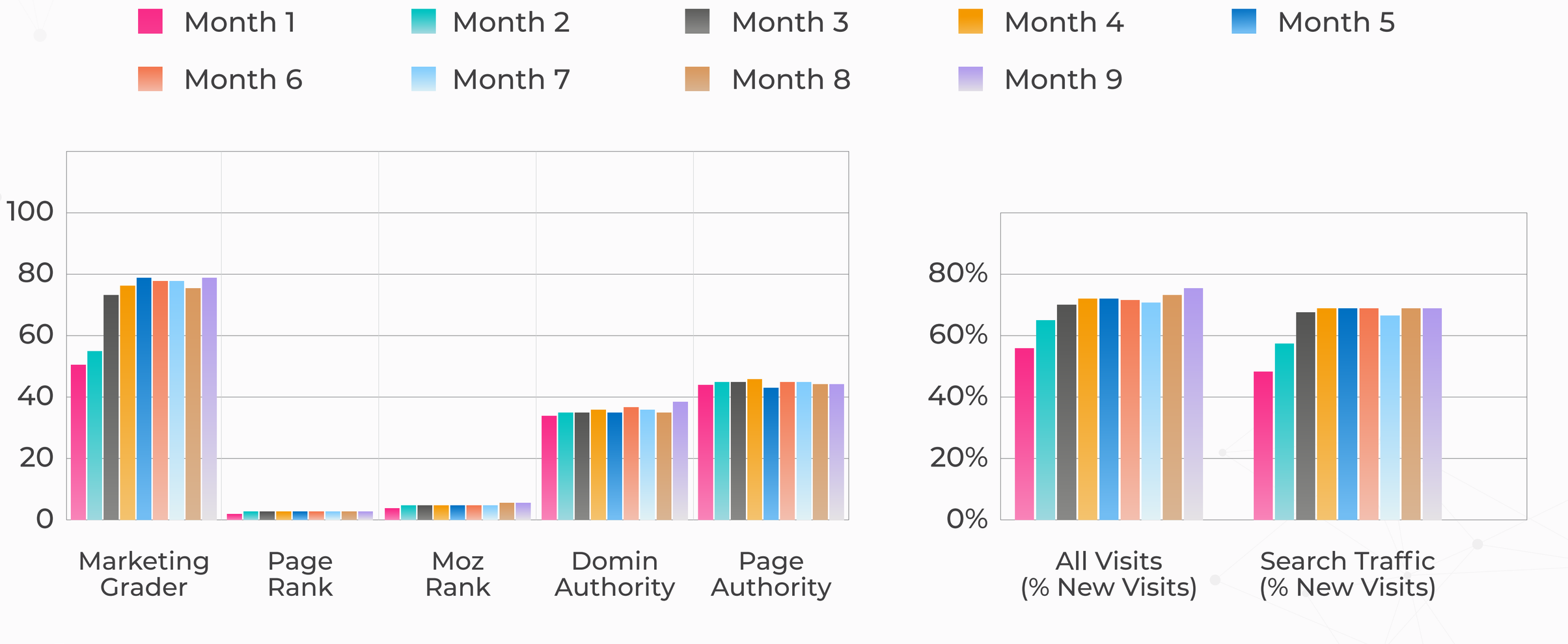
Our Solution

1. Landing page for B2B
2. Search - Optimize the B2B Page and get traffic from search engines
3. LinkedIn - Paid methods like In Mail, Group Participation, Commenting & Status Sharing, LinkedIn Advertising

4. Email - Select data to match target audience(white papers, case studies, info-graphics etc.), Select target audience email DB
5. Campaign follow up

Get introduced & act as reminders to the TG

Results



About Us

Established in 2014, **Digital Catalyst** has been the growth partner for businesses of various categories ranging from multinationals to startups across the globe. We approach our clients as partners and become a part of their growth journey by implementing bespoke marketing strategies.

An experienced team of domain experts from different walks of digital marketing is eagerly waiting to help you best leverage digital mediums.



Like What You See ? Get In Touch With Us!

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