

# BOOSTING NIKURESSENCE'S BRAND IDENTITY



## Challenges

- Limited online visibility in the premium idols and artifacts market
- Needed a strong brand identity to highlight the craftsmanship and cultural value of products
- Low customer engagement and minimal differentiation from competitors



## DIGITAL CAMPAIGNS & ENGAGEMENT

- Launched storytelling-driven social media campaigns featuring artisans, product origins, and festival-themed promotions
- Enhanced website UI/UX for a seamless shopping experience with immersive visuals and categorized navigation
- Developed educational content on the spiritual and artistic significance of materials like brass, marble, silver, and panchaloha

## SOLUTION: DIGITAL CAMPAIGNS & ENGAGEMENT

To establish Nikuressence as a leading brand in premium idols and artifacts, we implemented a strategic digital marketing approach focused on storytelling, engagement, and seamless customer experience.



## BRAND REDESIGN

- Established brand pillars centered on heritage, craftsmanship, and spirituality
- Created a compelling brand story showcasing the artistry and sacred significance of their offerings
- Refined visual identity with elegant typography, earthy tones, and culturally inspired aesthetics

## RESEARCH & STRATEGY

- Conducted 800+ hours of research, analyzing 40+ competitors globally and locally
- Identified key market gaps, positioning Nikuressence as a premium brand for handcrafted idols and artifacts
- Developed audience personas, targeting home decor enthusiasts, spiritual seekers, and collectors

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Nikuressence successfully transformed into a trusted destination for premium idols and artifacts, blending tradition with a modern digital presence to reach a wider audience.

### Social Media Strategy

- Formulated thematic advertising campaigns focused on festivals commemorated in India, including Diwali, Navratri, and Ganesh Chaturthi, addressing each item's spiritual significance.
- Artisan-focused content was created, deeply engaging in their craftsmanship and detailing of brass, marble, and silver idols.
- Audience engagement was nurtured through interactive content, customer testimonials, decor ideas, and DIY puja arrangements.

### Website Optimization & UI/UX Enhancement

- Improved the website's navigation and design, making it easier for customers to explore Brass idols, panchaloha statues, and other products.
- Some of the categories are available with a 360-degree product view for the exquisite artistry full of vision embedded in it.

### Content & SEO Strategy

Launched a blog series educating customers on the significance of different materials (brass, marble, wood) in spiritual decor

Optimized website content with high-intent keywords, improving search engine rankings for terms like "pure marble statues" and "brass home decor".

## Brass Blessings

Browse Our Exquisite Statues



### Website Optimization & UI/UX Enhancement

- Introduced personalized email sequences that provide recommendations based on browsing history..
- Brought back website visitors that had browsed multiple items without purchasing through retargeting ads on Meta and Google
- Ran these ads, and in the end, 4X more website traffic, up by 180% on social media engagement, and a big jump in e-commerce sales.

## RESULTS

- Social Media Growth: Engagement increased by 180%, building a loyal customer community
- Brand Awareness: 4X growth in website traffic and online inquiries
- E-commerce Sales: Monthly revenue doubled within three months
- Customer Retention: Improved by 30% through personalized marketing and storytelling

