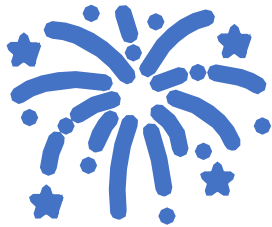




India's Largest Electrical Store

India's Best Home & Industrial Electrical Products Online Shopping Store (eleczo.com)



"Strategic Brilliance: ELECZO
Success Story"



Anish Mahendra Kumar –
Digital Marketing Professional



Campaign Launch Date- Nov
2021



COMPANY OVERVIEW

- Introduction
- Industry Background
- Target Audience
- Products and Services
- Mission and Values





CAMPAIGN OBJECTIVE

- Increase Brand Awareness
- Drive Sales
- Positioning



CAMPAIGN GOALS



BOOST SALES -
20% IN THE NEXT
QUARTER



ELEVATE BRAND
VISIBILITY – INCREASE
RECOGNITION



EXPAND
CUSTOMER BASE-
BY 15 %



KEY METRICS
-SALES GROWTH -
DIRECTLY IMPACTED
REVENUE.



WEBSITE TRAFFIC



CUSTOMER ACQUISITION-
ACQUISITION RATES WERE
ESSENTIAL

CAMPAIGN'S MISSION



Short-Term Goals -Specific target of 20% growth



Long-Term Goals - Market dominance.



Key Metrics



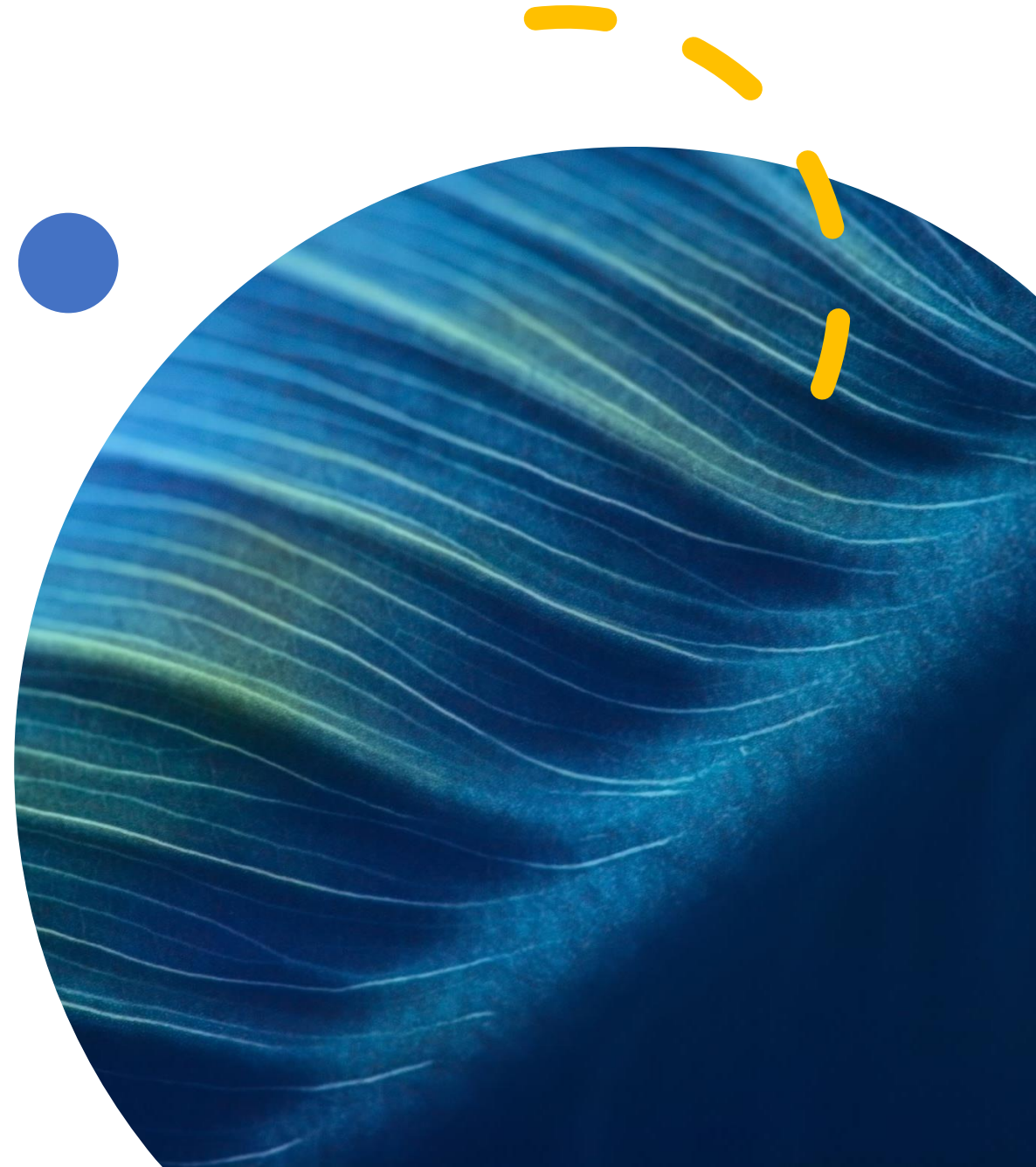
Sales Growth



Brand Visibility



Customer Base Expansion



MARKET RESEARCH ANALYSIS

- Market Research
- Audience Segmentation
- Competitor Analysis
- Consumer Behaviour Insights
- Industry Trends
- Customer Feedback
- Data-Driven Decision Making



CAMPAIGN STRATEGY



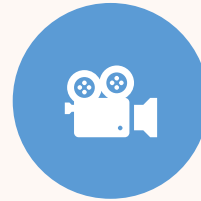
TARGET
AUDIENCE -
NEEDS AND
PREFERENCES.



MESSAGING AND
VALUE
PROPOSITION



CHANNEL
SELECTION –
EMAIL AND
CONTENT
MARKETING



CONTENT
STRATEGY –
VIDEOS AND
INFOGRAPHICS



BUDGET
ALLOCATION –
RETURN ON
INVESTMENT



MEASUREMENT
AND ANALYTICS –
KPI RELATED TO
WEB TRAFFIC



CAMPAIGN EXECUTION

- Timeline
- Cross-Functional Team
- Content Creation
- Advertising and Promotion
- A/B Testing
- Quality Assurance
- Challenges and Adaptations

CREATIVE ASSETS

- Creative Elements
- Consistency
- Visual Storytelling
- Call to Action (CTA)
- Adaptability
- User-Generated Content

- # CREATIVE ASSETS
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RESULTS

- Sales Growth - a remarkable 23% increase in sales during the targeted quarter, exceeding our initial goal of 20%.
- Brand Visibility - 30% rise in social media mentions, a 25% increase in branded keyword searches, and a 15% boost in website traffic
- Customer Base Expansion –by 18%, surpassing our initial goal of 15%.
- Engagement Metrics - The CTR for our email marketing campaigns increased by 12%
- Return on Investment (ROI)- ROI of 4.5:1.
- Customer Feedback - a 95% satisfaction rate among our existing customers





WHY IT WAS SUCCESSFUL

- Targeted Approach
- Compelling Value Proposition
- Data-Informed Decision Making
- Multi-Channel Strategy
- Adaptability
- Clear Metrics
- Customer-Centric Focus
- Collaborative Team Effort

LESSONS LEARNED

Continuous
Improvement

Adaptability is
Key

Customer
Insights

Data-Driven
Decision
Making

Team
Collaboration

Clear
Communication

Long-Term
Thinking

Customer-
Centric Focus

Risk Mitigation

CONCLUSION



STRATEGIC
FOCUS



DATA-DRIVEN
DECISIONS



COLLABORATION
AND
ADAPTABILITY



CUSTOMER-
CENTRIC
APPROACH



CONTINUOUS
IMPROVEMENT

An aerial photograph of a multi-lane highway bridge spanning a body of green water. Several trucks are visible traveling across the bridge. The text "THANK YOU!" is overlaid in the center in a white, sans-serif font. In the bottom left corner, there are four thick, yellow, curved lines that resemble a stylized graphic or a road marking.

THANK YOU!