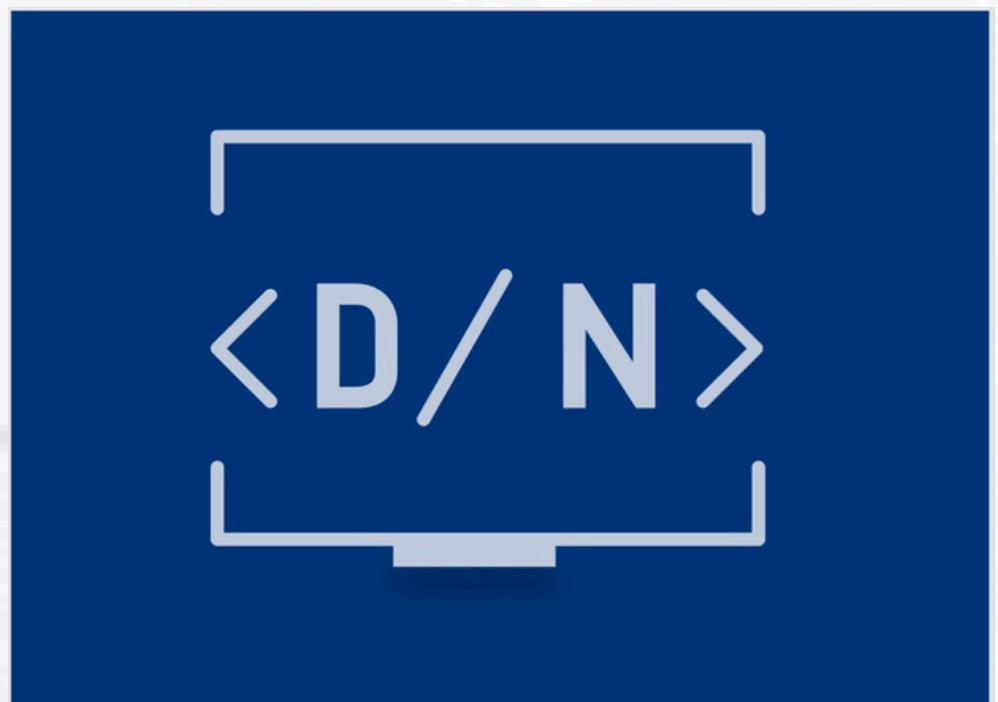


Case Study: Web Development and Digital Marketing for Bergamot Beauté

Presented by
DevNexus Solutions



Company Overview

Bergamot Beauté is a new Indian fragrance company selling high-style perfumes at affordable prices. As "Pure Parfum," the products have high oil content and durable fragrance profiles.

The company is well positioned to appeal to Gen Z and millennial customers looking for uniqueness and affordability in personal care items.



Problem Statement

Bergamot Beauté sought to establish a polished online presence to compete in the growing D2C fragrance market. Their challenges included:

- Inadequate internet infrastructure and no official website.
- Dependence on market places limiting data ownership and brand storytelling.
- Low discoverability and brand visibility due to poor SEO and unorganized digital marketing.
- Weak social media recall.
- Unreliable customer service, with no email marketing or CRM.
- Lack of remarketing or loyalty programs for repeat customers.





Evaluation

STRENGTHS

- Strong oil content and enduring scents
- No stand-alone online store
- Reasonably priced luxury placement

OPPORTUNITIES

- India's D2C beauty and personal care market is expanding.
- fierce rivalry between niche and high-end fragrance brands
- Increase in fragrance purchases made online after COVID

WEAKNESS

- Tier 1 cities have low brand awareness.
- A diverse range of fragrances
- No retention or loyalty plan

THREATS

- Low customer trust as a result of fraudulent or duplicate marketplace reviews
- Growth potential driven by influencers, product imitation, and undercutting prices

Our Approach |

To establish Bergamot Beauté as a competitive online fragrance brand, we created a bespoke website with high-definition image galleries, reviews, scent guides, and a responsive design. We defined a brand messaging system and initiated targeted Google Ads and compelling Facebook/Instagram campaigns. Welcome series, cart recovery, and upsell automated email flows were implemented. We optimised in-page SEO for search terms such as "best long-lasting perfume under ₹1000" and enhanced site performance using technical SEO. We also worked with micro-influencers to acquire user-generated content for retargeting and building credibility of the brand.



Competitive Analysis



Bergamot Beauté provides luxury fragrances at a low price point of ₹700–₹800 with a direct-to-consumer model through its new e-commerce site. Zara Fragrances is positioned a notch above at ₹1,200–₹2,000 using its fashion brand image and robust distribution network. Skinn by Titan is at ₹1,500–₹2,500 with a broader consumer base targeted through mid-premium products and an omni-channel strategy. Villain Perfume, at ₹750–₹1,000, focuses on aggressive brand building and influencer marketing. Bergamot Beauté's merits are its price point, niche quality, and sales and narrative control.



OI **LÉGENDE**

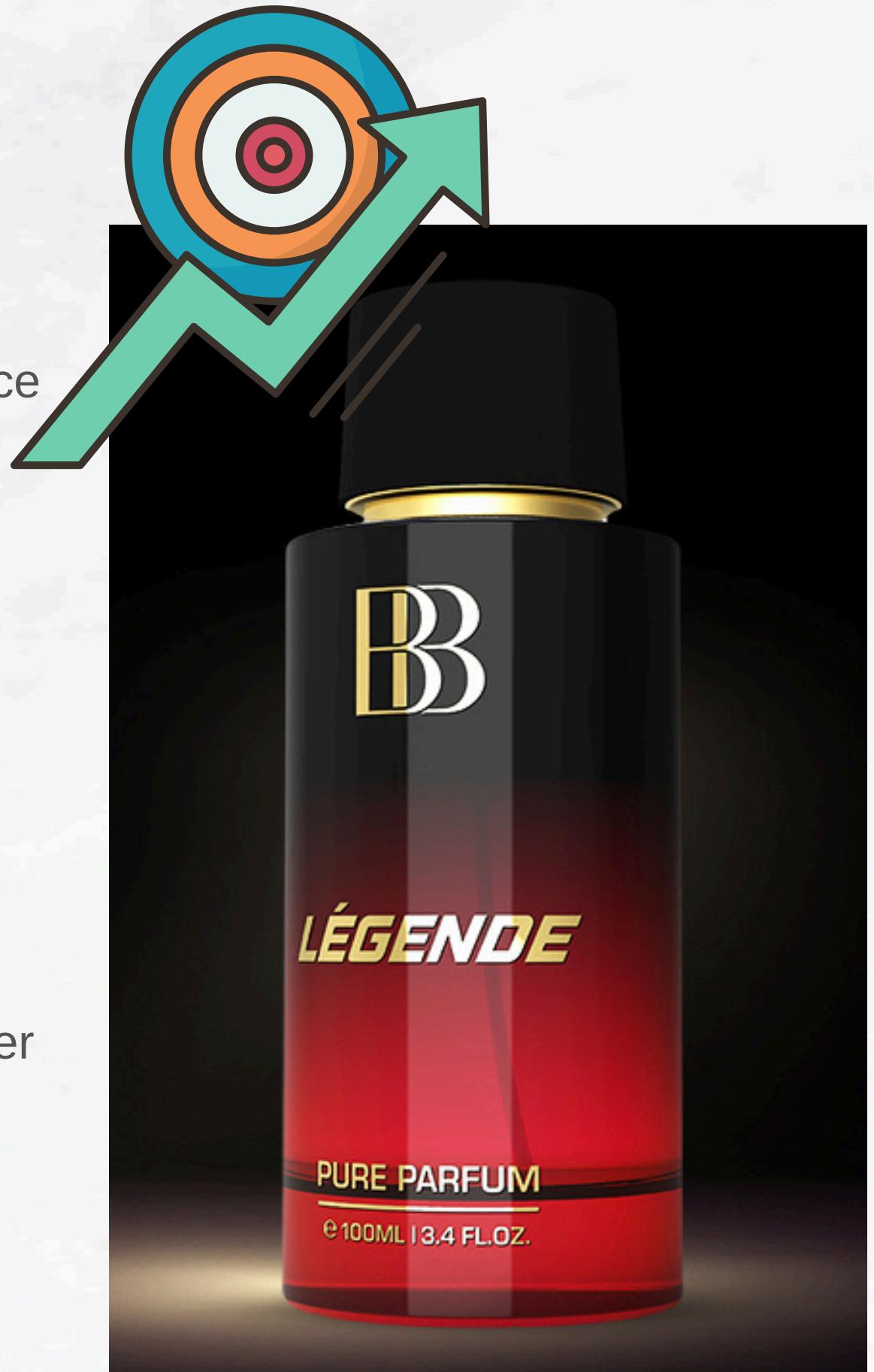
LÉGENDE is a woody-aromatic fragrance for ambitious men, available on Flipkart and Amazon.

Outcomes After 90 Days

Within 90 days of website launch, Bergamot Beauté saw significant performance improvements:

- Monthly website traffic: more than 18,000 visitors
- Conversion rate: increase from 2.7% to 22%
- Average order value (AOV): rose from ₹600 to ₹950
- Return on Ad Spend (ROAS): 3.8x
- Email subscribers: increased from fewer than 100 to more than 2,300
- Customer repeat rate: reached 38%

These outcomes demonstrate effective product positioning, email, and customer retention programs.



Key Results

- Higher Brand Ownership: Autonomy from Amazon enabled Bergamot to keep 100% of customer data and feedback.
- Increased Conversions: Both optimized funnel structure and retargeting resulted in significant order increases.
- Enhanced Brand Perception: Users now have positive perceptions of Bergamot due to well-curated UI, good ad creatives, and distinct brand messaging.



Conclusion |

Through extensive website development and targeted digital marketing, we helped Bergamot Beauté to:

- Transition from a marketplace-driven to an owned D2C brand.
- Expand their online infrastructure.
- Compete with high-end brands while remaining affordable.

Bergamot is now a scalable e-commerce business poised for growth in new fragrances, markets, and partnerships.

