

CASE STUDY: WEB DEVELOPMENT & DIGITAL MARKETING FOR CERVINO CERAMIX



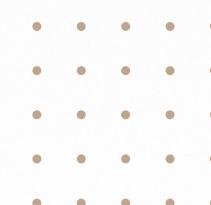
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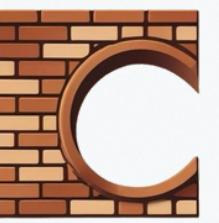
Company Overview:



Cervino Ceramix LLP, a fast-emerging Indian manufacturer based in Jhajjar, Haryana, specializes in high-end bricks and tiles. Cervino merges traditional handcrafted materials with modern specifications. Their target customers include architects, interior designers, builders, and discerning end-users. The product range features:

- Designer Bricks for premium facades
- Ceramic and Vitrified Wall & Floor Tiles
- Textured Cladding Solutions for interior accent walls.





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Problem Statement



Cervino Ceramix experienced numerous problems, even though it had strong product quality and manufacturing abilities, to build its digital presence in a very crowded and commoditised building materials industry.

Key Problems-

- **No Official Website-**
 - No website to display their product range, catalogs, or projects
- **Limited Online Presence-**
 - None, relying only upon trade shows and 'word of mouth'
 - Low search visibility and inquiries through digital channels
- **No Lead Capture & Nurture Funnel-**
 - No framework to convert visitors to the site or potential buyers
- **Non-ideal Client Communication-**
 - No CRM integration, and limited segmentation of clients.





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Evaluation

Strengths

- Quality materials and modern design sensibilities
- Growing popularity in northern India
- In-house manufacturing ensures quality control



Opportunities

- Growing demand for designer bricks & tiles for urban living
- Architects and designers looking for online procurement
- Global growth opportunity and export horizon



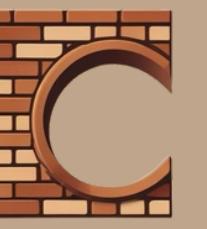
Weaknesses

- No online B2B/B2C store
- Bad SEO and Google visibility
- No download catalog or inquiry system



Threats

- Fierce competition from existing competitors (Jay Jalaram Bricks, US Bricks)
- Price-cut undercutting by inexpensive rivals
- Off-line stores eating into margins



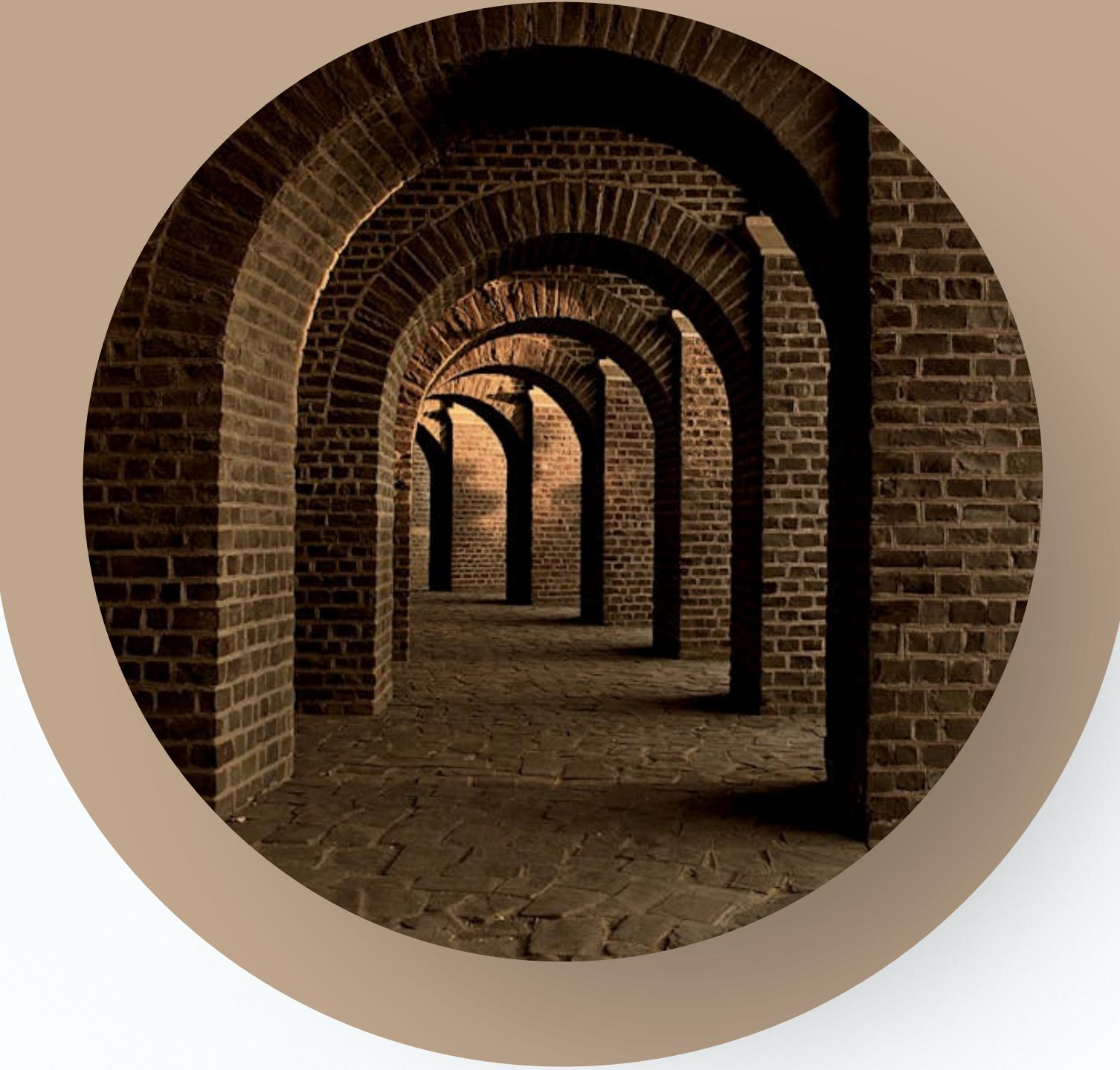
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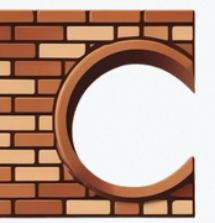
Our Approach



To boost Cervino Ceramix's digital visibility, we developed a mobile-responsive, SEO-friendly website featuring product galleries, inquiry forms, bidding options, and a portfolio of projects for Cervino bricks. The site includes downloadable brochures and enables instant WhatsApp communication for product inquiries.

Our marketing strategy emphasized a brand voice of "Contemporary, Trustworthy, and Sustainable," supported by Google Ads for brick buyers and LinkedIn ads for architects, along with social media engagement. Using Zoho CRM helped nurture B2B leads, while targeted SEO keywords and a niche blog improved search visibility. Collaborations with influencers and architects generated user content, enhancing brand credibility.





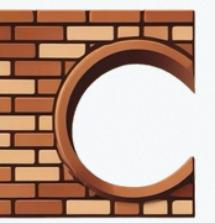
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Competitive Analysis



Cervino Ceramix is a value-luxury brand in a market that is saturated, competing with established brands such as Jay Jalaram Bricks and US Bricks. Whereas these competitors are overly dependent on conventional distribution channels and scale-based brick manufacturing, Cervino stands apart through a robust direct-to-consumer base and expanding online presence. The brand appeals to architects, contractors, and homebuyers through premium-quality bricks focused on customized solutions, sophistication, and consistent performance. By integrating design expertise with functionality, Cervino is a contemporary choice providing premium value without premium cost.





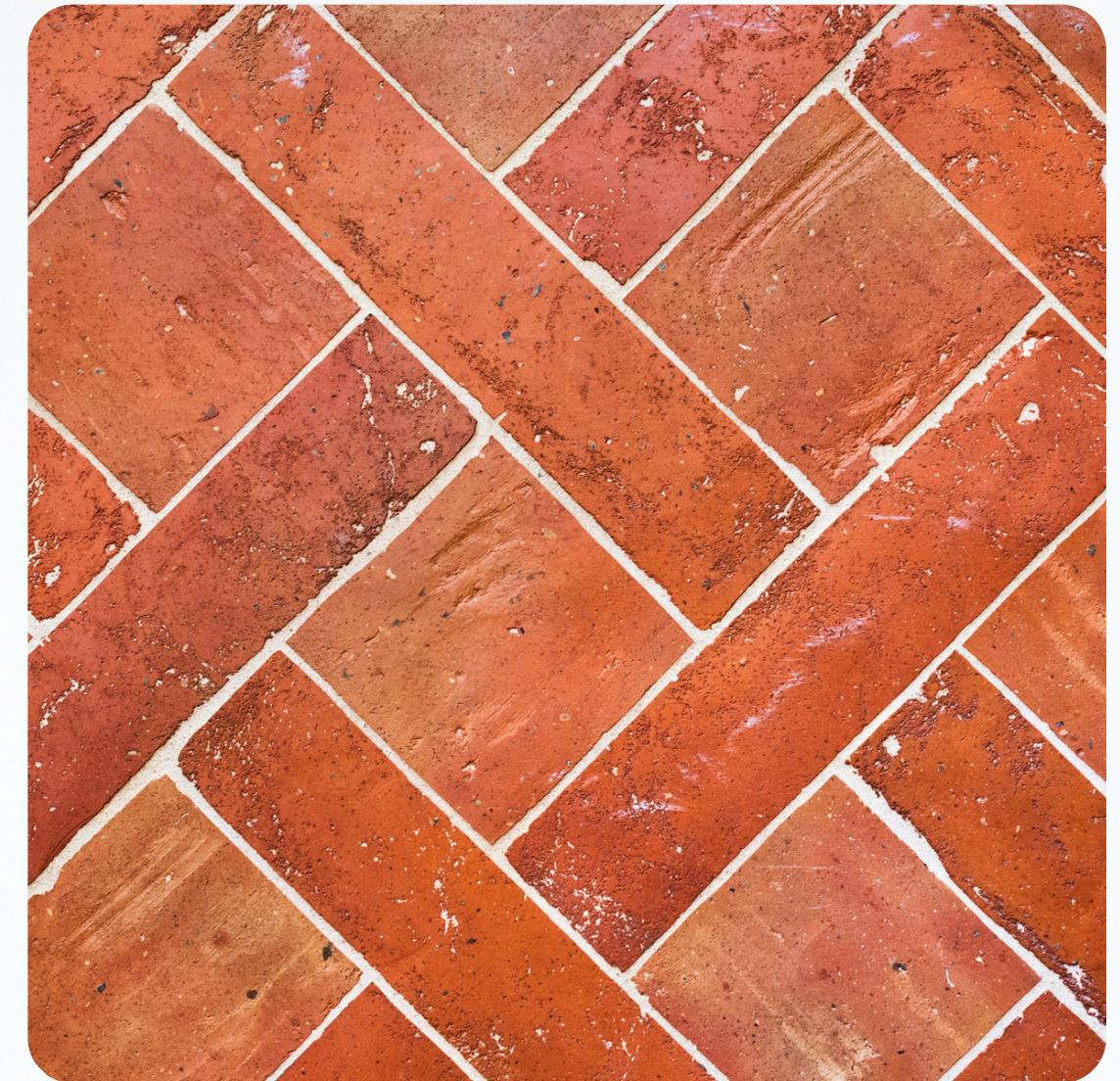
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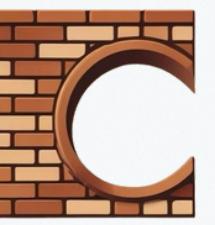
Outcomes After 90 Days

In only 90 days, Cervino Ceramix achieved spectacular digital growth:

- Monthly website traffic was over 14,000 because of improved user experience and focused campaigns.
- Inquiry management transformed to record over 1,200 qualified leads using combined forms.
- Lead conversion rate was 5.1% with average order value of ₹83 lakhs through volume B2B selling.
- A new CRM system created a segmented database of over 1,600 prospective clients.

The website ranked among the top 5 for over 10 product-related keywords, driving search traffic and online exposure.





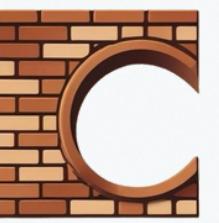
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Key Results



- End-to-End Brand Control: Cervino Ceramix is not reliant anymore on third-party resellers and now has the customer experience in its control.
- Additional Orders & Enquiries: Clean product configurations and quote-request CTAs drew additional incoming leads from developers and architects.
- Increased Brand Equity: A professional website increased brand confidence and distinguished Cervino from price-war-oriented rivals.
- Future Scalability: Platform is ready to scale to e-commerce.





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Conclusion



Cervino Ceramix went from being an offline manufacturer to a B2B leader with the implementation of a new website and targeted digital marketing. With a scalable technology stack, a compelling visual identity, and an optimized customer journey, Cervino is now ready to: Grow their business in instate and export markets. Launch new product range designs with digital first strategies. Establish long-term partnerships with architects, designers, and builders. Cervino Ceramix has now established a standard for building material businesses to thrive in a digitally-driven world.

