



Content Marketing & SMM for Home Decor & Lifestyle Company

PROJECT DETAILS

 Content Marketing, Social Media Marketing

 Oct. 2020 - Ongoing

 Less than \$10,000

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PROJECT SUMMARY

ShootOrder helps a home decor business with content creation and social media marketing, mainly on Instagram. Their team is in charge of editing product images and adding copy to create social media posts.

PROJECT FEEDBACK

ShootOrder has been able to provide great results to the client, including an increase in sales and engagement and a decrease in the dropout rate. The team is very communicative, understanding, and flexible, and they excel at meeting deadlines due to their structured approach.



The Client

Introduce your business and what you do there.

I'm the head of marketing and co-founder of a home decor and lifestyle business based in India. We have a retail brand, as well as a B2B side of our business, where we sell our products to corporate clients.



Arnab Ghosh

Head of Marketing & Co-Founder,
Nakshikathaa



Design



India

The Challenge

What challenge were you trying to address with ShootOrder?

We hired ShootOrder for content creation and digital marketing.

CLIENT RATING

4.5

Overall Score

Quality: 4.5



Schedule: 5.0



Cost: 4.0



Would Refer: 4.0





The Approach

What was the scope of their involvement?

Initially, ShootOrder mainly focused on creating content for us. We were starting our company, so we wanted to prioritize good content creation. After about a year of working with them, we saw that we had great content but not enough followers on social media, so we requested them to do some radical changes to our accounts.

Since then, ShootOrder has helped us with copywriting for our social media posts, which I approve before posting. We shoot the product photographs we require internally, so we provide those images to their team for them to edit, add the copy, and send back to me. In addition to that, they manage our Facebook, Instagram, and Pinterest accounts, although 90% of our engagement is focused on Instagram.

What is the team composition?

The project manager from ShootOrder is my main point of contact.

How did you come to work with ShootOrder?

A friend of mine who was part of setting up my company referred me to them.

How much have you invested with them?

We've spent around \$5,000.

What is the status of this engagement?

We started working together in October 2020, and our partnership is ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

For the last 6–7 months, our product sales have been increasing, as has the engagement generated from our social media posts. Additionally, ShootOrder is doing a great job with our dropout rate, reaching 3.5%, which is below the industry average. Overall, we're very happy with their work; everything they've done is very structured.

How did ShootOrder perform from a project management standpoint?

ShootOrder is very good at meeting deadlines. Although we had some issues 7–8 months ago, they've performed very well over the last six months. We typically communicate via WhatsApp or phone calls.

What did you find most impressive about them?

ShootOrder is very understanding, and they're in sync with our brand. They know exactly what we require, and they're very flexible.

Are there any areas they could improve?

It would be great if they provided more creative ideas on how to increase our engagement. Sometimes, they're a bit square-minded.

Any advice for potential customers?

Be very clear about what you want.

