



Innovative Digital Marketing Solution for 3D Innovation

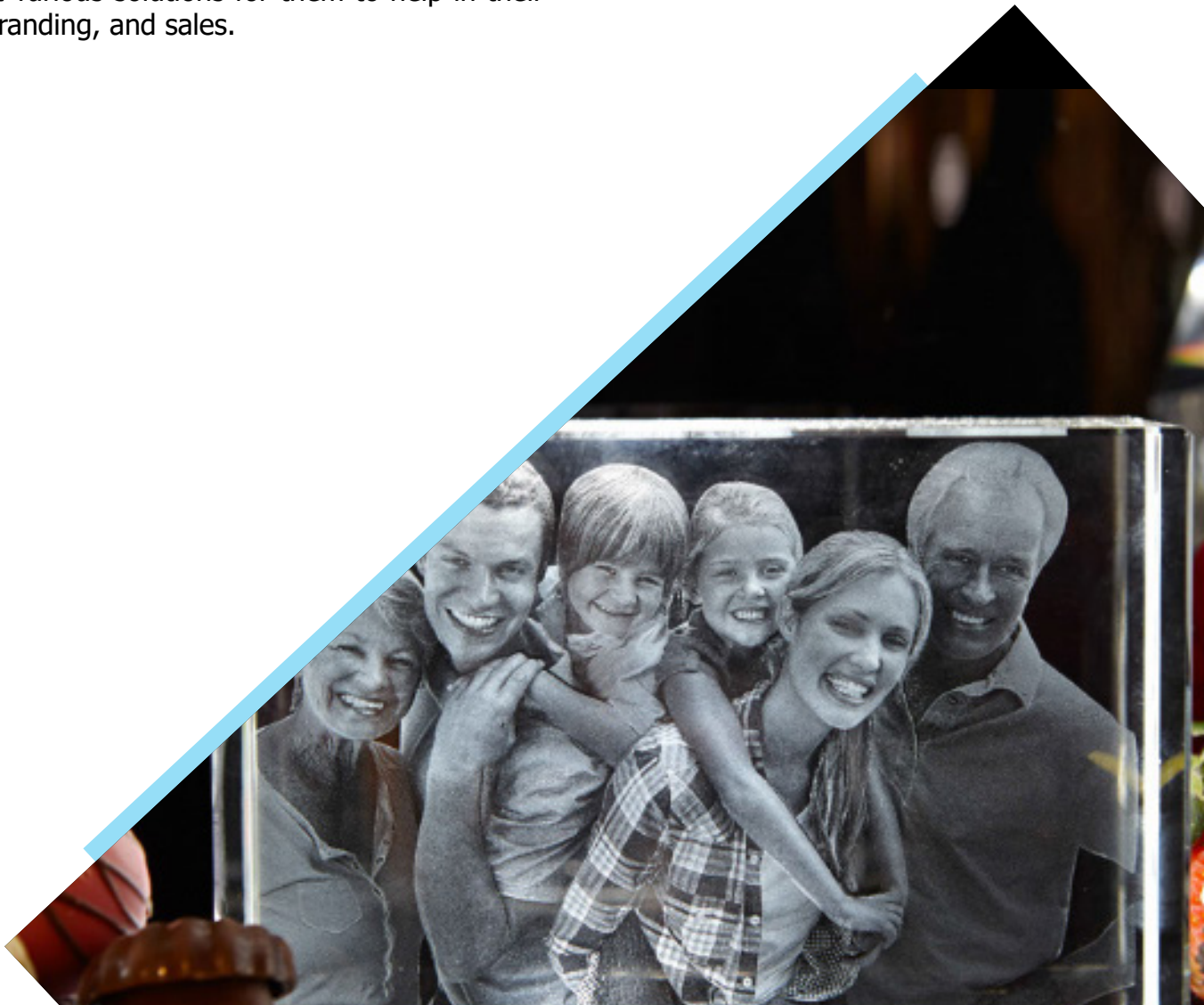
About 3D Innovation

The client is a leading manufacturer of 3D laser etched crystals. They use the latest German technology of laser engraving in crystals. The main aim of the client is to produce very high quality, top-notch personalized custom made crystals for customers.

Their USP lies in delivering products and services that combine technology and imagination to add creativity and a personal touch.

Brainvire has been associated with the client since 2016 and has built various solutions for them to help in their marketing, branding, and sales.

The client
has over
200
successful
retail locations



They needed an **urgent digital omnipresence and of course, sales**

3D technology is slowly making its mark as a top tech trend. However, with great popularity comes greater competition. Enterprises working with 3D technology face stiff competition in the market.

Now, all the more customers are looking for personalization in everything they purchase. The client wanted to take advantage of this need so they approached Brainvire to create an online presence and increase brand awareness. Our digital experts curated a tailored marketing strategy to suit the client's vision by creating a Facebook page and running Facebook campaigns to reach a larger target audience.

We leveraged every possible occasion and **made it special for them**

Brainvire's digital marketing experts were able to identify issues resulting from the lack of brand awareness and social media presence. Our digital marketing ninjas created a Facebook page for the client to maintain a steady social media presence.



Data-driven **personalized offers and discounts**

We also ran season-wise Facebook and social media campaigns offering attractive discounts, coupons, and offers to customers. We also ran campaigns for special occasions such as Father's Day, Valentine's Day, and made it lucrative for them.

We kept their **audience engaged all the time on social media**

Our professionals optimized the client's site to make it SEO friendly and increase its speed. The primary focus was placed on SEO-friendly content and marketing to improve the client's page rankings on search engine results.

Brainvire's digital marketing team ideated and ran Google Ads fortified with SEO-rich content and keywords to attract relevant traffic to the client's website and social media pages.

PPC marketing for **maximized ROI and minimum Adspend**

We used paid advertising to push the client's online presence to a new level.

With the help of PPC campaigns, we enabled the client to boost their marketing efforts according to their preferred scale and budget. Our marketing experts were constantly monitoring the PPC results to ensure the client could reap the maximum benefits and account for every penny of their ad spend.

182.55% increase in organic revenue

is just one of the
several achievements of the project

Our online marketers successfully fulfilled the client's requirement's by establishing a firm online presence.

The numerous campaigns run by our digital marketing experts reaped tremendous results.

The client witnessed
an increase in organic
traffic by

98.83%

The organic revenue
also rose by a whopping

182.55%

followed by a hike in
paid revenue by

67.76%

