



**WITH 55.37%  
INCREASE IN SALES  
LARSON SPARKLED  
AGAIN WITH SUCCESS**



## ABOUT LARSON JEWELERS

The client specializes in men's wedding rings and carries a wide assortment of modern jewelry, from tungsten wedding bands, diamond engagement rings to gold and silver wedding bands for men and women. They create unique styles with gemstone, dinosaur bone, and wooden inlay rings.

They also provide customized and personalized jewelry catering to a large section of the audience that prefers to add their own touch to their jewelry.

Brainvire has been associated with the client since December 2019 and has assisted them in building an online presence for their products and services.

# DIGITAL MARKETING MADE LARSON'S DIGITAL TRANSITION EVEN SMOOTHER

The client had shifted their website from .Net to Magento. They faced a lot of problems such as a drop in rankings, website performance, errors, and broken links.

The development team at Brainvire implemented new integrations to the website to accent its usability and functions. The experts conducted a full audit of the website to identify strengths and weaknesses and suggested enhancements after evaluation.

**Brainvire began with the client's digital marketing campaign after they transitioned the website to a new platform. The digital marketing efforts showed results with a smoother digital presence and performance.**



# GOING AN EXTRA MILE TO MAINTAIN AND INCREASE THE DIGITAL PRESENCE

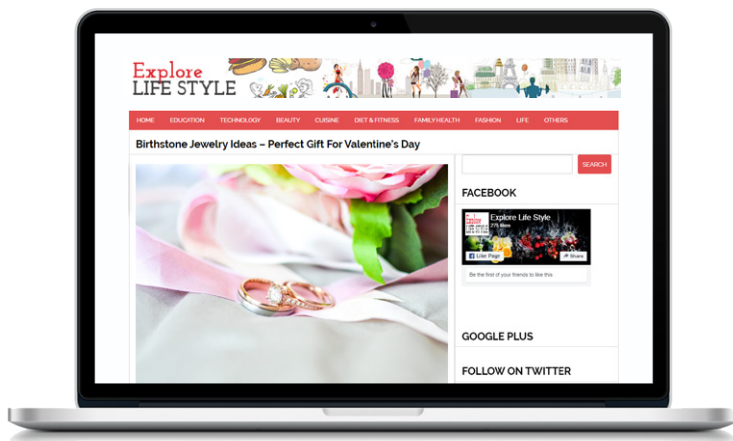
Brainvire launched a dedicated digital marketing campaign for the client.

In addition, we fixed all the bugs that resulted from the transition of the website. We also removed all the broken links and 404 errors and redirections while removing all external links and resolved blog duplication issues. We made URL changes through URL mapping that improved visibility of the brand and website.

**Our team implemented quality backlinks on the website and blog, which improved the rankings immensely and exhibited exceptional results. The website experienced a hike in organic traffic and we recovered lost rankings too.**

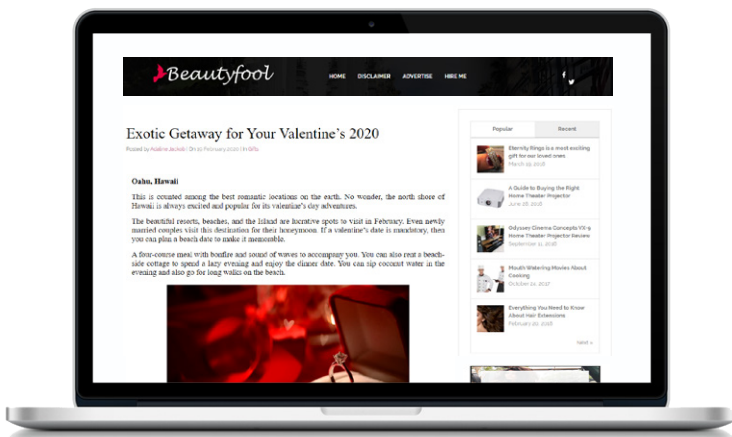


# INNOVATIVE CAMPAIGNS ON SPECIAL OCCASIONS ALWAYS WORK!



Special occasions are always a great idea to promote products and services. Brands that offer personalized items seem to have a preference over customers especially during special events, holidays, and festivals.

Keeping the same in mind, Brainvire's digital marketing experts leveraged special dates to offer interesting discounts to customers.



**We offered event-based campaigns and offers during Valentine's day for customers to gift personalized presents to their loved ones. The idea worked wonders for the client's products and services.**

# CONTENT MARKETING AND KEYWORD ANALYSIS

**We also implemented a product bifurcation based on the client's category. Apart from the client's list of keywords, we suggested adding more keywords with good traffic.**

We conducted a thorough keyword analysis to optimize the website's content and improve search engine page rankings. We completed the on-page optimization of the website.



# 55.37% INCREASE IN SALES WAS BACKED BY MANY ACHIEVEMENTS

Our online marketers successfully fulfilled the client's requirements by establishing a firm online presence. Not only that, the content marketing initiative for the website increased traffic multifold.

We even improved the client's rankings from the 7<sup>th</sup> place to the 2<sup>nd</sup> place on search engine page results. The optimization techniques and the campaigns run by our digital marketing experts showed excellent results.

The client witnessed an increase in organic traffic to 27.62% in March from 14.37% in December.

14.37%

December

27.62%

March