

Sales campaign for Bakraw

- **About Bakraw:** 'Bakraw' is an initiative of the Government of Uttarakhand to improve the livelihood of farmers in the hills. Their mission is to sell fresh pahadi goat meat.
- **Our assistance:** Bakraw needed assistance with social media marketing, as well as sales through Google ads, so Nuclay solutions made it possible for them.
- **Strategy behind content marketing-** Our Content marketing methods with Bakraw not only follow the common knowledge points that catch the consumer's attraction, but we also add a dash of fun and mood lighting components to attract customers, and we collate items with trends to attract our online community.

Dehradun mein
baarish aur mutton
ki cravings kabhi
bhi aa sakte hai.

Order from BAKRAW now!

ORDER ONLINE
www.shop.himalayangoatmeat.com

ORDER ON CALL
88 698 10002 | 88 658 10002

हमारे पास नो भेड़ ❌

ओन्ली
बकरा ✅

ORDER FROM
www.shop.himalayangoatmeat.com

ORDER ON CALL
88 698 10002 | 88 658 10002

- **Hurdle Jump** - BAKRAW is a brand that sells packed chevons, which has many potential sales opportunities, but its audience is very small in Dehradun, which makes it hard to conquer online sales.
- **Google Adwords**- Bakraw was already performing SEO exercises but it was not beneficial since the keywords were still not able to rank. **What we did?**: We targeted keywords from websites and from keywords planners which helped in the tremendous

growth of sales via Google Adwords. **ROI:** They were able to get 3x sales in just one month

Analytics | All accounts > Himalayan Goat Meat | Himalayan Goat Meat

Try searching "where did my users come from"

Traffic acquisition: Session source/medium

Custom Dec 1 - Dec 29, 2021

Rows per page: 10 | Go to: 1 | 1-10 of 13

Session source/medium	Users	Sessions	Engaged sessions per user	Engagement rate	Event count	Conversions
Totals	1,489 100% of total	2,160 100% of total	0.95 Avg 0%	65.28% Avg 0%	19,587 100% of total	95.00 6.67% of total
1 google / organic	429	607	0.99	70.02%	5,836	40.00
2 google / cpc	721	922	0.87	68.11%	8,959	35.00
3 (direct) / (none)	319	531	0.90	54.24%	4,172	19.00
4 m.facebook.com / referral	33	33	0.88	87.88%	187	1.00
5 (not set) / (not set)	11	6	0.00	0%	59	0.00
6 bing / organic	1	1	1.00	100%	4	0.00
7 facebook.com / referral	31	31	0.81	80.65%	146	0.00
8 l.facebook.com / referral	4	4	0.75	75%	24	0.00
9 l.wl.co / referral	3	14	1.67	35.71%	65	0.00

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360 Degrees marketing for FMCG Brand

. Aanchal

- **About Aanchal:** Dehradun Dugdh Utpadak Sahkari Sangh Ltd launched Aanchal, a Milk and Dairy Product brand with the goal of improving the lives of Uttarakhand dairy farmers and fostering their growth and prosperity.
- **How the journey started-**Aanchal is a well-known Uttarakhand brand, yet it was missing from the digital world. It required an online presence, so we began by building a website and, at the same time, we worked on branding through social media, introducing the audience to new items such as Organic Ghee, Badri Cow Ghee, Pahadi Ghee, and Cheddar Cheese & its new flavours.
- **Nuclay's collaboration as digital partner with Aanchal-** Our collaboration with Aanchal has changed its course as we assisted them with Social media branding, Website development, Packaging designs, Amazon & Flipkart Sales, Social Media campaigns.

Branding- Nuclay began branding by sharing what products Aanchal carries, and how they differ from others.

We began with Brand awareness to attract more customers..

- Strategies of Content Marketing:** Our content strategy focuses on informing mothers and consumers who are interested in cooking about the flavour and health benefits of Aanchal products. We keep the content cheerful and entertaining to engage all segments of the audience because dairy products are used by everyone.

घी ऐसा जिससे
रिश्ते भी बने और सेहत भी।

ORDER NOW

Order Now : amazon Flipkart

PRICE OF YOUR CAR'S FUEL WILL GO UP
BUT BODY'S FUEL PRICE
 REMAINS THE SAME

ORDER NOW

Order Now : amazon Flipkart

- **Sales through amazon and Flipkart during covid**
Following the lead of Amazon and Flipkart, we began with a high-quality shot of the product and many slides of product photographs, their nutritional values, and information. Campaigns should ideally begin with this, and then go on to keyword research by targeting sponsored product ads.
- **SEO-** Through our successful strategy we were able to rank 12 keywords within 2 months , We worked on resolving the issues of the website by working on google Search console, and then going forward with Offsite SEO ..
- **Labels designed-**As Aanchal is a product from Uttarakhand, it was necessary to maintain the flavor of the state in the labels, were we crafted the labels with richer components of Uttarakhand's culture, such as Uttarakhand's folk art "Aipan," the state bird: Moonal, the state tree: Buransh, and many more.



SEO exercises for Product Company.

A Green co.

- **Introduction:**

A Green Co. is the first company in India to develop biodegradable and ecologically friendly phone covers which are 100 % compostable. Their phone cases are produced from biodegradable waste and jute and are eco-friendly.

- **How it started:**

1. When we started working on Agreeenco website, It was not ranking because it was a new website.
2. We worked on this from March 2021 after completing onsite eCommerce SEO of this website, we started working on the google search console and resolved all the issues of the website.

- **What we have built and its achievements:**

1. We've built up to 500 high-quality backlinks for the website, and it presently ranks for 100+ keywords in Google and Bing. .
2. Sales increased upto 3x of this website.
3. They are selling eco-friendly products across India, now all the keywords are ranking on top of the first page of google.

