

A GOURMET FOODS COMPANY

A gourmet foods company used Trilliant Digital's services to organically increase site traffic, generate leads and make meaningful

CASE STUDY

INTRODUCTION

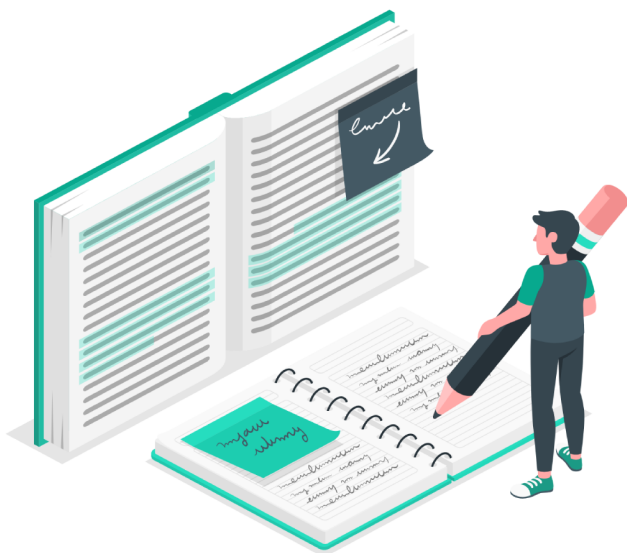
A gourmet foods company were seeking to drive online sales organically as well as via Google ads. To this end, Trilliant Digital used their digital marketing expertise to improve the company website SEO, establish an engaging social media presence and set up an effective online ad campaign.

BUSINESS GOAL

Increase sales, improve site ranking for relevant searches and better engagement on social media.

APPROACH

- **A deep dive into the website**
Site analytics to identify inefficiencies and potential improvements
- **It's all in the keywords!**
Extensive keyword research to identify keywords and phrases used by the target audience, relevant to the company's offerings
- **The all-important SEO**
Aligning the website's content with takeaways from keyword analytics
- **A better website**
Optimising the content, layout, usability and appearance of the website to enhance user experience leading to more fruitful sessions and organic lead generation
- **Google Ad campaign**
With a good understanding of the customer base, set up an effective ad campaign
 - o With the best ad copy using the right buzzwords, in line with findings from keyword research
 - o With the appropriate bidding strategy
 - o Aimed at the right demographic
 - o An optimised landing page to increase conversion rate
- **Social Media Marketing**
Setting up the company's social media presence across Facebook and Instagram to increase visibility, credibility, to create brand awareness and engage customers



Results



Frontpage search result for relevant keywords



Ad campaign which generated 20k+ impressions with an impressive 12% interaction rate



Whopping increase in site traffic (4X) and user sessions (5X)



Social media campaigns resulted in an eight-fold increase in people reached and a five-fold increase in post-engagements



Conclusion

Trilliant Digital has implemented better SEO, run a successful Google ads campaign and set up a vibrant social media presence for the client, bringing them to the forefront of the online platform. The latest KPIs indicate a huge boost in sales, easier discoverability on the web, and better social media engagement.



Reach US

Trilliant Digital Pvt Ltd, New no 18/7, Old no 15/7, 1st Cross, Kumaracot Layout
High grounds, Madhava Nagar, Bangalore 560001