

A DISCRETIONARY CONSUMER GOODS COMPANY

A discretionary consumer goods company used Trilliant Digital's services to organically increase site traffic, generate leads and

CASE STUDY

INTRODUCTION

A leading manufacturer of iconic wearables, were seeking to strengthen their online presence and improve their visibility in front of their target audience. To help the company stand out in the online universe, Trilliant Digital used their digital marketing expertise, establishing the company's online footprint to the highest SEO standards.

BUSINESS GOAL

Increased visibility on the web, better engagement on social media and enhanced customer experience on the site, resulting in higher lead generation and conversion.

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 company's offerings.
- **The all-important SEO**
Aligning the website's content with takeaways from keyword analytics.
- **A better website**
Optimizing the content, layout, usability and appearance of the website to enhance user experience leading to more fruitful sessions and organic lead generation.
- **Social Media Marketing**
Setting up the company's social media presence across Facebook, Twitter, LinkedIn and YouTube to increase visibility, credibility and to create brand awareness.



Results



Top search result for relevant keywords. A jump to the top spot from a position in the 20th- 40th range previously



Four-fold increase in leads from across the globe including USA, Australia, Brazil, Sweden, Hong Kong, Italy, UK, Romania, Nigeria, Dubai & many more



7X increase in site traffic and improved customer engagement



We connected them to some of the leading watch manufacturers across the globe.



Conclusion

With SEO and website development, Trilliant Digital has helped bring Sona Wearables to the forefront on the online platform. As evidenced by the KPIs, the company is now easily discoverable by a global target audience, leading to better lead generation and conversion.



Reach US

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