

# Digital Marketing Case Study



## Digital Marketing Campaign

1st April - 30th June, 2017 (3 months)

**Polycab WIRES PVT. LTD.** is India's No.1 Wire and Cable Manufacturing Company. The Mumbai-based company with a dominant position in the household cables segment has been steadily increasing its presence in consumer durables having entered categories such as fans, lighting and water heaters in the past two years.



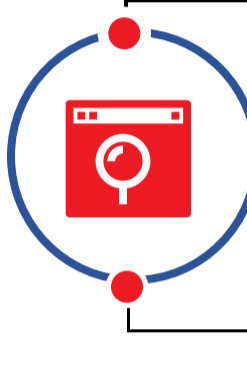
### Project Goal

As search engines continue to place high importance on website engagement and social signals, the company needed a way to increase their website viewers, social media presence, fan engagement, and overall brand reach.

The **purpose** of the Polycab is to:

- Increase the brand reach
- Drive traffic to the website
- Increase Social Media fan base
- Enhance user experience through revamping the website
- Increase instant support through Social Media
- Capture Leads

## Opportunities

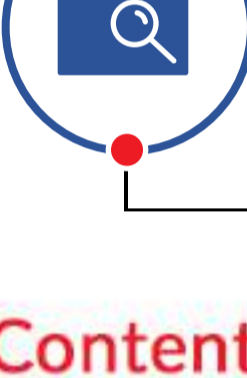
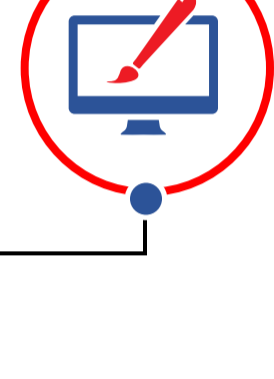


### Research

Ecosmob first conducted the thorough out research regarding the business.

### Website Revamp

Ecosmob is revamping Polycab's existing website with major visible changes.

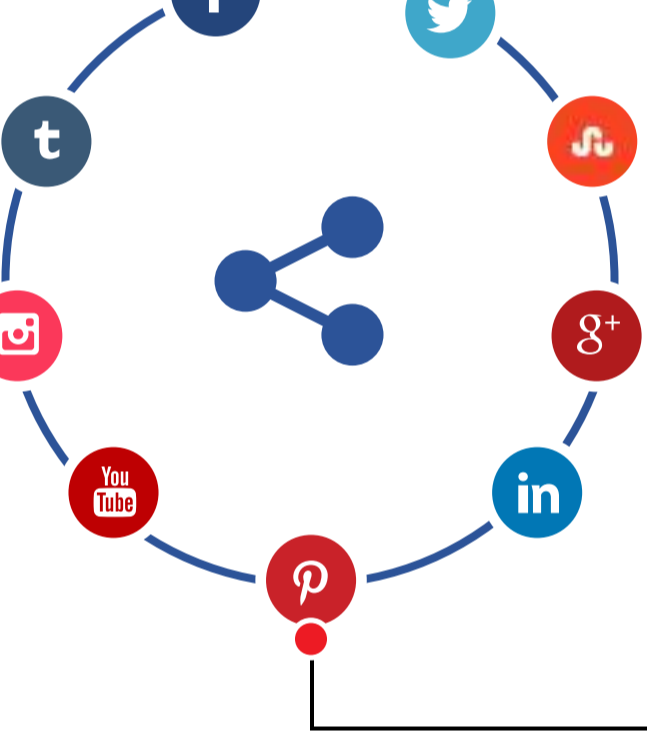
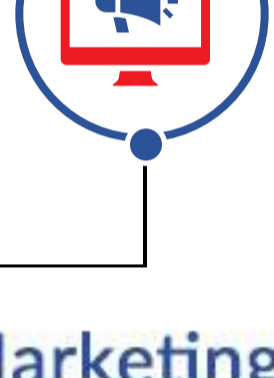


### On Site SEO

On the back-end, Ecosmob is optimizing the site considering sophisticated search engine

### Content Marketing

Ecosmob involves in the creation and sharing of online content material such as blogs and press releases to promote the brand, as well as stimulate interest in its products or services.



### Social Media Marketing

Ecosmob manages 9 major social media accounts of Polycab (such as Facebook, twitter, Google Plus, Linked-in, Pinterest, Instagram, etc). From content creation to online sharing and analyzing the reports, Ecosmob is involved in all.

Ecosmob also initiated Polycab's presence on micro blogging & social networking sites

### Video Marketing

Ecosmob involves in managing the Youtube Channel of Polycab, as well as developing & updating the video content.

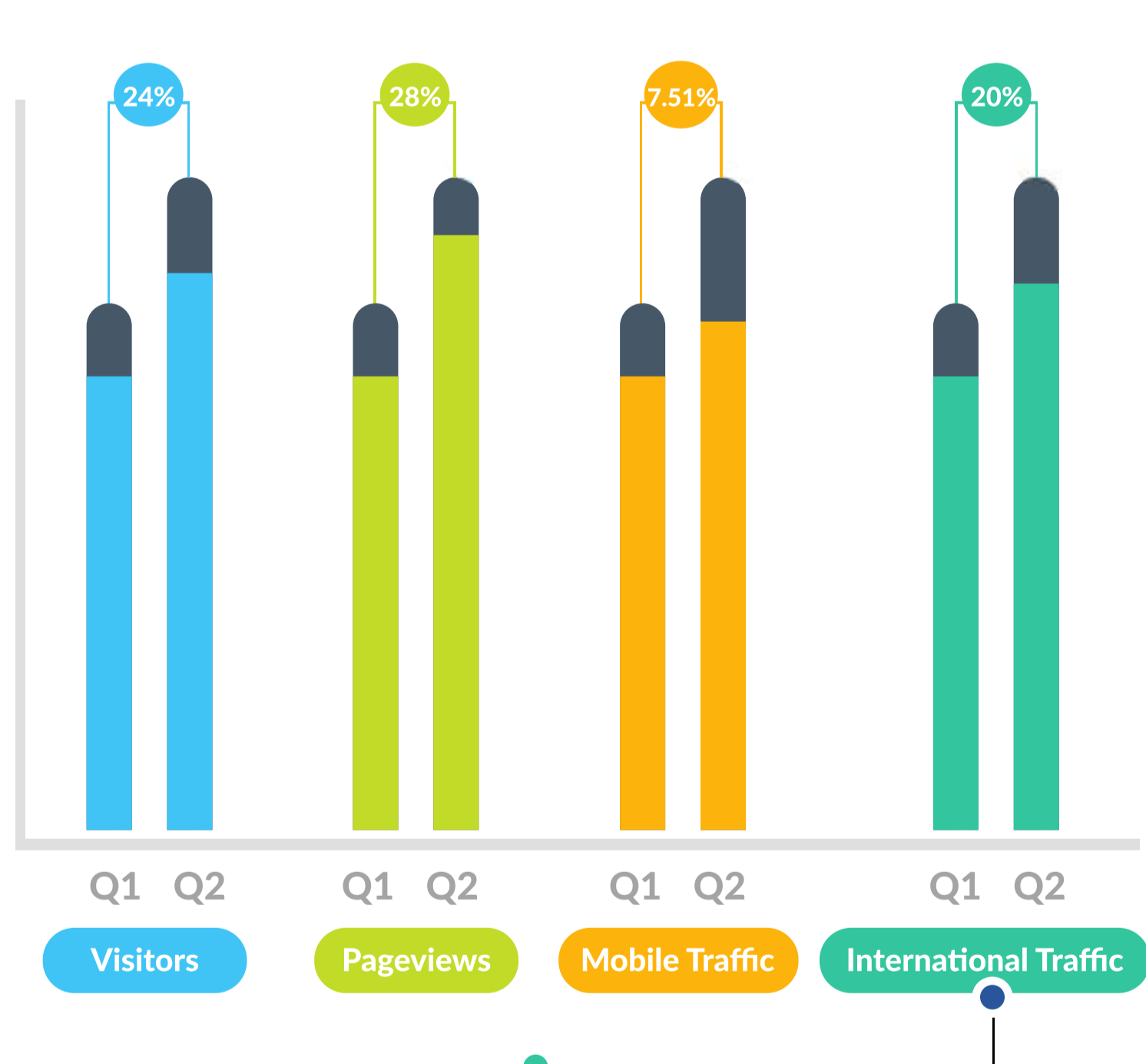


## Awesome Results!



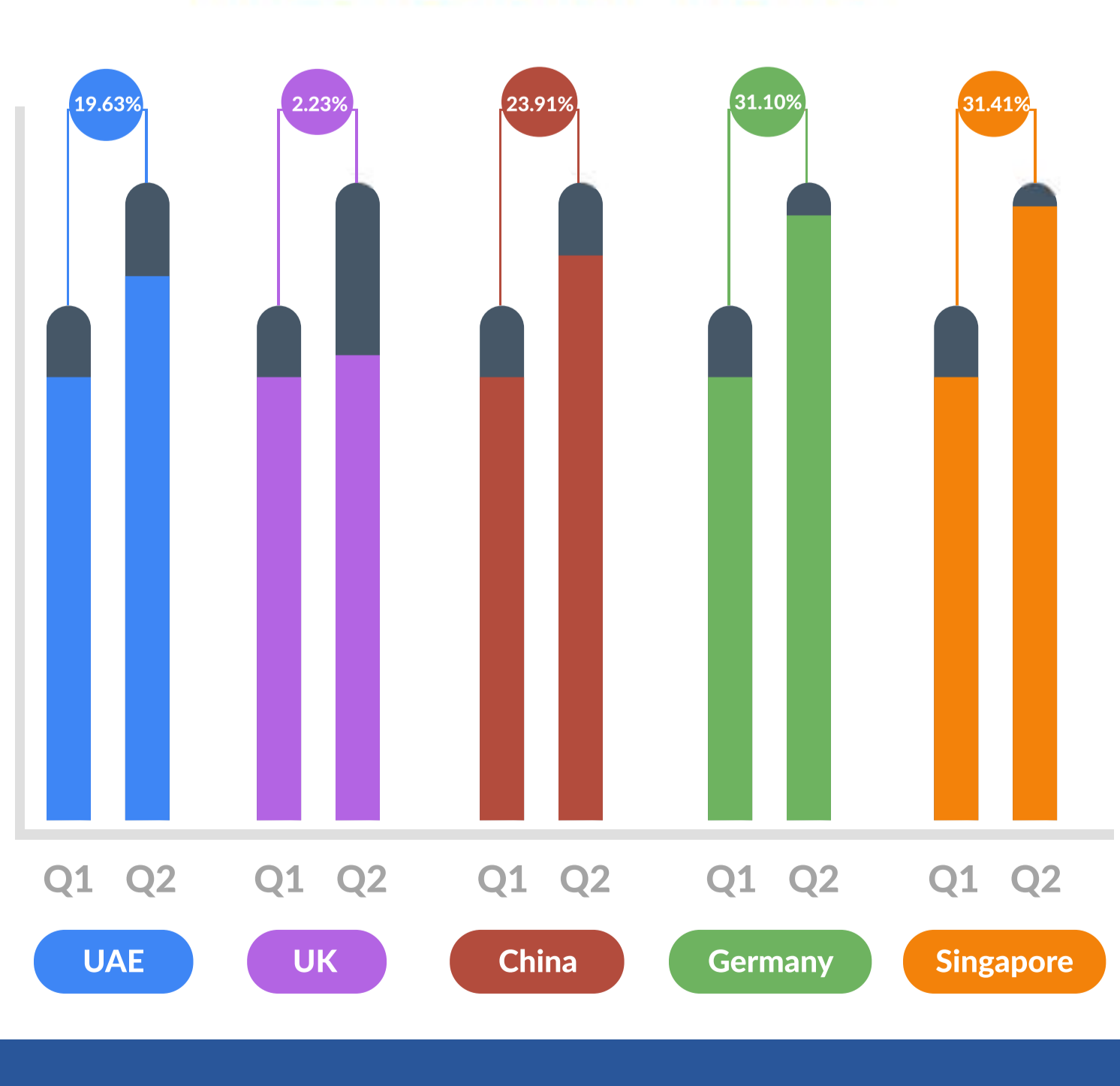
Polycab shook hands with Ecosmob on April, 2017. Since then, the **website has been performing extremely well!**

## Performance Chart



It includes below countries:

## International Traffic



## Well, that's it!

Brand Marketing is changing rapidly as marketing platforms continue to grow in significance. In this 21st Century, Digital Marketing plays an vital role to reach more audiences, because Hordings, Bus Shelters, Pole Kiosks, Gantries, Radios, News Papers, Magazines are not enough in this Digital

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