

2 | JUICE SALON VIZAG CASE STUDY

FEBRUARY 2024 - MAY 2024

OBJECTIVE:

Enhance local brand awareness and generate high-quality leads to compete with other premium multinational brands.

CHALLENGES FACED:

- Hyperlocal targeting in a competitive environment
- Generating quality leads
- Competing against premium brands in the juice and wellness market

RE-DEFINED OBJECTIVES:

- Launch a campaign with the unique slogan "Style With Juice"
- Collaborate with local influencers for targeted marketing
- Generate quality leads by engaging the right audience
- Implement detailed targeting based on buyer personas
- Adopt a customer-first approach to build loyalty



RESULTS

INSTAGRAM

- Followers:
Grew from 389 to 718
- Reach: 120,400
- Engagement: 3,235

GOOGLE BUSINESS PROFILE

- Received Calls: 42% increase over the previous 4 months
- Conversion Rate:
Averaged 48% across campaigns

COST PER LEAD (CPL):

- Reduced from ₹136 in the first month to ₹23 in the second month through optimized targeting.



STRATEGY DESIGNED:

- **Content Creation:** Develop realistic and engaging video marketing content.
- **Data-Driven Approach:** Utilize analytics to optimize campaigns effectively.
- **Visual Branding:** Create premium-looking visuals to enhance brand image.
- **Promotions:** Offer special discounts on key dates to drive conversions.

KEY HIGHLIGHTS:

- Influencer marketing increased brand visibility by 60%.
- Targeted marketing efforts led to a strong conversion rate of 48%.

CONCLUSION:

Through effective influencer partnerships and strategic content creation, Juice Salon Vizag enhanced its digital presence and significantly improved lead generation, achieving a CPC of ₹23 per lead. This success underscores the effectiveness of their strategy in the hyperlocal market.