

## 3 | LAKME

**83%** of Quality  
Lead Generation

LAKMÉ

### Challenges we faced:

- Hyperlocal competition
- Poor Lead Quality
- Poor Engaging Customers

### Objectives we re-defined:

- Increased Video Content
- Collaborating Influencer Marketing
- Buyer Persona-Based Detailed Targeting
- Customer First Approach

### The strategy we designed:

Engaged with Video Content  
Data-Driven Strategy  
Adaptation  
Maintaining Premium Look for Social Presence  
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