

Sales campaign for Bakraw

- **About Bakraw:** 'Bakraw' is an initiative of the Government of Uttarakhand to improve the livelihood of farmers in the hills. Their mission is to sell fresh pahadi goat meat.
- **Our assistance:** Bakraw needed assistance with social media marketing, as well as sales through Google ads, so Nuclay solutions made it possible for them.
- **Strategy behind content marketing-** Our Content marketing methods with Bakraw not only follow the common knowledge points that catch the consumer's attraction, but we also add a dash of fun and mood lighting components to attract customers, and we collate items with trends to attract our online community.



- **Hurdle Jump** - BAKRAW is a brand that sells packed chevons, which has many potential sales opportunities, but its audience is very small in Dehradun, which makes it hard to conquer online sales.
- **Google Adwords-** Bakraw was already performing SEO exercises but it was not beneficial since the keywords were still not able to rank. **What we did?** We targeted keywords from websites and from keywords planners which helped in the tremendous growth of sales via Google Adwords. **ROI:** They were able to get 3x sales in just one month

Traffic acquisition: Session source/medium

Custom: Dec 1 - Dec 29, 2021

Rows per page: 10 Go to: 1-10 of 13

Session source/medium	Users	Sessions	Engaged sessions per user	Engagement rate	Event count	Conversions
Totals	1,489 100% of total	2,160 100% of total	0.95 Avg 0%	65.28% Avg 0%	19,587 100% of total	95.00 6.67% of total
1 google / organic	429	607	0.99	70.02%	5,836	40.00
2 google / cpc	721	922	0.87	68.11%	8,959	35.00
3 (direct) / (none)	319	531	0.90	54.24%	4,172	19.00
4 m.facebook.com / referral	33	33	0.88	87.88%	187	1.00
5 (not set) / (not set)	11	6	0.00	0%	59	0.00
6 bing / organic	1	1	1.00	100%	4	0.00
7 facebook.com / referral	31	31	0.81	80.65%	146	0.00
8 l.facebook.com / referral	4	4	0.75	75%	24	0.00
9 l.wl.co / referral	3	14	1.67	35.71%	65	0.00