# Sales campaign for Bakraw

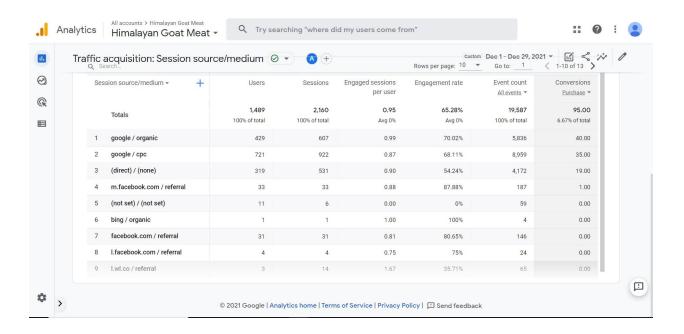
- **About Bakraw**: 'Bakraw' is an initiative of the Government of Uttarakhand to improve the livelihood of farmers in the hills. Their mission is to sell fresh pahadi goat meat.
- Our assistance: Bakraw needed assistance with social media marketing, as well as sales through Google ads, so Nuclay solutions 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



# 360 Degrees marketing for FMCG Brand

## . Aanchal

- About Aanchal: Dehradun Dugdh Utpadak Sahkari Sangh Ltd launched Aanchal, a Milk and Dairy Product brand with the goal of improving the lives of Uttarakhand dairy farmers and fostering their growth and prosperity.
- How the journey started-Aanchal is a well-known Uttrakhand brand, yet it was missing
  from the digital world. It required an online presence, so we began by building a website
  and, at the same time, we worked on branding through social media, introducing the
  audience to new items such as Organic Ghee, Badri Cow Ghee, Pahadi Ghee, and
  Cheddar Cheese & its new flavours.
- Nuclay's collaboration as digital partner with Aanchal- Our collaboration with Aanchal has changed its course as we assisted them with Social media branding, Website development, Packaging designs, Amazon & Flipkart Sales, Social Media campaigns.

**Branding**- Nuclay began branding by sharing what products Aanchal carries, and how they differ from others.

We began with Brand awareness to attract more customers...

 Strategies of Content Marketing: Our content strategy focuses on informing mothers and consumers who are interested in cooking about the flavour and health benefits of Aanchal products. We keep the content cheerful and entertaining to engage all segments of the audience because dairy products are used by everyone.





## • Sales through amazon and Flipkart during covid

Following the lead of Amazon and Flipkart, we began with a high-quality shot of the product and many slides of product photographs, their nutritional values, and information. Campaigns should ideally begin with this, and then go on to keyword research by targeting sponsored product ads.

- **SEO** Through our successful strategy we were able to rank 12 keywords within 2 months, We worked on resolving the issues of the website by working on google Search console, and then going forward with Offsite SEO...
- Labels designed-As Aanchal is a product from Uttarakhand, it was necessary to maintain the flavor of the state in the labels, were we crafted the labels with richer components of Uttarakhand's culture, such as Uttarakhand's folk art "Aipan," the state bird: Moonal, the state tree: Buransh, and many more.







## SEO exercises for Product Company.

### A Green co.

### Introduction:

A Green Co. is the first company in India to develop biodegradable and ecologically friendly phone covers which are 100 % compostable. Their phone cases are produced from biodegradable waste and jute and are eco-friendly.

### How it started:

- 1. When we started working on Agreenco website, It was not ranking because it was a new website.
- We worked on this from March 2021 after completing onsite eCommerce SEO of this website, we started working on the google search console and resolved all the issues of the website.

### • What we have built and its achievements:

- 1. We've built up to 500 high-quality backlinks for the website, and it presently ranks for 100+ keywords in Google and Bing. .
- 2. Sales increased upto 3x of this website.
- They are selling eco-friendly products across India, now all the keywords are ranking on top of the first page of google.

