

**Client** - Paradise Office Furniture

**Objective** - To increase sales and amplify brand visibility post Covid

**Problem** - Due to the COVID-19 pandemic, many offices were forced to shut down or switch to remote work, resulting in a significant drop in sales for Paradise Office Furniture.

**Strategy** -

- 1. Data-driven research:** We conducted in-depth research on the target audience using data points. We wanted to understand who these people are who look for office furniture. We integrated a timer based lead gen pop-up form and extracted the data through targeted google search ads.



0 of 500 selected. Delete Download CSV

<a href="http://www.paradisefurniture.in/products-query.php">www.paradisefurniture.in/products-query.php</a>	Maresh aggarwal	MD
<a href="http://www.paradisefurniture.in/?utm_source=ggsearchoffice&amp;gclid=EAIaIQobChMIjd7Lqey6_QIVPZpmAh1WnABAEAAyAAEgJN-PD_BwE">www.paradisefurniture.in/?utm_source=ggsearchoffice&amp;gclid=EAIaIQobChMIjd7Lqey6_QIVPZpmAh1WnABAEAAyAAEgJN-PD_BwE</a>	subash jain	owner
<a href="http://www.paradisefurniture.in/products.php?category=3&amp;current_page=2">www.paradisefurniture.in/products.php?category=3&amp;current_page=2</a>	Subhash	CEO
<a href="http://www.paradisefurniture.in/">www.paradisefurniture.in/</a>	Sujeet Kumar	Proprietor
<a href="http://www.paradisefurniture.in/?utm_source=ggsearchoffice&amp;gclid=Cj0KCQAAo-yfBhD_ARIsANr56g4xzWQ796mvAZ_NxulrmmnT15hwwa_joxMNDH4K34d_tjw_KnGLLU...">www.paradisefurniture.in/?utm_source=ggsearchoffice&amp;gclid=Cj0KCQAAo-yfBhD_ARIsANr56g4xzWQ796mvAZ_NxulrmmnT15hwwa_joxMNDH4K34d_tjw_KnGLLU...</a>	Shamsuddoha	Business
<a href="http://www.paradisefurniture.in/products-query.php">www.paradisefurniture.in/products-query.php</a>	Sagar Kumar	Customer set
<a href="http://www.paradisefurniture.in/about-us.php">www.paradisefurniture.in/about-us.php</a>	Jyoti chavan	Director

*P.S. - The data clearly showed that business owners were one of the top segments who ordered the products. The team also deep dived into other parameters, their geographic info, the qty they order, etc*

2. **Scalability** - Based on the purchasing habits, the team created a custom algorithm to target **HNI business owners** to scale up similar leads and brand visibility.

Off / On	Campaign	Attribution setting	Results	Reach	Impressions
<input checked="" type="checkbox"/>	Paradise_Business Owners	7-day click or ...	1,475 On-Facebook Leads	267,462	769,039
<input type="checkbox"/>	Paradise Remarketing	7-day click or ...	293 Link clicks	11,280	86,638
<input type="checkbox"/>	Paradise   IG & Fb   Post Boost	7-day click or ...	17,992 Post engagements	44,132	50,633
<input type="checkbox"/>	Paradise Business Owners   Sales	7-day click or ...	35 On-Facebook Leads	6,886	12,100

3. **Focus on Large Corporate Orders** - Similarly, the team leveraged platforms like LinkedIn to target architects and purchase heads and leverage large corporate deals.

Campaign Name	Key Results
<input type="checkbox"/> 4 campaigns	-
<input type="checkbox"/> <b>Paradise Architects</b> ID: 204109073 · Sponsored Messaging	27 Leads 
<input type="checkbox"/> <b>Paradise Procurement</b> ID: 204399553 · Sponsored Messaging	17 Leads 
<input type="checkbox"/> <b>Paradise Dealership</b> ID: 204108013 · Sponsored Messaging	18 Leads 
<input type="checkbox"/> <b>Paradise Civil</b> ID: 205885653 · Sponsored Messaging	10 Leads 

4. **Amplify Brand Visibility** - The team focussed on marketplaces, influencer marketing, video ads to retarget and amplify brand visibility. We also launched a segmented email

marketing campaign that targeted different customer groups based on their interests and purchasing behaviour.

**Results -**

- 40% increase in website traffic in 6 months.
- 125+% monthly increase in leads in 6 months.