



DIGITAL

MARKETING

SINIS 

Because Your Brand Needs To Be Online

Web Design/Development, Online Branding, SEO, Social Media, Online Marketing, Online Ads, Lead Generation, Online Campaigns, Email Marketing, Online Content and Blogs, Concepts, Direct Marketing, Video Production and more....

Case study of: Swaroop Agrochemical Industries (Performance Marketing)

Website: <https://www.swaroopagro.com/index.html>

Swaroop is an agrochemical industry which believes in spreading prosperity amongst farming communities by providing them with innovative, cost effective & quality agro inputs thereby making India self-reliant in food production. Their products are cost-effective, natural and organic, and most importantly eco-friendly.

To fulfil their vision of becoming one of the top 5 leading agro input manufacturers in the country we plan and launched various lead generation campaigns to promote their products which are backed up by strong research and development through their in-house analytical laboratory which is backed up by sophisticated laboratory equipment.

With intense planning about this campaign, it was set to help generate leads. With a total reach of 222,023, we generated 1,523 leads. With their exceptional sales skill the conversion rate was 7%, due to which their sales struck up.

Due to their various patents and ISO certification, their products are completely safe and bio-organic, which are preferred by a lot of farmers for sustainable and ecologically safe farming.

Departments involved:

- Integrated marketing solutions
- Digital content creation

Digital Impact

- Total reach: 222,023
- CTR: 3.80%
- Total conversions: 7%
- Leads Generated: 1,523

Photo of the advertised post's stats:

Campaign Name contains swaroop Search and filter Save Clear Maximum: 4 Oct 2020-2 Aug 2021

Resource centre Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Edit ... Columns: Performance and Clicks Reports ...

	Ad set name	Delivery	Attr sett	Results	Reach	Frequ	Cost per result	Budget	Amount spent	Ends	Sch	Impressic	CPM (o per 1,0C impress
<input type="checkbox"/>	Aegis Nashik	Active	7..	709 On-Facebook leads	86,190	4.13	₹14.06 Per on-Facebook L...	₹200.00 Daily	₹9,968.33	Ong...	20 ...	355,561	
<input type="checkbox"/>	Rasrang ratna & ...	Off	7..	31 On-Facebook leads	13,841	1.76	₹39.39 Per on-Facebook L...	₹200.00 Daily	₹1,221.23	Ong...	22 ...	24,295	
<input type="checkbox"/>	G 5 Kolhapur	Off	7..	118 On-Facebook leads	35,944	2.26	₹30.45 Per on-Facebook L...	₹200.00 Daily	₹3,592.53	Ong...	18 ...	81,360	
<input type="checkbox"/>	K-up nashik	Off	7..	217 On-Facebook leads	38,769	3.27	₹21.76 Per on-Facebook L...	₹200.00 Daily	₹4,722.68	Ong...	4 ...	126,907	
<input type="checkbox"/>	Femigrow nashik	Off	7..	13 On-Facebook leads	7,578	1.46	₹38.35 Per on-Facebook L...	₹200.00 Daily	₹498.53	Ong...	4 ...	11,089	
Results from 5:			M...	- On-Facebook lead	154,869 People	3.87 Per Pers...	- Per on-Facebook lead		₹20,003.30 Total Spent			599,212 Total	Per 1,000