



Aliki Media
Digital Marketing Agency



CASE STUDY SNACKWISE

Snackwise Is A Bangalore Based Vegetable Chips Manufacturer. Their Products Include Okra, Green Mango, Beetroot And Many Other Vegetable Chips Which Are Vacuum Fried And 99% Oil Free.

**VACUUM-FRIED
ZERO PRESERVATIVES**



Background Snackwise Bangalore

Located In Bangalore Snackwise Is A Vegetable Chips Manufacturer Which Specializes In A Healthy Snack Replacing The Oil Filled Potato Chips Which Sell In Huge Numbers In India.

Potato Chips Are Oil Fried Which Is One Of The Many Reasons For A Number Of Health Issues That Include Obesity, Create Heart Issues And Numerous Other Negative Impacts On An Individual's Health.

Snackwise Has Introduced A Range Of Niche Product Which They Had To Market Aggressively And Increasingly Make People Aware About This Healthy Alternative To Unhealthy Snacks





Objectives

While Keeping In Mind The Month On Month Growth The Below Objectives Were Identified For The The First Quarter Which Had To Be Achieved In Time

1

Product Awareness

The Products Were Unique And Very Few People Knew About The Same. Increasing Awareness Was Very Important.

2

Increase Website Traffic

The Traffic On The Website Was Also Significantly Low Which Needed Amplification.

3

Improve ROI

Previous Marketing Efforts By The Clients Internal team Yielded A -14% Negative ROI Which Had To Be Corrected Immediately.

Solutions

Due to the Immediate Need Of Increasing Awareness, Traffic And ROI ; After Hours Of Brainstorming We Finally Arrived At A Conclusion That Initially We Would Only Use Facebook & Instagram Platforms For Increasing Awareness And Educating The End User About The Beneficial Products Of Snackwise.

Below Is The Brief Of Solutions That Were Finalised:

1

Content Marketing

We Created Fun, Informative & Factual Content And Highlight The USP Of The Clients Product To Make The End User Consider The Products

2

Themed Creatives

The Products Were Natural And Without Preservatives And The Creatives That Were Designed By Aliki Media Reflected The Same.

3

Paid Social Media Ads

We Executed Different Kinds Of Ad Campaigns To Increase Traffic, Awareness & ROI

Results

We Had Huge Success In A Short Time Of 3 Weeks Where We Managed To Increase Awareness By 1571% And Increase Traffic By 28%. During This Period We Also Managed To Double The ROI From Negative 0.85% To A Positive ROI Of 1.67%.

This Was Achieved Without Search Engine Marketing.

100% Project Success Rate

The Project Was Successfully Completed With 100% Success As We Were Able To Meet All The Objectives Of The Clients Way Before The Stipulated Time And Without The Use Of Search Engine Platforms Like Google & Bing.

OUR TEAM WORKED TIRELESSLY
TO DOUBLE THE ROI



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Growth Oriented
Digital Marketing Agency
Where Our Experts Work
Tirelessly To Help Grow Your
Business