



HOW SOCIAL DNA LOWERED AEROLITE'S SEARCH CPL BY 30%

Goals achieved in a
short duration of 12 Months



- ⦿ Aerolite Industries, Top manufacturers & Suppliers ceiling systems in India. Aerolite ceilings offers very unique functional and aesthetic benefits to users over the domestic and global market.

BUSINESS CHALLENGE

- ⦿ Aerolite needed brand awareness & cost effective marketing program to market & Sell Product to B2B audience.

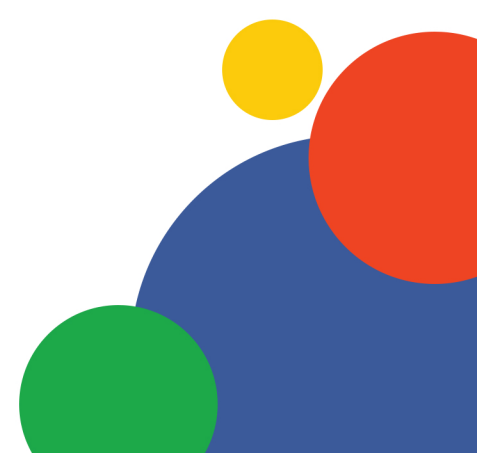


SEARCH MARKETING CHALLENGE:

The client was very new to the digital marketing platforms & needed brand awareness through search platforms. but in search marketing, we have faced some challenges, such as:



- ⦿ **Target Audience:** The search listing on the Google network for the target audience was very limited & niche. To reach such a small target was a tough challenge.
- ⦿ **Cost-Effectiveness:** To reach the target number of leads with a predefined CPL with a limited target audience was another tough challenge.



HOW SOCIAL DNA ADDRESSED THE NEED?

- ⦿ The first task was recognizing the relevant keywords & reach the appropriate audience (Corporate Directors) who are looking for ceiling tiles for their residential & commercial projects.
- ⦿ Made a list of negative keywords more than 2000 to not to show to the irrelevant business audience & to avoid irrelevant spends.
- ⦿ Optimized keyword bids at device level & keyword level to improve the search impression share & for top of the page rate as the search volume is low for this specific product.



ABOUT SOCIAL DNA

The ideology of the company comes from its name instantly. We are all about everything that is Social & Digital, whether it is fans on Facebook, followers on Twitter or links on LinkedIn. Our passion for Social & Digital Marketing is in our DNA and hence it shows in the quality of work we put up for our clients.

From brand creation & development to digital interactive design, print layout to full motion graphics, website design to 3D visualization, social media, content marketing and pay-per-click expertise; we deliver measurable results with a strong focus. We thrive in creating materials that bring ideas to life in an accessible and imaginative way.

To know more about us, visit our website at www.socialdna.in