Buzzz craft
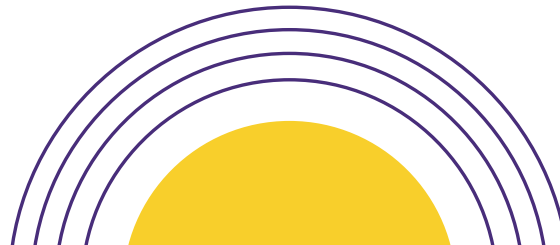
CASE STUDY
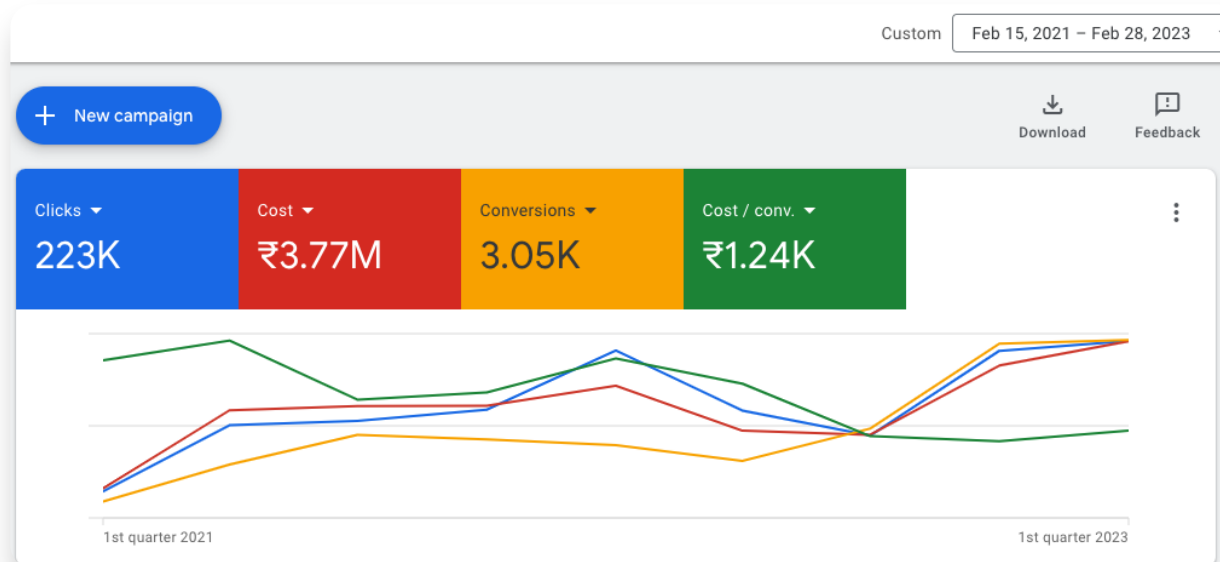
Generated over 3000 leads for a leading Packaging
& Labelling Machine Manufacturer in India

Client Name:

Maharshi Udyog

Demand & Lead Generation using High Intent Audience from Google Search for India's Top Packaging & Labeling Manufacturer. Generated over 3000 leads, with over 35% converted to Sales Qualified Leads (SQL) over the span of 24 months

Custom | Feb 15, 2021 – Feb 28, 2023

+ New campaign

Download   Feedback

Clicks	Cost	Conversions	Cost / conv.
223K	₹3.77M	3.05K	₹1.24K

1st quarter 2021   1st quarter 2023

About Maharshi:

**One Stop Solution for all Packaging & labeling Machines**

Established in 1980, Maharshi Group has an expansive history of innovation and breakthroughs in a wide range of industries, such as pharmaceuticals, distilleries, pesticides, breweries, cosmetics, lubricants, edible oil, food, and ancillaries. Today it is a multi-product, multi-location engineering group with proven capabilities in designing, developing, and manufacturing labeling machines, packaging machinery, and material.

- 40+ Years of Experience
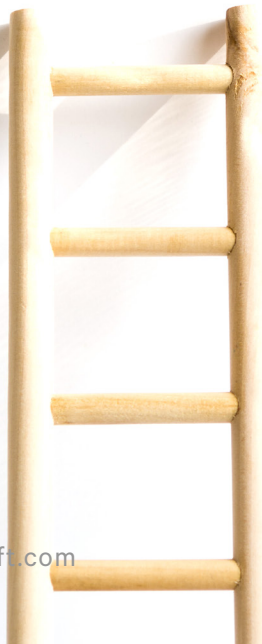- 10,000+ Customers
- 45+ Countries
- 150+ Products
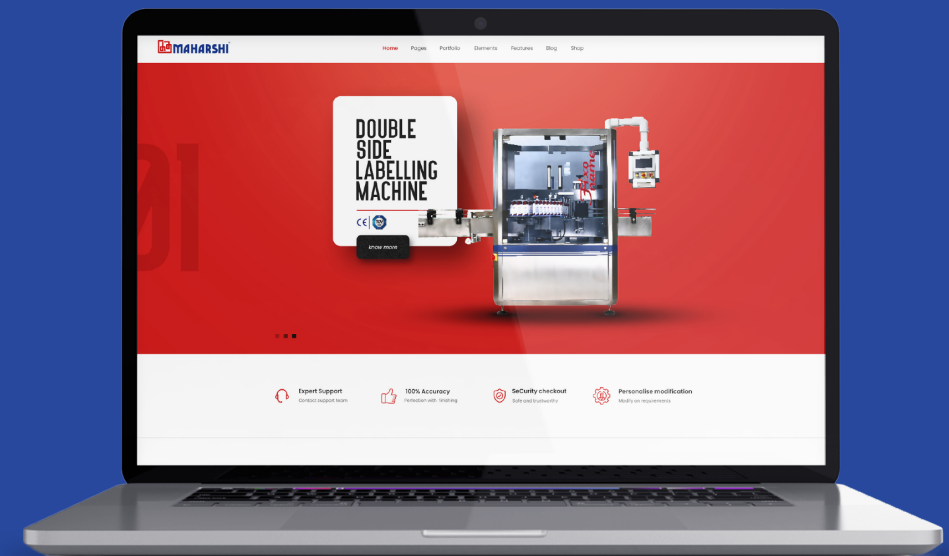
Objective:

Maharshi approached Team Buzzzcraft with the following objectives:

Generate high-quality leads using strategic Paid Media campaigns. The following were the focus points:

Developing a Landing Page & Website Revamp for Leads Conversion

Generating leads using Google Search Ads
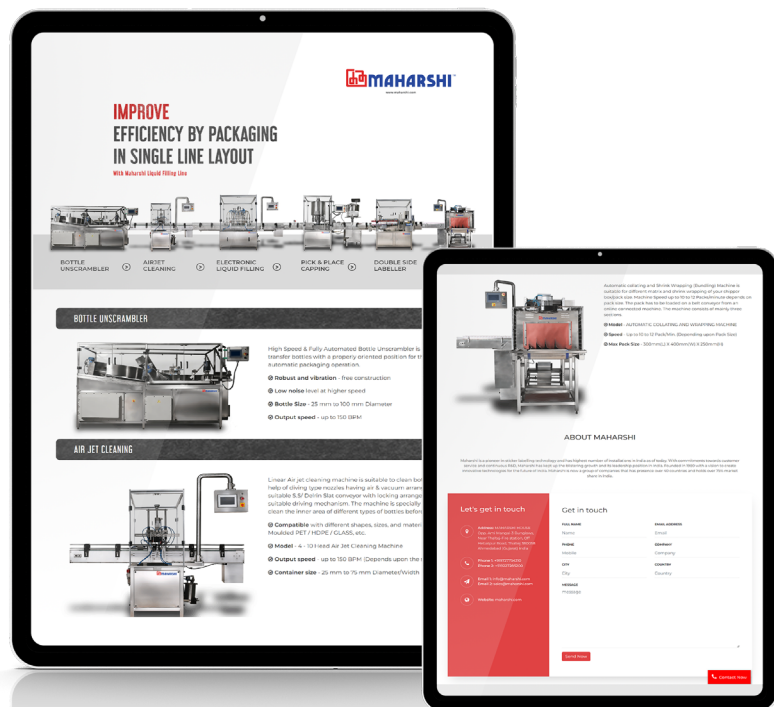
Generating Customer Call Conversions through calls.

They also wished to keep the cost per lead of the account around INR 1500.

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Approach:

To achieve the targeted results, Team Buzzzcraft started with knowing the packaging & labeling industry and learning about their target audience and key competitors:

- Understanding the Industry & Products of Maharshi

- Keywords Research & Campaign Structure for Optimum Output

- Design & Development of high-converting landing pages

- Implementation of Google Analytics & Hotjar to track and observe user behavior

- Setup a Lead Capture form along with integration with CRM for quick download by the sales team

Initial Result

Initial six months, when the SEM campaigns were started for Maharshi, the following results were received:

SPEND	IMPRESSIONS	CTR
INR 7,50,589	**796,443**	**4.82%**

AVG CPC	CLICKS
INR 19.54	**42,667**

Leads from Website	Leads From Calls	Conversion Rate	Cost per Lead
397	**18**	**1%**	**1,807.56**

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Due to setup anomalies in the account, it was difficult to get relevant leads/form fill-ups through the website:

The keyword theming had scope for improvement as there were 15+ keywords added in one ad group. Having these many keywords in one ad group was affecting the quality score and conversions.

Many generic keywords were added, and the match types of the keywords also needed to be improvised. This resulted in unnecessary spending and irrelevant conversions in the account. In the display campaign, audiences were not added. As a result, the ad was shown to open audiences along with some targeted display keywords and placements, resulting in a huge amount of spend with no conversions.

Solution Implementation:

To generate more conversions at a lower CPA, the following changes were implemented by Buzzzcraft:

BETTER CAMPAIGN STRUCTURE & KEYWORD RESEARCH

A detailed analysis of keywords across categories and products helped us come up with an ad structure that captured a high-quality audience and generated traffic through relevant keywords. It improved the quality score of the keywords, thereby increasing the relevancy of the ads running, resulting in minimum CPCs and generating maximum results.

BETTER UTILIZATION OF BUDGETS

Identifying the opportunities to invest the budget in a proper way, such as allocating the budget as per the performance of the campaign, makes a difference. This will result in cutting unnecessary spending and increase the spending for the performing ones to get a hike in conversions and lower the CPA.

BIDDING STRATEGY

The correct use of a bidding strategy like "Maximize Conversions" in the campaigns was done once there was enough historical data to achieve the marketing goals. In the initial phase of campaigns, the bid strategy used in the Brand and AMA campaigns was "Manual CPC" to control the bids based on performance. Later, the campaigns were optimized with regular search term analysis and bid adjustments wherever required. Furthermore, once enough data was received from the account, and the team switched to "Maximize Conversions" to focus more on results and lower the CPA of the account.

LANDING PAGE DESIGN & WEBSITE UPDATES

At the core of any digital marketing campaign is the ability to test & track the results. We create multiple landing pages for the high value & high demand products along with tagging and conversion mechanisms to track the outcome. Landing pages and websites were optimized for performance resulting in better conversion.

AD EXPERIMENTS

The team tested various ad formats, headlines & landing pages CTA options to drive more clicks which proved to be a major factor in generating more conversions and helped to lower the CPA.
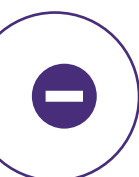
NEGATIVE KEYWORDS

The next step was finding and excluding negative keywords in the account by preparing detailed search terms report and pausing keywords that were too generic and were running with improper match type to reduce irrelevant search queries and reduction in costs.

TAGGING & TRACKING

A better tracking setup using conversion tracking tags, UTM parameters, and Heatmapping tools like Hotjar helped the team to look at things at a more granular level and make data-driven decisions to further enhance the performance of the campaigns by driving the goals and events.

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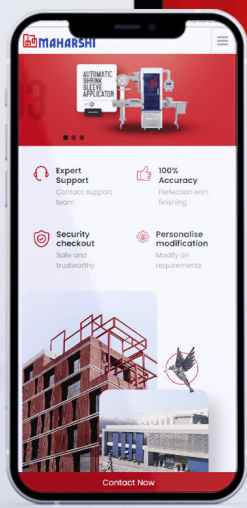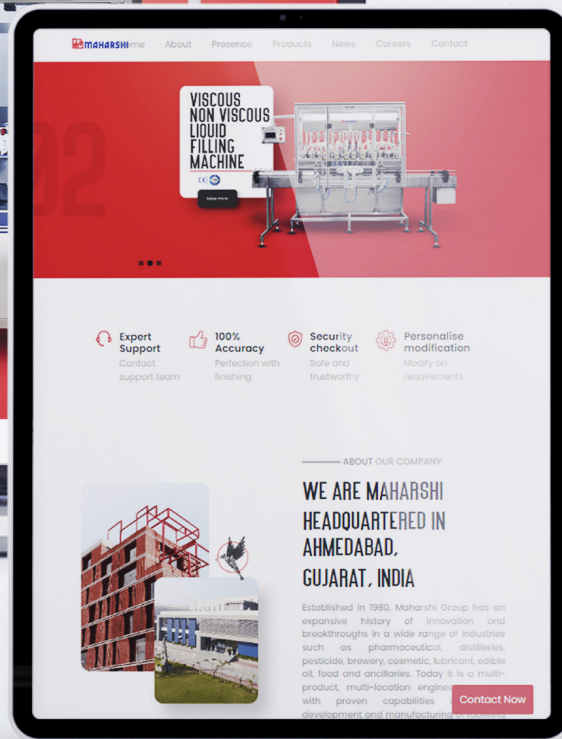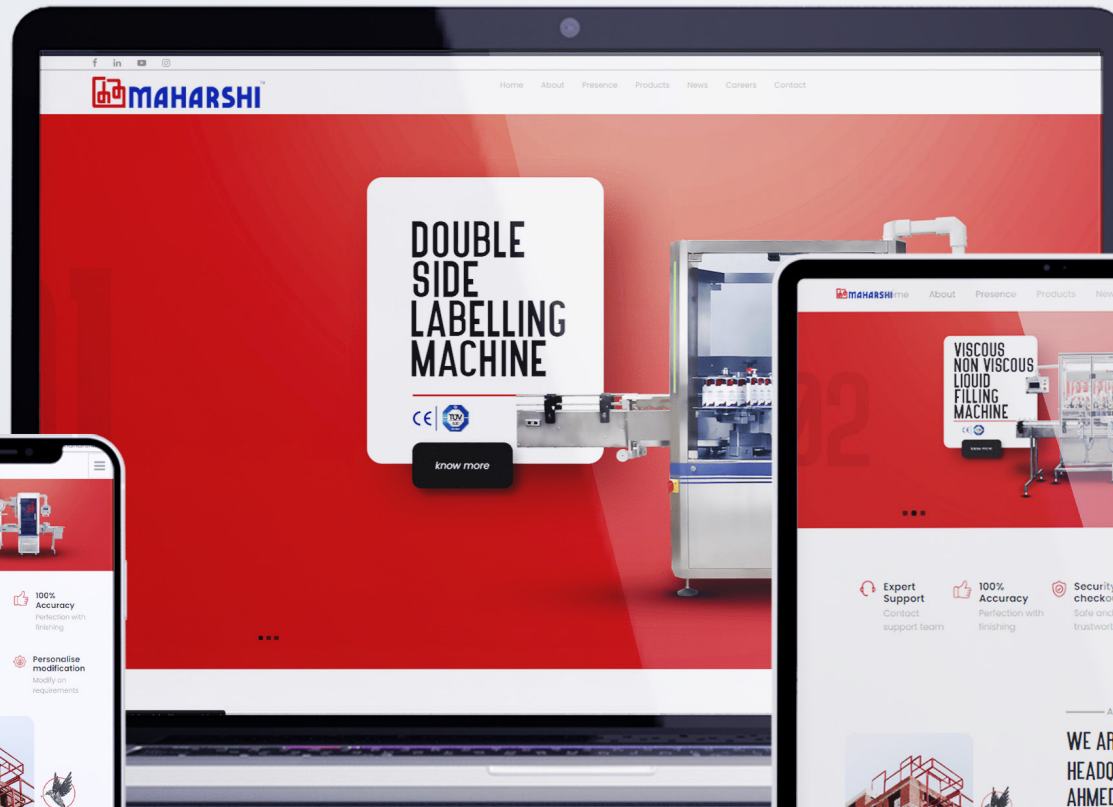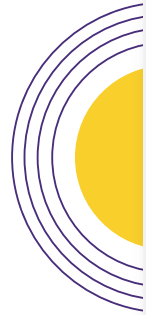
Ad · www.maharshi.com/ ⋮ 097277 54310

Contact Now | Packaging Machines | Suitable for All Industry

Maharshi's Packaging Machines are widely used across industries like Pharma, F&B, & more. With over 3 decades of experience with 10,000+ customers across 45 countries. Automobile. Agriculture. Food & Beverage. Pharmaceutical. Types: Double Side Labeling, Wrap Around Labeling, High Speed Labeling, Rotary Labeling, Shrink Sleeve Applicator

About Maharshi
Established 4 decades ago Maharshi has presence across the globe

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For all kind of packaging and Labelling Machines & Products

Printing Division
One stop Destination for Packaging & Labelling Products

Packaging Lines
End-to-End solution for all kind of Liquid & Tablet Filling

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Automatic Labelling Machine | Tube Labelling Machine

End-to-End Solution for All Kind of Packaging & Labelling. Enquire Now! Over 3 decades of experience with 10,000+ customers across 45 countries. Automobile. Agriculture. Food & Beverage. Pharmaceutical. Types: Double Side Labeling, Wrap Around Labeling, High Speed Labeling, Rotary Labeling, Shrink Sleeve Applicator

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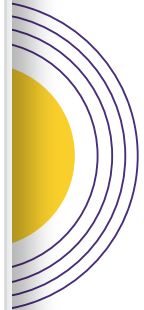Established 4 decades ago Maharshi has presence across the globe

Contact Us
For all kind of packaging and Labelling Machines & Products

Packaging Machines
One stop solution for all kind of Automatic Packaging Machines

Packaging Lines
End-to-End solution for all kind of Liquid & Tablet Filling

Due to the implementation of the solutions mentioned above in the account, a noteworthy change in the results was observed

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Below are the changes that have been noticed:
(Last 6 months data vs. Initial 6 months data)

Last 6 Months' Result

SPEND
INR 13,56,880

IMPRESSIONS
28,15,698

CTR
2.86%

AVG CPC
INR 16.84

CLICKS
80,569

Leads from Website
1316

Leads From Calls
109

Conversion Rate
1.77%

Cost per Lead
952.80

Buzzz craft

Growth in Performance

Reduced CPL by 50%

Increase Leads by 3.5X

Improved Conversion Rate by 77%

www.buzzzcraft.com

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Concluding Remarks

Team Buzzzcraft helped the brand to achieve the desired objective aligned with its goals. Along with that, Buzzzcraft continued to increase conversions and improve the overall performance and optimization of the paid campaigns.

Thank You