

UNV DIGITAL

ALPHAVEDIC

Brand Case Study



WHO ARE WE



UNV Digital is a result-oriented Marketing agency with complete content creation and promotion solutions under one roof. For the past two years, we have been delivering premium quality services to our clients in India, the United States, the United Kingdom, and Canada.

OUR SERVICES

UNV Digital is a result-oriented Marketing agency with complete content creation and promotion solutions under one roof. For the past two years, we have been delivering premium quality services to our clients in India, the United States, the United Kingdom, and Canada.

ABOUT ALPHAVEDIC



Alphavedic is a one-stop platform for all your Ayurvedic needs. Situated in Mumbai, the brand provides authentic and 100% natural Ayurvedic products right at the customer's doorsteps. Through their website, the brand also helps people to book consultations with some of the top Ayurvedic doctors across India. Alphavedic aims to provide superior quality products and hassle-free consultation to their audience.

CLIENT REQUIREMENTS



① The brand's priority was to create an effortless process for the customers who wished to purchase natural, high-quality Ayurvedic products or consult with an Ayurvedic Doctor with ease.

② They wanted to reach out to a broader audience and ensure that more and more people are benefited from using their products.

③ The brand had a minimal digital presence. They wanted to create a strong brand identity on Social Media Platforms.

RESOLUTION



MAKING PEOPLE'S LIFE EASY

We are living in an era where more than 50% of the world population is using mobile phones and the internet. Therefore, creating Digital assets for the brand will always prove to be helpful as it can help in expanding their reach to a broader audience.

RESOLUTION

MAKING PEOPLE'S LIFE EASY

- 🖥️ After examining the brand's website, our team understood that the website had a high bounce rate due to the outdated design and response time of the website. So, we redesigned the brand website and made it SEO friendly for a better ranking on the Search Engines.

RESOLUTION

MAKING PEOPLE'S LIFE EASY

- 📄 The new website had an apparent bifurcation of the products and the consultation pages, which made the navigation easy for the consumers. Also, the user interface and the loading time of the website were significantly improved for better navigation.

RESOLUTION

MAKING PEOPLE'S LIFE EASY

-  To help the brand reach out to a broader audience, our team suggested the idea of participating in a Health Forum. We recommended the brand to use this forum to reach out to the audience and tell them about their products and services.

RESOLUTION



INCREASING SOCIAL REACH

Every business needs to create a strong digital media presence to be able to create an impact with the help of their products/services. With such a massive portion of the global population using Social Media daily, having a strong Social Media presence is requisite for any brand regardless of the industry.

RESOLUTION

INCREASING SOCIAL REACH

- 📄 For this, the first step which had to be taken was to penetrate deeper into the market. To help the brand achieve this target, we worked on creating a substantial brand recall value by making strategic use of Facebook, Google, and Instagram ads.

RESOLUTION

INCREASING SOCIAL REACH

📄 The brand also wanted to get more Ayurvedic doctors on-board. With our research, we understood that LinkedIn was the best platform that could help us achieve our goals. Therefore, our team planned and executed LinkedIn Campaigns, which aimed at getting more doctors to get registered with the brand on their website.

RESOLUTION

INCREASING SOCIAL REACH

- Regular advertisements about the brand's products were run on Social Media.

RESOLUTION

INCREASING SOCIAL REACH

- 📄 Additionally, Directory submissions for attaining maximum reach across the country were also made by our team.

RESOLUTION



SOCIAL MEDIA PRESENCE

Building and growing a brand is all about how well you can sell your products/service and the kind of network that your brand builds. All of this can have a direct impact on a brand's value and success.

RESOLUTION

SOCIAL MEDIA PRESENCE

- 📄 To begin with, our team aimed at improving the brand's presence on search engines (like Google and Bing). We optimized the brand's Social Media accounts and made it SEO friendly.

RESOLUTION

SOCIAL MEDIA PRESENCE

- 📄 We also posted SEO friendly Blogs on the brand's website regularly. All these activities boosted the brand's SEO value, which, in turn, helped the brand rank well on the Search Engines.

MISCELLANEOUS



MISC ACTIVITIES

We helped the brand to get in touch with Instagram influencers with over 40k-50k followers to make Alphavedic a household name.

RESULTS

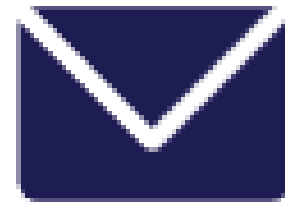
5,000+

FOLLOWERS ON INSTAGRAM

1,000+

VISITORS ON AN AVERAGE

REACH OUT



MAILING ADDRESS

Bungalow No 36, Regency Estate,
Dawdi, Dombivli East, Mumbai.



EMAIL ADDRESS

hey@ceoandtrends.com



PHONE NUMBER

(+91) 96648 49315