

HOW DIGITAL MARKETING IS HELPING CHATAKA SPICES CLOCK FASTER GROWTH?

Shree Ganesha Agro Products (SGAP) was a leading wholesale masala manufacturer based out of Unjha, Gujarat. They had been in business for more than 35+ years under their flagship firms M/S Sanjaykumar Mohanlal Patel. In all these years they had successfully earned tremendous trust and goodwill of clientele that augmented their leadership in the domestic wholesales spices market.



In 2011, they approached SMIT DIGITAL MARKETING for making their website. The team at SMIT DIGITAL MARKETING took on the contract order and delivered the same within 1 month tenure. And the website with URL: www.ganessaagro.com was up and running in quick time.

But the SGAP website needed some marketing to reach out to audiences across India. So they re-hired services of SMIT DIGITAL MARKETING for Organic SEO that focuses on building good website rankings across major search engines like Google.com, Bing.com, etc. for the keywords that were relevant to client's business type.



The initial Organic SEO services was for 12 months (for 2012-13) period. The efforts did materialize and started showing results for the website right after 3 months of that annual period. The flow of inbound website traffic and the prospective inquiries started increasing from less than 50 visitors to more than 497 per month.



Google Analytics Screenshot

After tasting a bit of success with online marketing, the business founders of SGAP decided to venture into retail as the spices segment was fast picking up across lot of ecommerce sites like Snapdeal, Amazon, Flipkart, etc. registering almost 140% new order growth and profit margins for the retail category of spices were approx. 270% better versus the wholesale prices. It also reduced the risk to seasonal demand fluctuations that were often observed within this industry.

It seemed more like vertical business integration with a leading wholesale spices manufacturer entering the high booming retail spices segment. But the challenges were different as this segment required efforts right from brainstorming the basics like a new logo identity to packaging arrangements, warehousing, supply-chain management and payments/collection cycle.

This time again SGAP sourced back to SMIT DIGITAL MARKETING and offered them a complete package of activities that had an order value which was six times more than the last order of Organic SEO services delivered for SGAP.

SMIT DIGITAL MARKETING started working on this engagement from mid of 2013. They worked closely with the business owners to get the feel of the product type and the targeted segment which was supposed to be Indian housewives with love for taste of vegetarian or non-vegetarian food mainly residing in Tier-1 towns (non-metros). It was observed that they were typically short of time to buy masalas and process them at home. Also it was assumed that this segment had limited stocking space and thus buying in limited retail quantities was the only alternative.

The team at SMIT DIGITAL MARKETING suggested close to 23 new brand names for SGAP that were to be cross-tallied for any direct/indirect resemblance to any of existing food/spices brand. Finally the brand name was approved which was – Chataka Spices. The name had its relevance for both Hindi & Gujarati (the local language of the business founders) languages that the brand was aiming to target for.

Thereafter was the next step from SMIT DIGITAL MARKETING – Crafting trendy ‘punchline’ and ‘logo designing’. After a great deal of efforts, the logo was finalized (as below) and it was ensured to have it replicate across three major languages (Hindi, Gujarati & English) seamlessly.



The business owners at SGAP found the logo by SMIT DIGITAL MARKETING good and gave it further for trademark too.

Thereafter were the related jobs of designing the corporate stationery and brochure for the brand. The team at SMIT DIGITAL MARKETING did exceptionally well and could even grab the order for printing of stationery. The cross selling of services was basically adding the billing for SMIT DIGITAL MARKETING and also ensuring that the client retention services by SMIT DIGITAL MARKETING prove cost-effective rather than SMIT DIGITAL MARKETING incurring more expenses behind new client acquisition marketing.

Once the basic offline work like logo & stationery were done, SGAP issued new business order to SMIT DIGITAL MARKETING for website making of Chataka Spices. This time the challenge was that the website

had to support online selling of products which was a complex task versus just any dynamic website (like was made for SGAP). The online selling website had to permit dynamic multiple product listing and support for COD/Net Banking in specific.

SMIT DIGITAL MARKETING took up the challenge. But before kick-starting, suggestions were made to SGAP to ensure full proofing the 'domain family' of Chataka since the intention was to strategically invest across online selling platforms over a period. SMIT DIGITAL MARKETING suggested few domains that were permutation and combination of important TLDs, Domain Spellings and Product Names. SMIT DIGITAL MARKETING called this concept as Web Property Ownership. Going with that, Chataka finally had almost 34 domain names under its fold. The main domain was ChatakaSpices.com while the ancillary 33 domains like: Chaataka.Com, Chaataaka.Com, ChatakaSpices.In, BestCumminSeedsIndia.Com, TopFennelSeedsIndia.Com, etc. were given 301 re-direct to the main domain.

The re-direction of 33 ancillary domains to the main domain ensured that no other business player could operate under the same domain identity in future and also for minimum website traffic loss that arises out of spell errors with domain name or non-clarity of business name.

After this, SMIT DIGITAL MARKETING started off with the website making process. Ideally a custom website development that supports online selling is made on ASP or PHP platform and would have took not less than 6-9 months in production with the costs being on too higher side. The challenge for SMIT DIGITAL MARKETING was to offer a quick option at reasonable price.

SMIT DIGITAL MARKETING decided to go with a ready-made platform 'Zepo' that could not only help churn out the website in less than 72 hours using all readymade widgets/plugins but also could bring down the cost versus a custom development by almost 60%. SMIT DIGITAL MARKETING quickly picked up the relevant website template and started uploading all the relevant info as required.

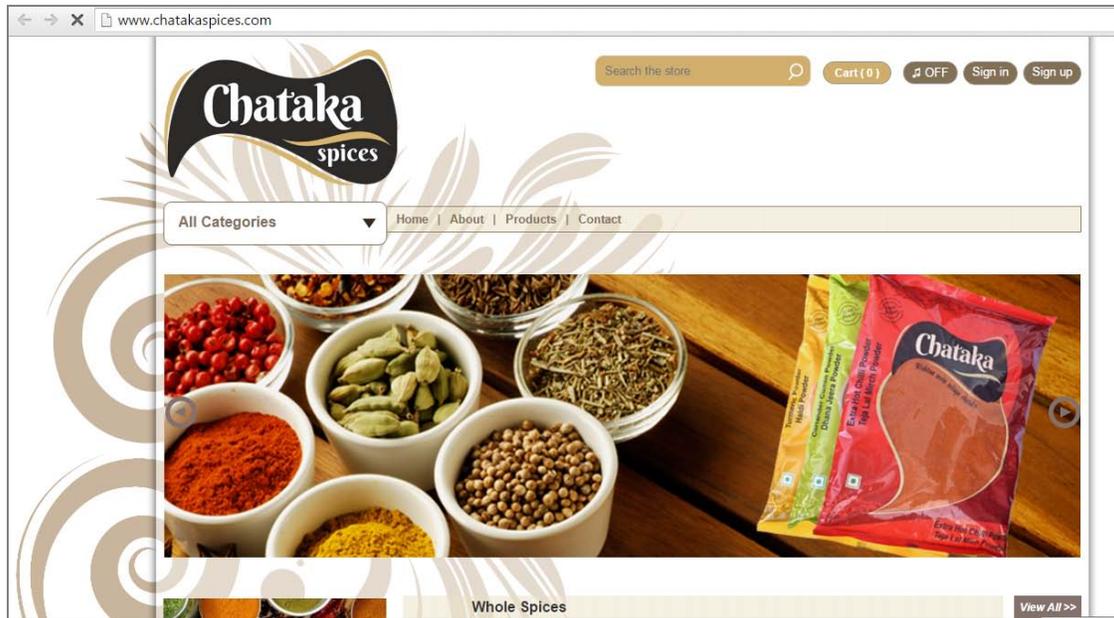
At this point, SMIT DIGITAL MARKETING realized that it was missing the professional photoshoot of the 30+ product range that Chataka had in its kitty. SMIT DIGITAL MARKETING quickly reached out to the SGAP business owners and got an additional budget sanctioned for the shoot. After almost 2 grueling days, finally the product shoot was done and so was the post-production work that included tagging the logo and managing the background along.



Chataka's Product Photoshoot

At the same time, SMIT DIGITAL MARKETING needed to ensure that it had to write some catchy phrases/explanation of each product that would go on website. The content writer was hired on project basis and she did an exceptional job ensuring to write fresh content for each of those 30+ products.

Finally, the website had all its ingredients in-place and the development resources at SMIT DIGITAL MARKETING got the website live with main domain as: www.ChatakaSpices.com.



Chataka Website Home Page

This website was also made mobile friendly and adhering to the most advanced compatibility standards for screen resolutions / browsers. The ease of the website while accessing over mobile / tabs fuelled more inbound website traffic as even the internet consumption pattern suggested rise of mobile based internet usage versus the desktop/laptop based internet usage.



Mobile Version of Website

The SGAP business owners were quick to tie-up with existing shipping and logistics partner like DTDC and BlueDart that ensured that the Chataka website could capture any order from pan-India and it could be delivered within 3-5 days (including with COD facilities). As per some actual users, the convenience of receiving their spices order at door-steps saved time and costs when compared to going outdoors to a shopping mall or such, not to forget the parking woes along.

Once the website was launched, the next task was kicking-off the online marketing for Chataka website. It included Organic SEO (just like done for www.ganeshagro.com) and Organic Social Media Marketing (SMM) which dealt with promotions & marketing via social media websites like Facebook.com. The scope could have covered more social media sites like Twitter.com, LinkedIn.com, Youtube.com, etc. but an internal research proved that Chataka's target audience had highest inclination towards Facebook versus rest of other social media websites.



Social Media Tree

So SMIT DIGITAL MARKETING immediately started with the launch marketing via Organic SEO and Organic SMM. While Organic SEO ideally takes anywhere between 3-6 months to get a new website on top rankings of major search engines (As domain age is an important parameter for deriving good results for Organic SEO), Organic SMM activities started building immediate traction for the Chataka brand with the Facebook page surpassing 1000+ likes in a very short duration.

With Organic SMM, the brand Chataka was taking a safe bet versus any other traditional/offline marketing for launch as the fans/audiences that were been built with these activities had a longer shelf life. Those audiences could have been constantly bombarded with relevant marketing and communication messages that dealt with the brand and the repeated hammering across Facebook would have yielded a better brand recall.

Thereafter SMIT DIGITAL MARKETING was assigned additional services for uploading and managing the listings of products across ecommerce sites like Snapdeal, Amazon, Flipkart, etc. All this mediums were dynamic and required some technical expertise to operate them. The team at SGAP found it best to off-load the listing upload/edit/manage work to team at SMIT DIGITAL MARKETING, though it meant an extra cost. The integrated work approach ensured that Chataka products were listed across 10+ prominent ecommerce sites in no time and thereby adding to online orders for Chataka.

The SGAP business owners also did a limited quantity email campaign to their friends, references and prospects announcing their launch into retail with Chataka Spices. The email template design and blasting-off was again handled by SMIT DIGITAL MARKETING. The campaign had links to the product buying pages on the Chataka website and the link to Facebook page so that they could stay connected with Chataka all the while.

While Organic SEO and Organic SMM were on-going activities that required to be continued for longer duration to ensure the marketing efforts convert into actual sales for Chataka, the business owners were pleased that the cost incurred in kicking off their retail operations from scratch to taking it to masses via online marketing was almost 75% cheaper than having to setup actual brand stores (that would have consumed expensive real estate space) and additional offline marketing (which was already cluttered with lot many retail spices players). The 'only digital strategy' worked for Chataka brand helped it grow in turnover faster, expand its geographical reach (pan-India) and reduce its operating expenses quite significantly.

On the other side, SMIT DIGITAL MARKETING could successfully monetize from an Organic SEO client to a full-core marketing partner engagement that boosted the same client's billing by 230% in just one year. Since Chataka was a retainer client, the revenues were of recurring nature that also assured stronger business viability for SMIT DIGITAL MARKETING.

Not just a #digital #marketing #agency, but a full core #marketing #partner.
Check here: www.chatakaspices.com

Jobs delivered are right from "brand name & punchline suggestion" to "logo creation" to "corporate stationery design & printing" to "domain purchase/s" to "product photography" to "brochure design & printing" to "e-commerce website" to "online listing across snapdeal/flipkart/etc." to "organic seo" to "organic social media" to "email marketing" and now finally focussing on building up STRONG sales...

Hey it's our baby! At SMIT Digital Marketing we're loving every bit of it!
Few more such clientèle news are due too...



Chataka Spices | Rishton Mein Milaye Chataka
Chataka's premium quality Indian spices are 100% pure and prepared under the highest certified hygienic conditions. With no additives, artificial flavours o

CHATAKASPICES.COM

Work Credits for SMIT DIGITAL

Also the entire exercise has helped SMIT DIGITAL MARKETING successfully realize the 80-20 marketing rule, thereby bring down its new client acquisition costs and ensuring stronger business sustainability.

The business owners at SGAP hereon intend to globally expand Chataka's online presence since they are confident that with SMIT DIGITAL MARKETING along they can get 'all-digital-marketing-solutions-under-one-roof'.