

INGROWABLE

Turnaround Strategy to Reverse Losses

INGROWABLE required a turnaround strategy to reverse the negative brand persona their company was caught in. Uptown INC recommended them an Internet Marketing Strategy that was bound to establish a position of strength and redesign the digital outlook of the company for growth. This resulted in converting negative outlook of the company into strong loyalty among the audience toward their brand, hence, resulting in tripled conversions and 30% revenue growth.

Overview

30% Increase in Revenue

3X increase in conversion rate

Project Details

Problem

INGROWABLE was looking for a turnaround strategy that would ensure they can cover up their negative brand impression caused due to disruption in their marketing planning.

Research

In order to revamp their digital presence and recreate their brand impression among their core customer base, they need to expand their reach by implementing various Internet Marketing strategies and rebranding their business. This would ensure their previous digital image is tweaked and they are able to reach out to more people.

Consultation

Based on the search results, Uptown INC recommended them to implement Social Media marketing & advertisement through videos, banner reflecting the positive image of the business for Facebook and Instagram and invest in PPC.

Outcome

Since Uptown INC involvement, INGROWABLE has regained their position in the market and transformed their losses into credible profits. The company continues to pursue further internet marketing plans in order to achieve our designed growth strategy.