

# Imagine

# Case Study



# Client Success - imagine Tresor |

# Background

Imagine lives and breathes Apple. Imagine is the best place to get your hands on all Apple Products, get demonstrations of the latest Apple products, or attend training and events based around the latest technology.

Imagine offers a wide range of Apple products and third party accessories and is being titled as premium reseller by Apple

# iMAGINE's Expectations

iMAGINE being one of our most prestigious client while collaborating wished to build a digital presence of their offline stores and wanted to expand horizons of their sales online.



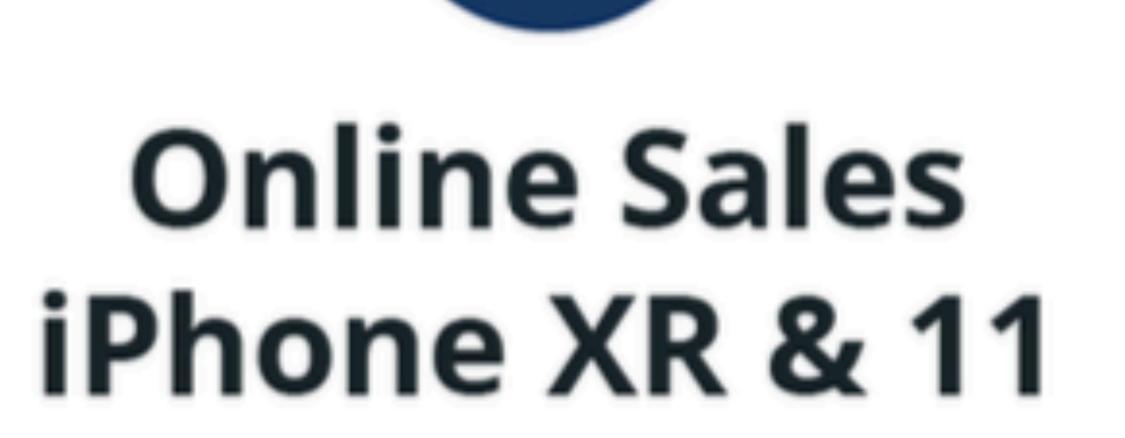


Team iMAGINE acknowledging the fact that their product surely carries its credible value of selling but what's the harm if it could be boosted x10 with a good digital partner.



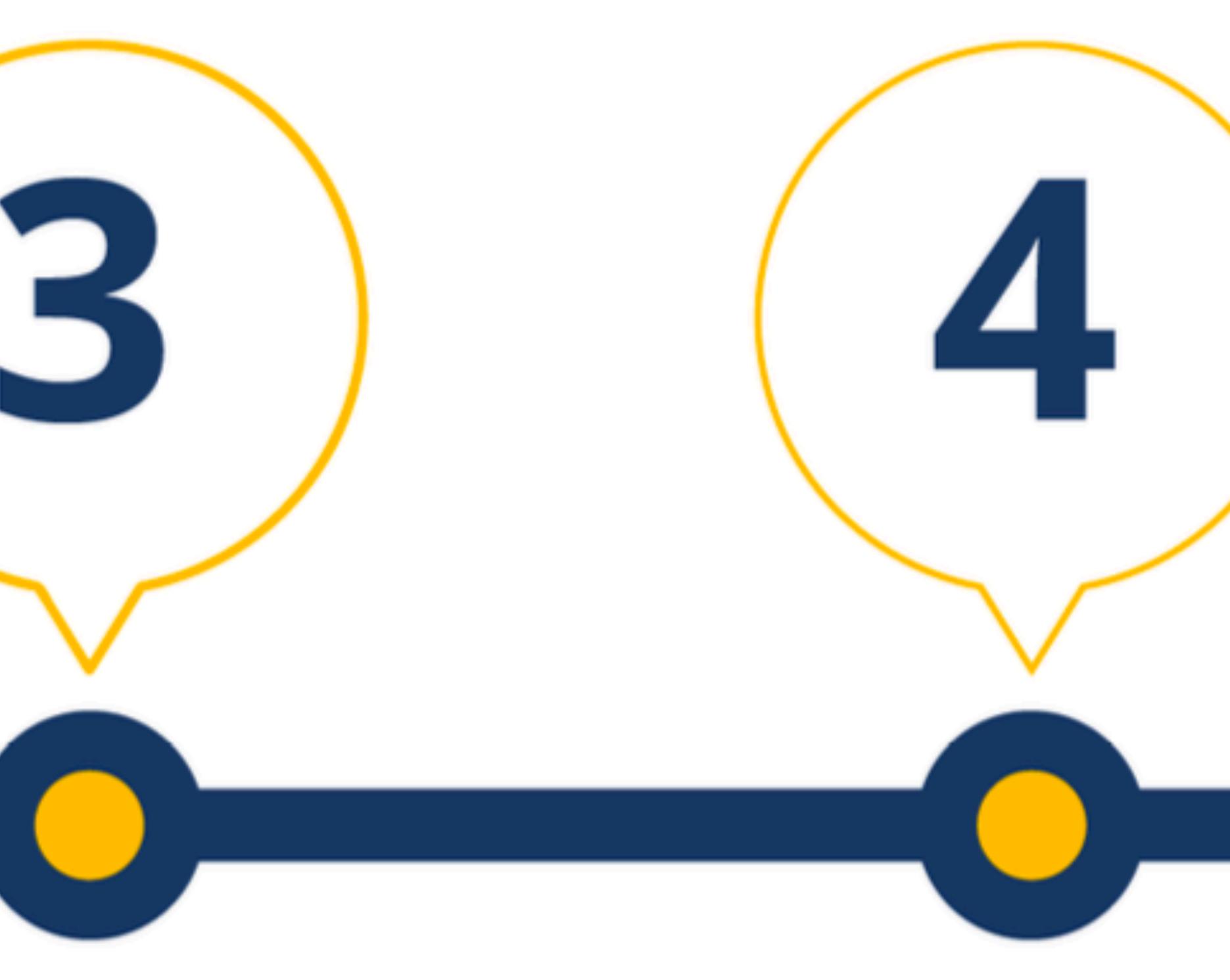
Creating meaningful and creative content for social media handles for better enagagement and competition positioning.





Launching a pre booking campaign PAN India and registering amount for the product booking. Also, focusing on other conversion campaigns too.

Calling out influencers/PR Initiatives for brand promotion at large for better outreach and scope of visibility.



## Influencer Marketing

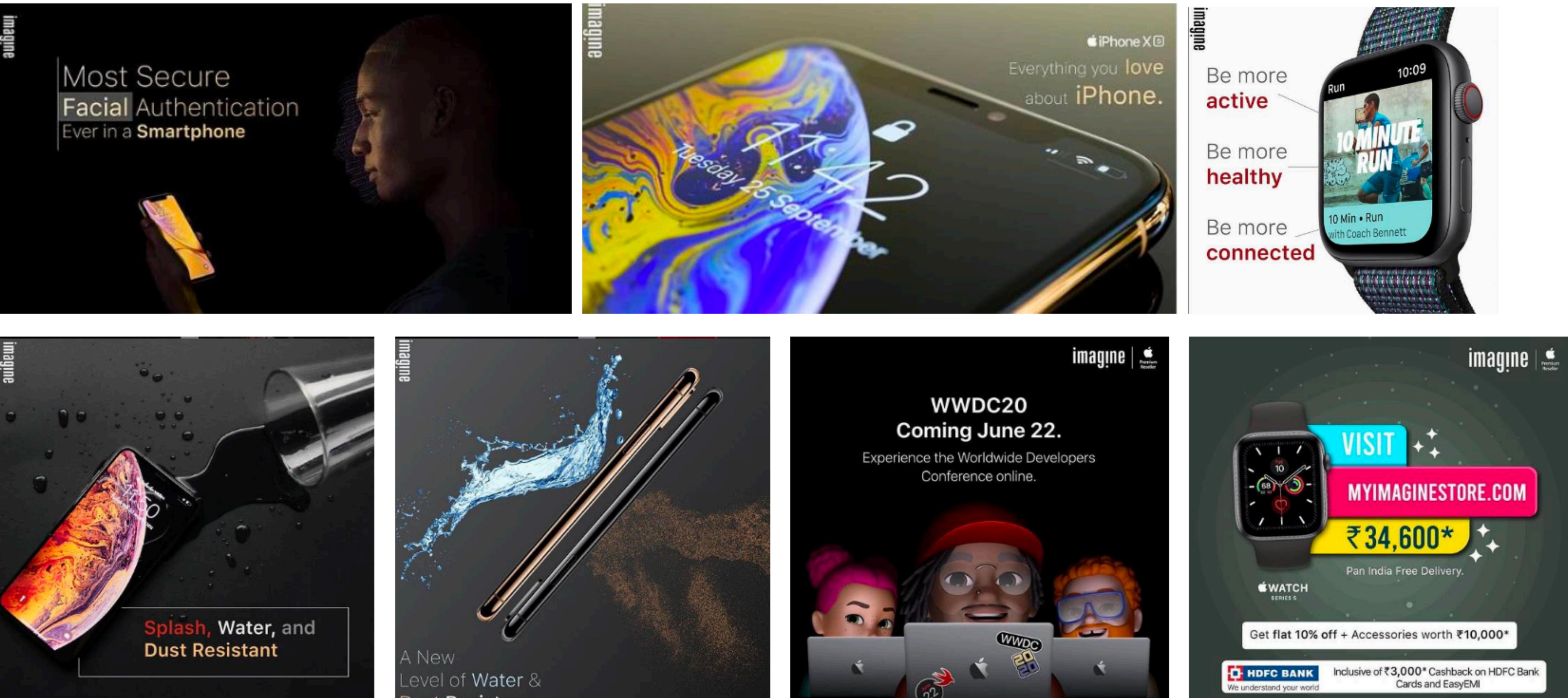
## Social Media Reach

Increasing the game of numbers and audience trust by delivering monthly benchmark breaking reports on indicators



## **Creation** of Website

Creating a website with lead magnets and better conversion possibility







### Generating New Content for Social Media

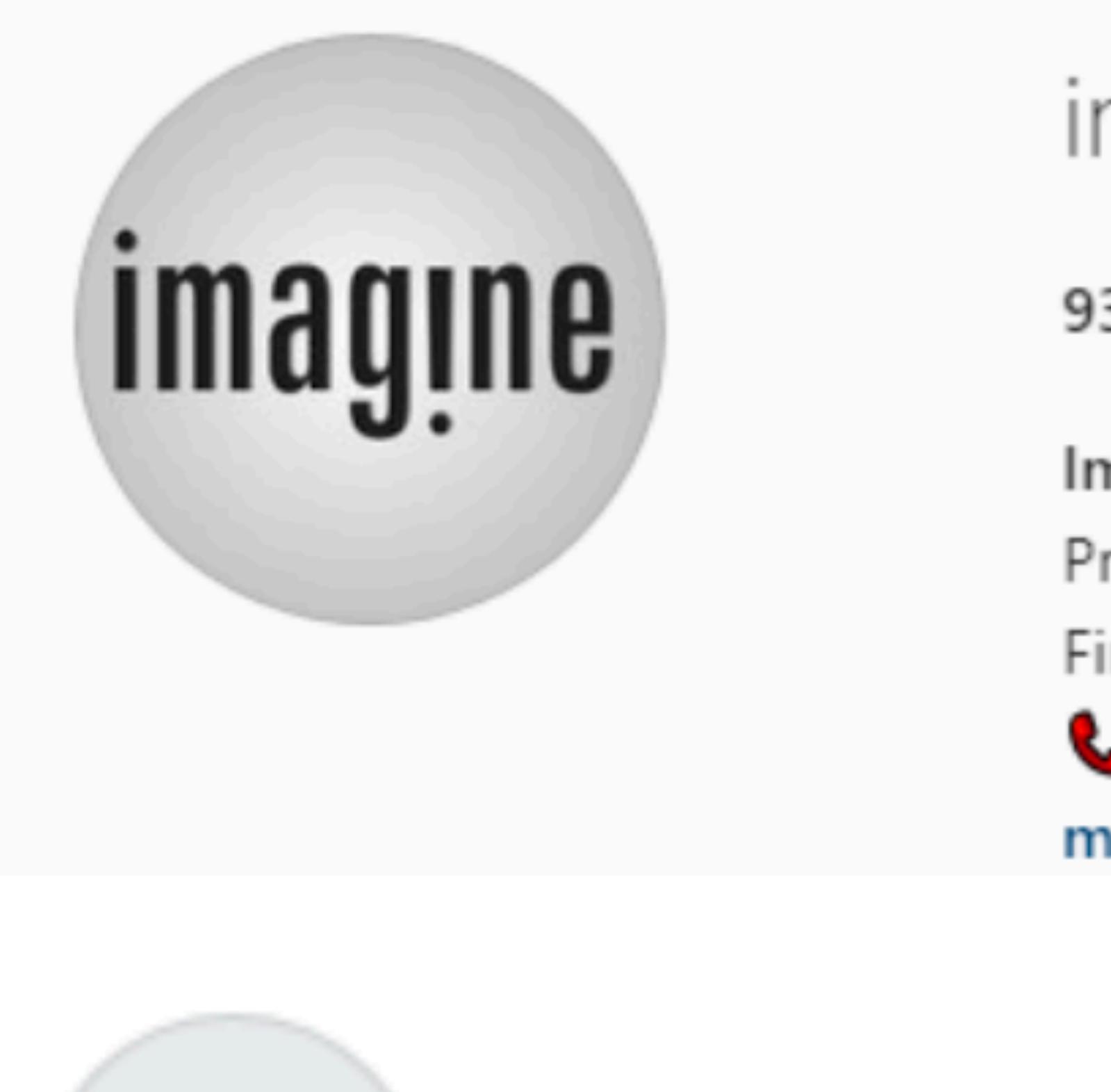
# Online Sale Results Pre booking campaign PAN India and registering amount for the product booking.

An AD Budget of Rs. 10,00,000 was allotted for two month for Pre-book campaigning

Real time dashboard can't be highlighted in response to client confidentiality



A Total sales of RS. 76,00,00,00 was generated for IPhone XR & 11

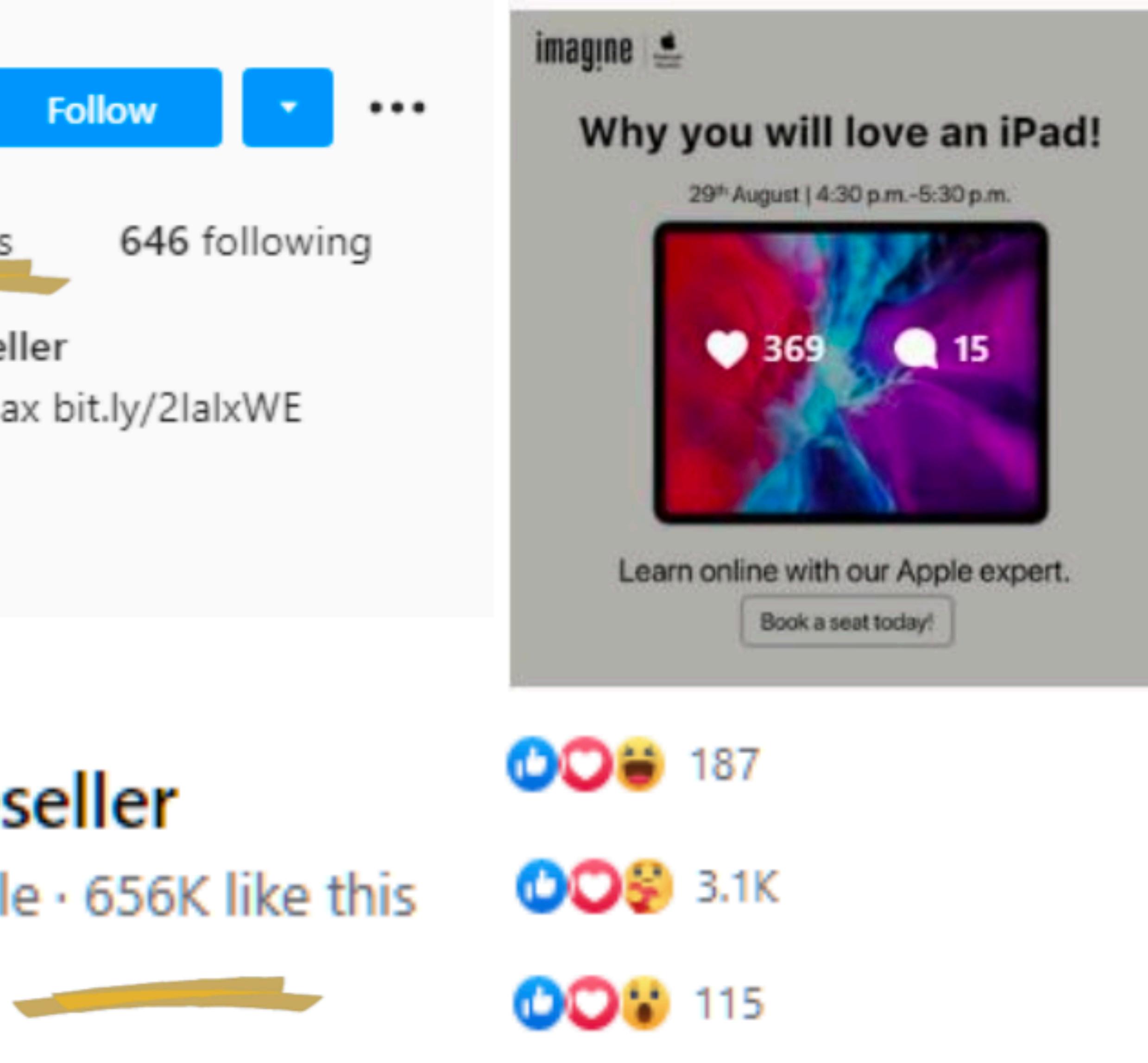


## Imagine Apple Premium Reseller imagine Page · Electronics Store · imagineapple · 656K like this



Increasing Numbers of Social Media Indicators, the journey started from creating a Facebook page to 6.5 lakh followers so far

magine	applepr	Follow	
34 posts	27.3k followe	ers 646 fo	ollow
nagine Apple Premium Reseller re-Book iPhone12mini/ProMax bit.ly/2lalxWE ind Store: bit.ly/39BAFpz			
82874-828			





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52 Comments 18 Shares

13 Comments 3 Shares

# Intluencer Marketing

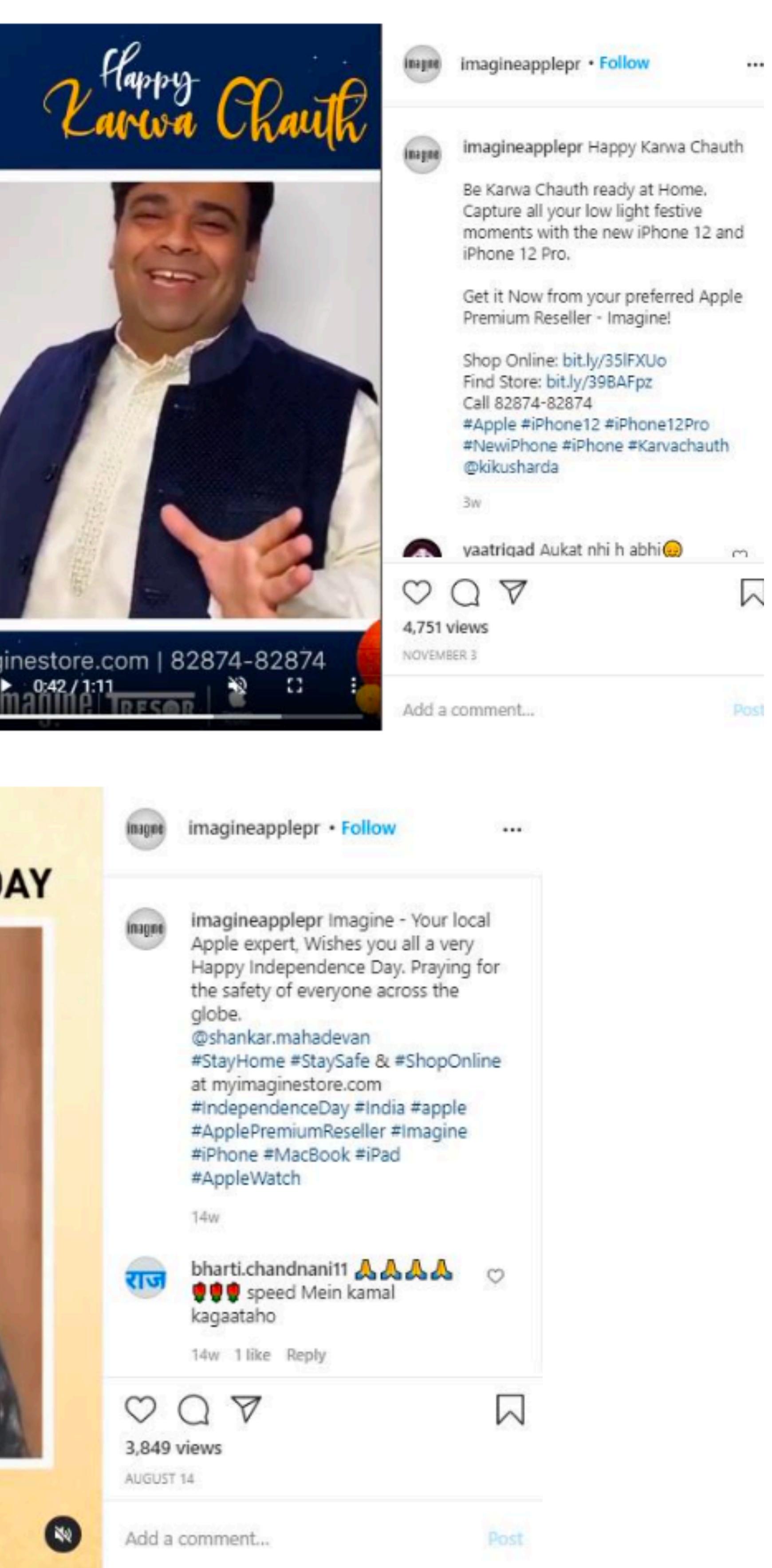
Efforts made in influencer Marketing showed real results of better reach and brand popularity











# Results

iMAGINE acknowledges the importance of running campaigns just to solve the basic purpose of advertisement i.e. better/more recall.

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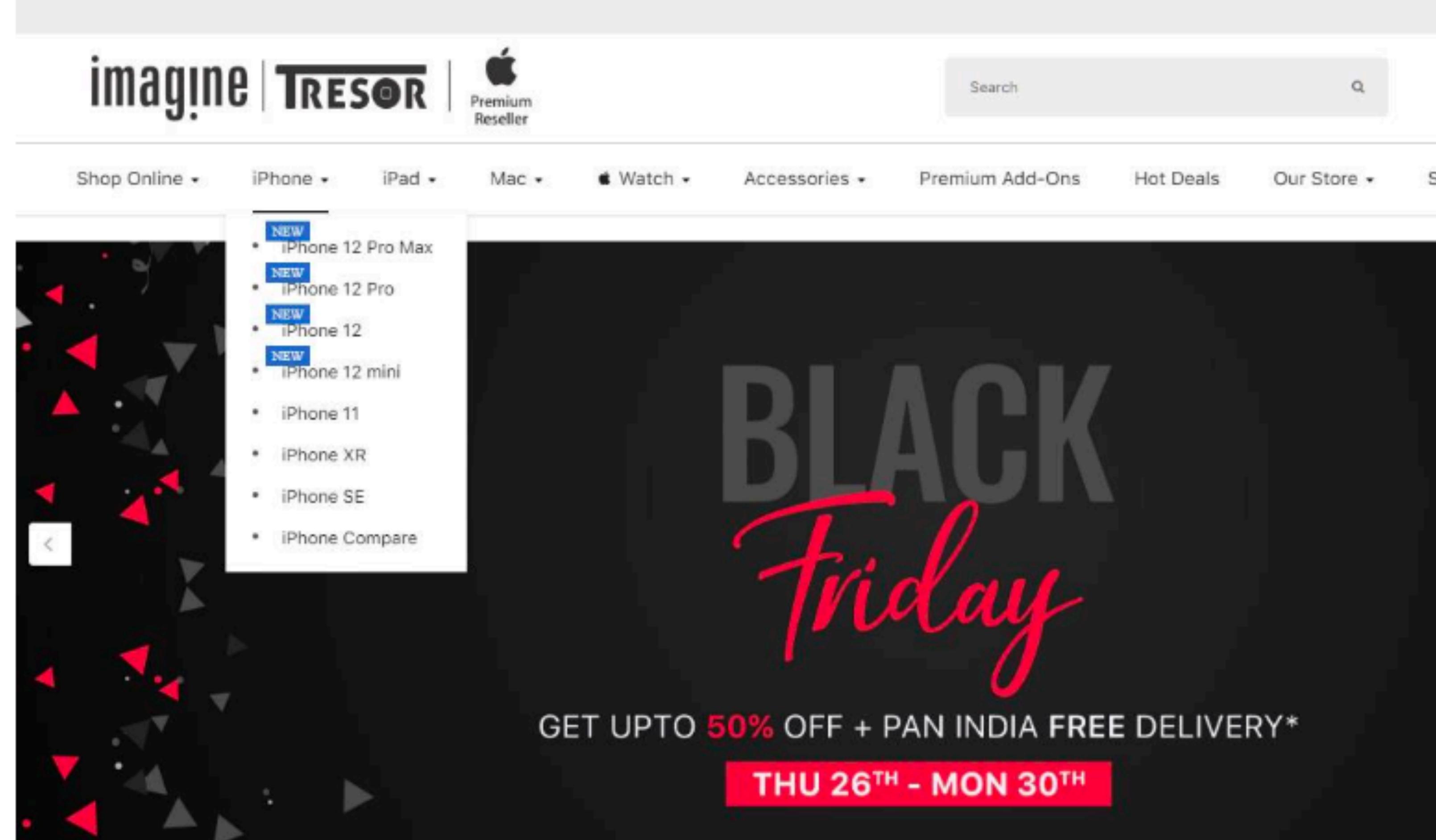


## A Regular lead generation campaign for this B2C module helped in achieving 200 leads for Sales team

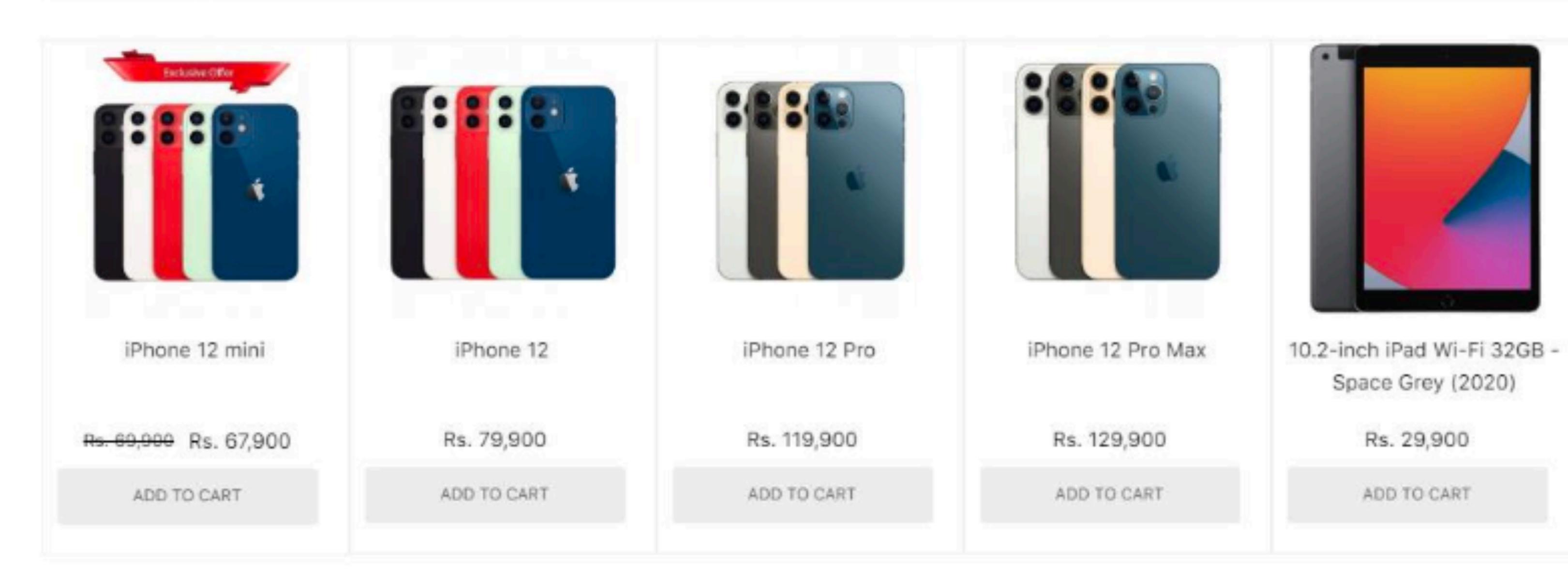
A proactive taken in interest of running monthly contests just to trigger audience for engagement.

# Designed, Jeveloned

### Creating a website with lead magnets and better conversion possibility



### **NEW ARRIVALS**





# imagine

