



MARKETING CASE STUDY

B2B Exhibitions

REPORT BY

Business Karma Marketing

The Company Overview



CORPORATE GIFTING

One of the leading corporate Gifting Exhibition company, which is organizing exhibitions for more than three decades in Mumbai & Bengaluru area.

Achievements in the span of 4 years

↑ **32%**

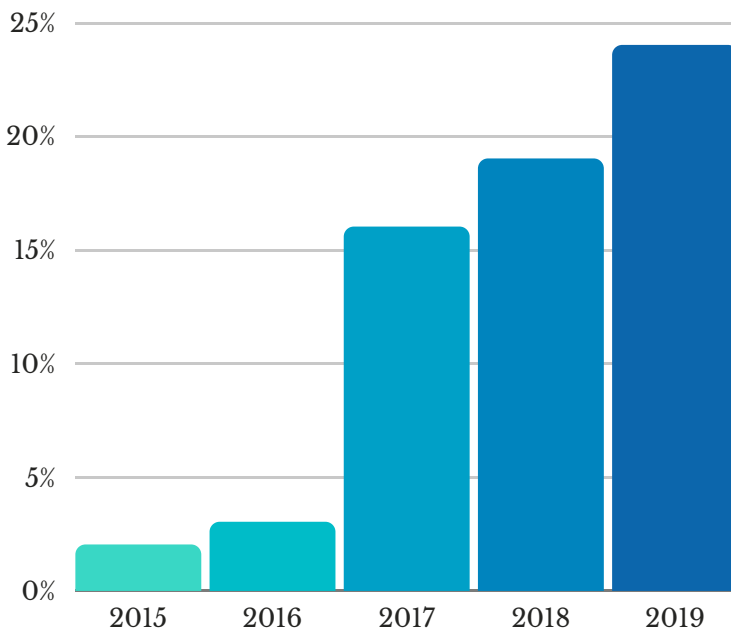
Increase in relevant Audience footfall

CAMPAIGN OBJECTIVES

Our task was to get more relevant subscribers & visitors footfall at exhibition venue. Since its a niche market there was kind of stagnancy in branding and visitors point of view. The exhibition visitors numbers was deteriorating and they were limited to target certain number of users only.

↑ **24%**

Increase in overall footfall and achieved highest footfall ever for the exhibition



Rise in Visitors footfall % wise

↑ **20%**

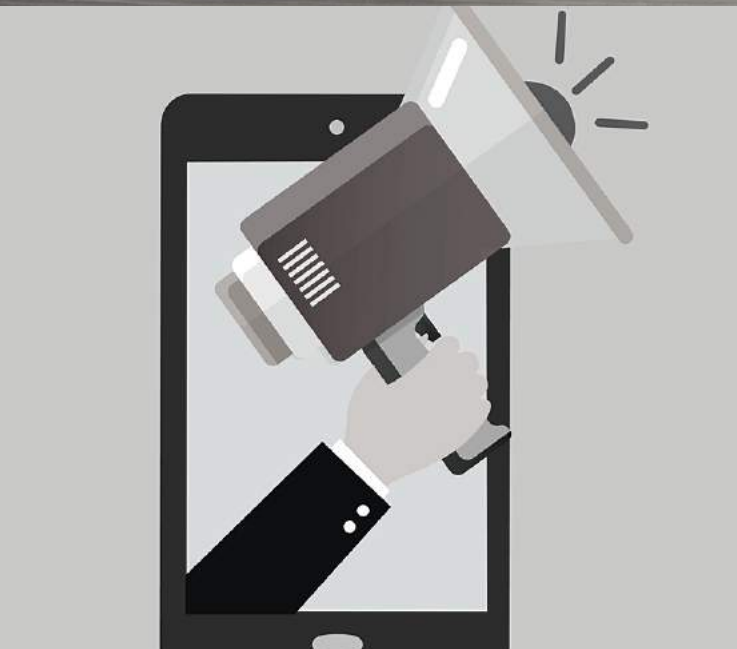
Exhibitors leads generated for exhibition via our campaigns.

Strategy, Service & Success



OUR ROAD-MAP

- Review Current Marketing Strategy
- Understand the problem statement
- Gather Client Expectations
- Analyze Social Media and Website properties
- Competition Analysis
- Submission of findings
- Provide marketing strategies
- Allocate a dedicated resources to execute
- Execution with best ROI
- Regular Reviews
- Keep innovating solutions & offering with assured service delivery



Design & Print Solutions

Service Offerings

- ➔ Digital Marketing Consulting
- ➔ Mobile Marketing (SMS, WhatsApp, Automated pre-recorded calls, Profile SMS, Target SMS)
- ➔ App promotions & downloads
- ➔ Outdoor Marketing (Hoardings, OOH)
- ➔ VIP Invite designs and printing

"Business Karma is an extension of our marketing team and they have assisted us in exploring new arenas of marketing which will help us to reach our TG with the best ROI possible. They know their stuff, inside and out and have consistently delivered amazing results to us over the past 4 years. I highly recommend their services."

- Sr. Manager Marketing
(Exhibitions Division)



*Thank
you!*