

Case Study

RAK Interior

RAK interiors started its journey, in 2011. They wanted to create brand awareness in the market. They relied on advertising and marketing only through Facebook. The Company saw a turning point in 2015-16 when they signed up with Accolades to promote their service through **Google ads**.

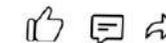
Testimonial



Mujeeb Makkar
Managing Director



Definitely great value for the money.. The very best company for professional digital marketing services.. Highly recommend



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+91 9048033588

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OBJECTIVE

The objective of digital marketing was to increase brand awareness, attract high quality leads and reach wider audience through different digital marketing channel that includes;

Google ads - The main channel we used in the marketing. We used keywords that were relevant to the business and placed ad on the top ranking for those keywords.

Remarketing - strategy were used to display ads to people who had previously visited RAK interior web-site. To reach wider audience, placement ads were placed on Manorama & Mathrubhumi platform.

Social Media - To increase brand engagement and reach a wider audience, we redesigned RAK Facebook pages and started promoting visually appealing 3Ds, videos of completed and ongoing projects. Compelling advertisement were done that highlighted the unique feature and benefit of RAK interiors and services. This also helped in increasing followers in Instagram, LinkedIn and youtube.

RESULTS

Google ad campaign was a huge success for RAK interiors. They were able to achieve best results with modest budget and, we could outperform our main competitor. The high quality lead generated through google ad helped RAK convert clients worth 3-4 crores. Overtime, the company scaled up and became a recognised brand interior design company with multiple show-room in different parts of South India and GCC countries.

CONCLUSION

RAK interiors partnership with us proved to be game changer for the Company. The success of Digital Marketing campaign highlight the importance of investing in digital marketing to reach wider audience, increase brand awareness and drive business growth.

A well-executed digital marketing strategy can help reach new customers, build brand awareness and differentiate themselves from competitors.

