

Case Study- Branding, Web Design & Digital Marketing

Branding, Web design & Digital Marketing Strategy Boost Paul John's Caffeine Sales by 44%

The goal was to elevate brand awareness, strengthen the digital presence, and foster customer loyalty through creative branding and smart digital marketing.

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About the client:

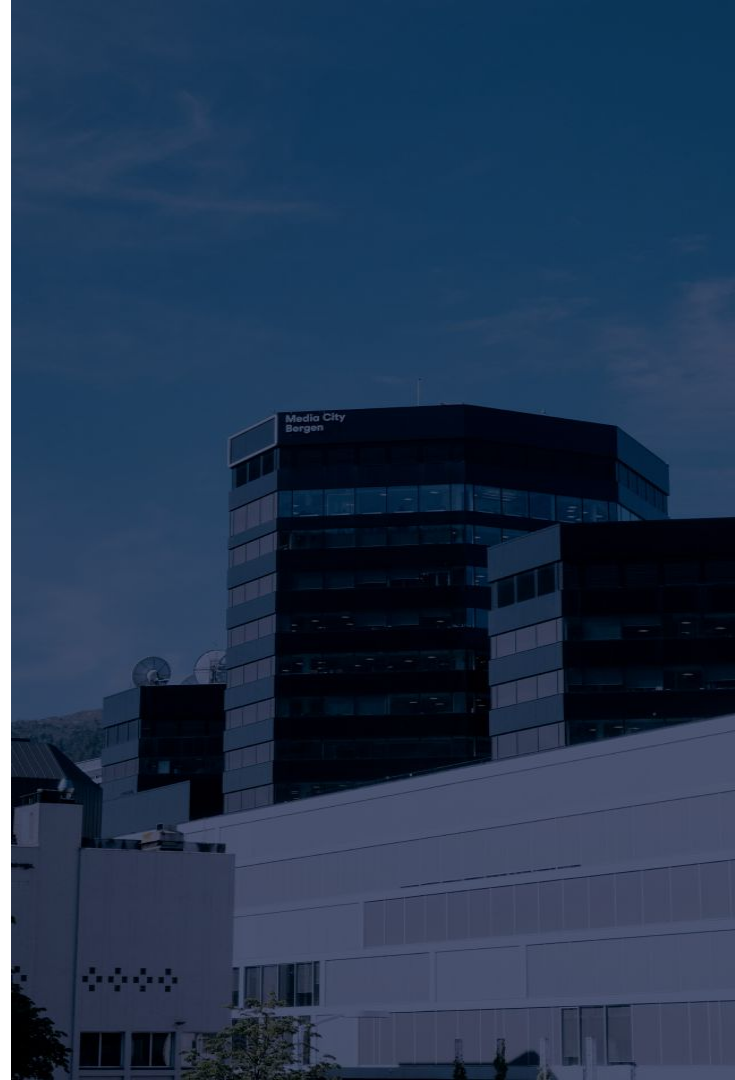
Paul John Caffeine is a premium coffee brand known for its expertly crafted blends from Coorg, India.

Offering a diverse range of coffee, including whole beans, ground coffee, instant blends, and South Indian filter coffee, it serves both retail consumers and businesses.

The brand is committed to sustainability, ethical sourcing, and environmentally friendly practices. With a passion for quality, Paul John Caffeine delivers rich, flavorful coffee experiences. Combining tradition and innovation, the brand consistently enhances its offerings for a delightful coffee journey.

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Business Challenges & Needs

- The brand had limited recognition in the target markets, particularly in the U.S.
- Navigating cultural nuances proved difficult, as the brand resonated better with an Indian audience.
- Managing logistics and shipping across international borders created significant hurdles.
- Fierce competition from established coffee brands made it tough to stand out in the U.S. online market.
- Gaining trust from a new audience unfamiliar with the brand was a major challenge.
- With only two months to launch, managing all aspects of the launch under tight deadlines added pressure.
- Reaching the U.S. demographic through organic posts was difficult due to a disconnect between the brand's appeal and content.

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The Approach:

- **Market Research:** Focus on cities with significant potential for Indian brands in the U.S. including New Jersey, New York, Tampa, and Chicago.
- **Brand Alignment:** Revisit the brand manual to suggest a color palette that aligns with the essence of the brand, using mood boards for visual representation.
- **Website Design:** Manage product listings, inventory, payments, and shipping, while customizing the store's look using online store builders and themes.
- **Store Functionality:** Add features and functionality through apps to enhance the shopping experience.
- **Ad Spend Budget:** Select an appropriate monthly ad spend budget and distribute it across top blends and products for maximum visibility.
- **Content Creation Plan:** Plan content for both pre-launch and launch phases, including teaser content, social media creatives, ad creatives, and YouTube videos.
- **Influencer Marketing:** Focus on gaining followers and driving traffic to the website through strategic influencer partnerships.

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Key Findings:

- Traffic Source Insight: Most website traffic currently comes from direct sources, which will remain a key focus.
- Importance of SEO: To drive more organic traffic from Google search, SEO is essential. Competitors like Counter Culture Coffee generate around 25% of their traffic from search engines.
- Referral Traffic: Gaining backlinks from various blogs through referrals and features helps increase website traffic significantly.
- Focus on Direct and Organic Traffic: Since direct sources drive the majority of traffic, the primary effort will go towards maximizing direct traffic and improving organic search results.
- Google Search Ads Investment: Since a large portion of competitor traffic comes from Google search, it's a good strategy to invest a small budget initially in Google Search Ads. This will be optimized by selecting the right keywords and adjusting the budget based on the cost-per-click (CPC).

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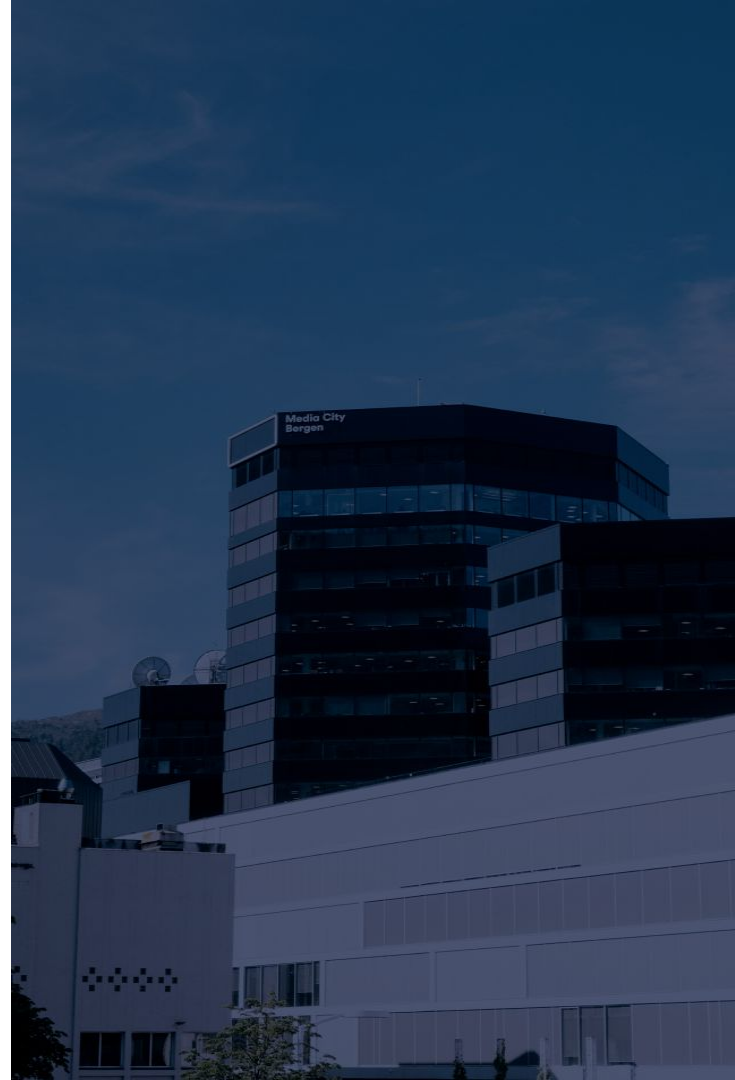


Value Delivered:

- Redesigned the brand's logo to enhance its digital identity while complementing the existing brand, boosting recognition.
- Achieved a **44% increase in sales**, demonstrating the effectiveness of the digital strategies.
- Delivered **14,308 website visitors** with around **14,230 new visitors** to the website, expanding its online reach.
- Significantly increased organic reach on social media with **1,499 organic reach on Facebook** and **10,084 organic reach on Instagram** in just **8 months**.
- Our digital strategy reinforced Paul John Caffeine's online presence and played a crucial role in driving substantial growth.

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A Glimpse at Social Media Posts for Paul John Caffeine:



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Designs:

DESIGN



FINAL PRODUCT



Thank You!

Let's talk: sales@kilowott.com

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