

# Client Stories



## ESCASO

Branding

Social Media Marketing

Online Presence

Business Lead Generation

Search Engine Optimization



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## ESCASO

### Client description

Smart Wellness Pvt. Ltd is a wholesome wellness clinic that promotes healthy living by combining the expertise of physiotherapeutic treatments, unique SPA offerings and its unique Safety Slimming System Founded and developed by Grinto Davy Chirakekkaren, Physiotherapist, it focused on advanced physio solutions like neuromuscular stimulations for a range of health issues. ESCASO started obesity treatment in 2008 as a complimentary solution to physio problems but soon expanded to a large premise with modern equipment and treatment procedures.

### Platform

Escaso chose to boost their business through the following platforms:

- Facebook
- Instagram
- Twitter

Along with social media marketing, SEO was also chosen for ESCASO. This made easier for them to reach the wide spectrum of audience. Their services were creatively utilized using the posts run in all platforms.

## Objectives

- Boosting online presence

AA lot of people enquire about the obesity management and skin rejuvenation treatments that help them to lead a healthy lifestyle. No matter what the risks are, certified experts make the treatment reliable. Since the modern sedentary lifestyle makes everyone prone to sickness, the services of ESCASO is relevant and rewarding. The celebrity presence among its clients is what they promote.

- Branding

Making the right decision on who your customers are, what are their requirements, who are your competitors, etc. makes the branding easier. This is why ESCASO chose branding as an objective. It was designed to help brands understand where they stand in terms of brand awareness i.e. how visible or invisible your brand is to customers. Once you know your brand's status, you can channelize your marketing efforts in the right direction.

- Increase fans and followers

The major objective was to increase the fan following. Reaching out to the audience is what makes the services popular. The general public regards the promotion in high regard o that each enquiry is converted to client. Lead generation was the major idea behind the promotion.

- Search Engine Optimization

Along with social media platforms, Search Engine Optimization was the strategic decision taken to promote the business. With SEO, the page ranking of the website increases and reaches the most important clients. This is why SEO was chosen with the best results in social media marketing.

## Actions

Effective use of social media

Be it platforms or SEO, the effective usage made the presence of ESCASO on web matter the most. When there is a challenge posed, all the tricks and tactics of social media was used. ESCASO had a clear vision as to how these were used to convert leads to clients. The majority of the people were desperately looking for a solution to health related issues.

## Results

### Lead generation

The active promotion led to lead generation, making the services in high demand. When the best results are obtained, the clients leave a positive response that helps ESCASO build their client list. Satisfied clients are more important than anyone else as word of mouth promotion helps more than anything.

### SEO

The Search Engine Optimization brings the page ranking to the top. This is the best result regarding SEO. When the page is ranked at the top, the client interaction also increases.

### Success through social media marketing

Identifying the target group and its passion are the backbone of success of social media marketing. The quality of success depends on how effectively a company or brand can leverage its unique competitive attributes through contents, campaigns, contests and interactions on social media platforms.



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*Thanks*



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