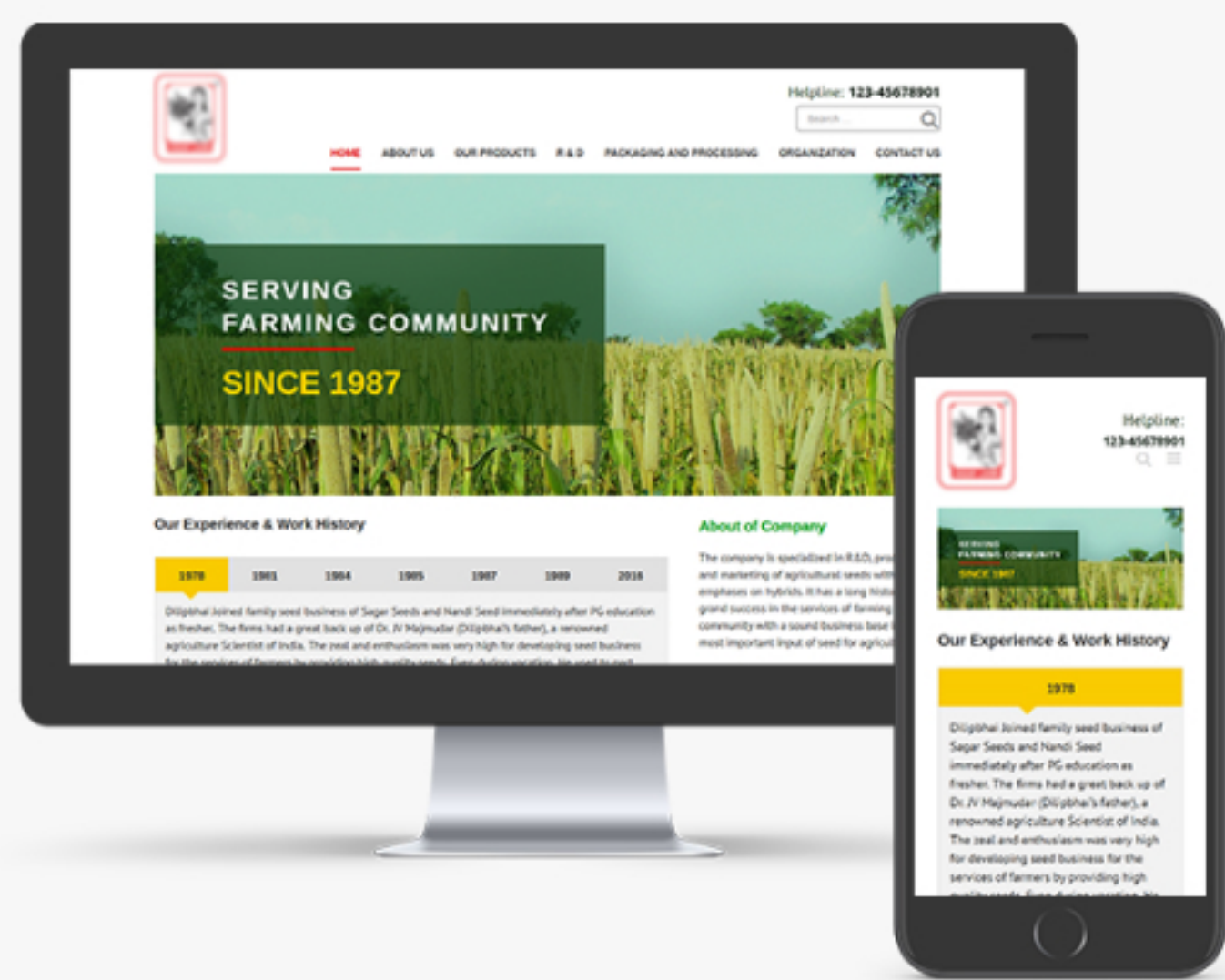


How A Reputed Seeds Manufacturer Improved Their Digital Footprint & Expanded its Reach Among Target Audiences with a Responsive Business Website?



About The Project

The client is a reputed seeds manufacturer with an experience of more than 35 years. The company takes pride in its remarkable R&D credentials, pan-India customer base and regular on-ground farmer engagement activities in different parts of the Gujarat state and the country.

Despite having strong credentials and an enviable customer base, the company was failing to gain momentum, online. As the company didn't have a website or any social media presence, it was failing to leverage the potential of the digital medium for business expansion. The core issues were:

- ✓ Lack of online platform to showcase company's capabilities, awards and expertise
- ✓ Minimal social media footprint due to the lack of a responsive website
- ✓ Haphazard content development and publishing process



Solution Offered

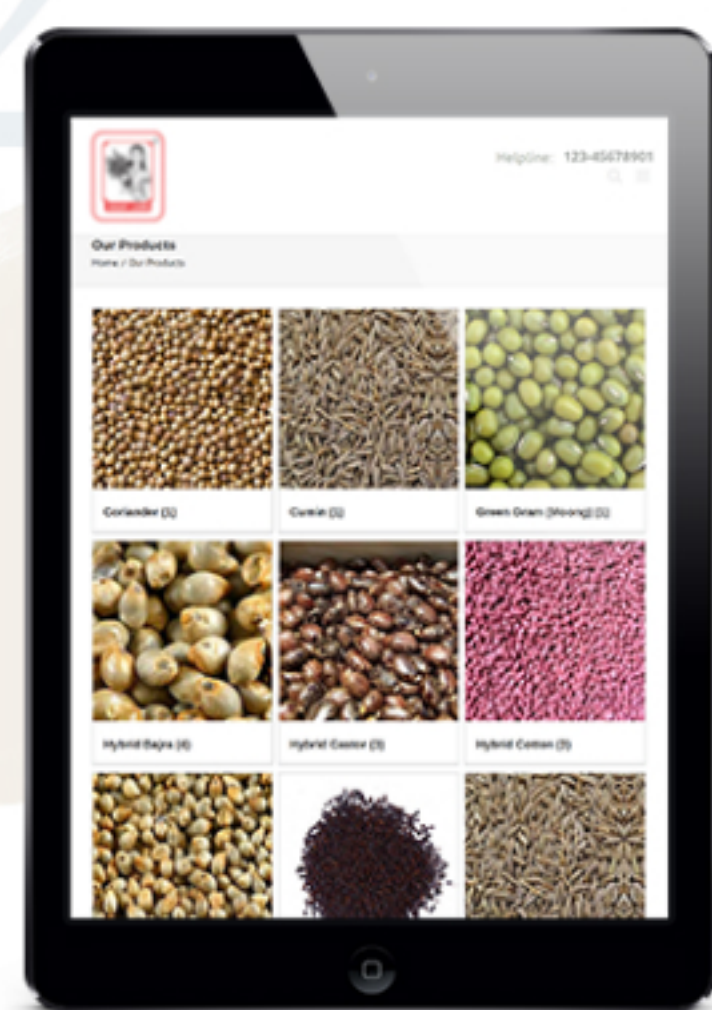
Team Sufalam identified the requirement of a responsive website if the client wanted to grow holistically in the future. A carefully-planned web development strategy was perfected to augment all web development endeavors.

After understanding the client's requirements and analyzing future needs, Sufalam developed a responsive website, based on the popular WordPress CMS platform. The website showcased the company's strength in terms of experience, skills, awards, clientele, testimonials, existing infrastructure, etc.

The website served as the digital outpost for the company, bringing enormous attention to the company's commercial activities. With the help of website, the company became capable of reaching out to customers all over India and the globe. Social media channels were integrated into the website to maximize reach and engagement.



About company profile



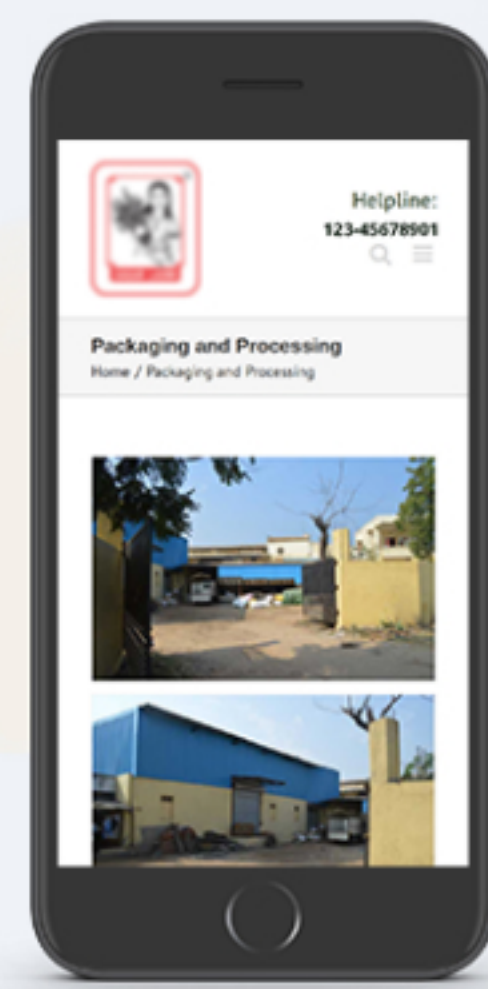
Our products

Objective

To grow online presence and reach out to more and more potential target customers across the country.

Key Features

- ✓ Responsive design with mobile friendly
- ✓ CMS base website
- ✓ Main focus to see entire products range
- ✓ View Facebook feeds of the company page
- ✓ View company's capabilities, awards and expertise
- ✓ Seo friendly
- ✓ Search functionality provide facility to search in entire website through specific words

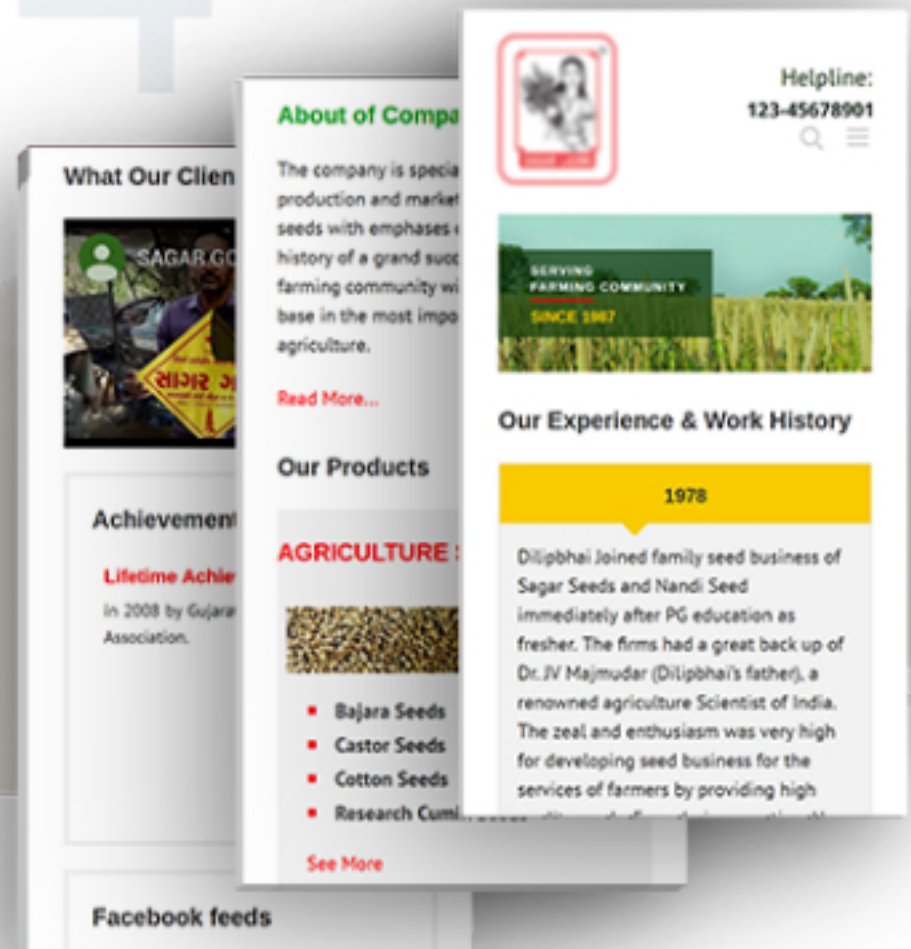


Packaging and processing

Solution Benefits

In a short period, the client was able to generate a large number of inquiries for bulk orders through the website and social media channels. Some of the other benefits include:

- ✓ High engagement with existing and potential clients: 60% of their customers got hooked to their YouTube channel or Facebook Page and watched 60 minutes of video, every week.
- ✓ Greater Reach over a Large Area: Routinecompany activities and events across villages were seen by potential customers from all over the country, bolstering company's market reach.



Overview of all screen

Platforms Supported

All web browsers including Internet Explorer, Mozilla Firefox, Google Chrome, Safari, etc.

Tools Technologies Used

