



CASE STUDY

(SOCIAL MEDIA)



ABOUT THE CLIENT ---

The Saptha Brand Name is the brainchild of Mr S. Nagaraju, popularly known as S. N Raju. An Alumnus of the prestigious SIT Tumkur in the year 1992, the Founder leveraged on his extensive expertise in the area of pump solutions and dreamt of an entrepreneurial venture which today prides of 4 strong verticals, fully equipped with resources and committed to meet the needs of customers in the areas of advanced technologies with an endeavour to promote Environmentally friendly, energy Efficient, reliable and sustainable solutions in diverse engineering verticals. The organisation prides of several prestigious awards and strategic associations besides a large base of satisfied customers.

They are powered by a team of Grundfos trained Engineers who are specialists in Energy audit, Maintenance Contracts and Allied Services. Our Service and Maintenance offering covers a range of plans to keep your machine in thorough working condition all through the year. Our Advanced In-house Test bed facility for testing and auditing of pump performance helps us to go the extra mile in providing the best in quality services to the Clients.



WE'VE DEVELOPED AN APPROACH TO SHAPING DIGITAL/ ONLINE STRATEGIES FOR OUR CLIENTS

That results in defining prioritized, cost-effective solutions that deliver a measurable Return on Investment (ROI) via paid, owned, earned & social media channels.

SOCIAL MEDIA





The Social Media accounts we managed for Saptha.



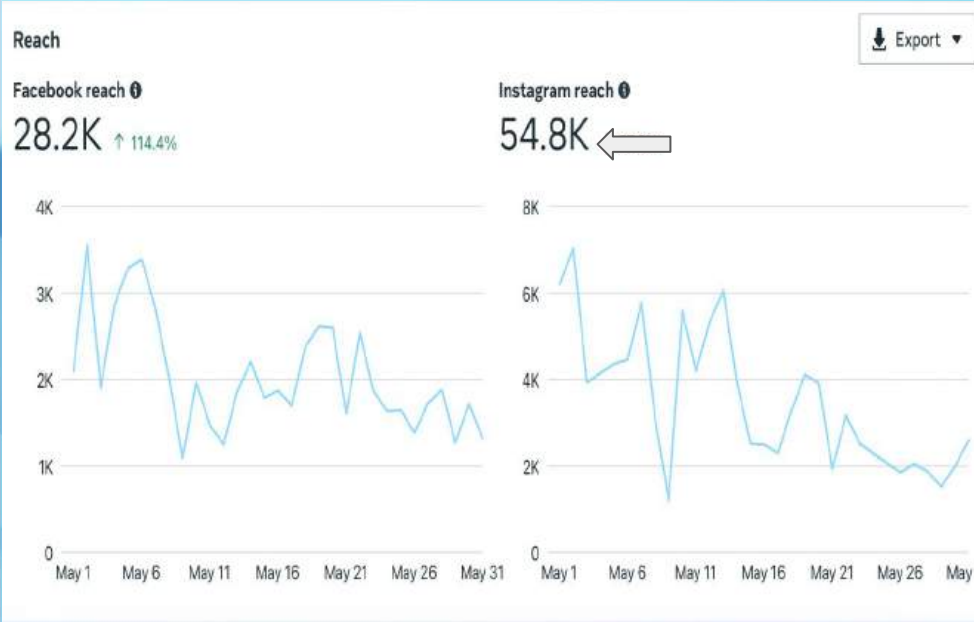


Social Media Strategies & Management

As this market is full of challenging factors but we did a great job by facing and getting solutions for all of them. We made Strategies keeping in mind that we have to build a trust & maintain a relationship with our customers by providing them best possible solutions.

- **Developing Content & Marketing Strategy**
- **Managing Influencer Marketing Campaigns**
- **Respond to Comments and Messages**
- **Maintaining a Social Media Calendar**
- **Management of Followers and Engagement On Various Platforms**
- **Deliver Monthly Reports**
- **Run Social Media and Google Ads Campaigns**
- **Staying Up To Date With Social Media Updates and Trends**
- **Finding Out the Right Target Audiences**
- **Analysis of Competitors**

Some Social Media Insights



Facebook Reach: 28.2K, a 114.4% increase.

Instagram Reach: 54.8K, a 2.5% increase.

Facebook Visits: 2.1K, a 6.0% increase.

Instagram Profile Visits: 2.7K, a 10.5% increase.

Positive Growth: Increased reach and visits on both platforms.
Higher Engagement on Instagram: Reach of 54.8K vs. Facebook's 28.2K.
Effective Campaigns: Activity spikes indicate successful content.
User Interest: 10.5% rise in Instagram profile visits.



Social Media Design Work

Looking for a pump that's powerful, durable, and energy-saving?

Contact Team Saptha

www.sapthagroup.com +91-9448061681 schandrashekar@sapthagroup.com

This advertisement features a dynamic splash of water on the left side. In the center, there is a collection of various pump models, including cylindrical and rectangular units. The SAPTHA logo is positioned in the top right corner. The overall design is clean and professional, emphasizing the power and durability of the products.

Keep your pumps in prime condition with our onsite health check services.

CONTACT TEAM SAPTHA.

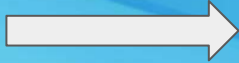
www.sapthagroup.com +91-9448061681 schandrashekar@sapthagroup.com

This advertisement shows a technician in a blue hard hat and a high-visibility yellow vest working on a piece of industrial equipment. The technician is wearing safety glasses and gloves, and is focused on the task. The equipment has the GRUNDFOS logo on it. The SAPTHA logo is in the top right corner. The text is clear and concise, highlighting the company's service offerings.

Visit for more:- <https://www.instagram.com/saptha.group?igsh=MWVkmzRmNTRoZTZqeQ==>



Social Media Story Design Work



85%

Did you know 85% of the pump life-cycle cost is related to its daily operation?



Customer's Queries.

Pradeep James Active now

FROM THE HIGHEST POINT OF MY WATER SOURCE TO THE TOP OF MY PROPERTY IS 100 MTRS ELEVATION.. WANTED TO ADD AN INLINE PUMP TO BOOST PRESSURE FOR THE TOP LEVEL . DO YOU HAVE ANY SOLUTION

8 APR AT 20:30

Sure sir !!

We will get back to you tomorrow!!

Please share your contact details!!

We will contact you soon!

9008414400

FRI 13:27

Thank you sir will get back to you!

New messages

12:49

Any update ?

Hello sir

Message...

SWAYAM ENTA... Active 5m ago

SWAYAM ENTARPRISES (Hubli)
revadihalgangu · Instagram
178 followers · 1 post
You don't follow each other on Instagram

View profile

11:21

0.5 hp selfpriming motor
1.0 hp selfpriming motor
0.5 HP openwell pump
1.0 HP openwell pump

Wholesale FRICE quotation send me

SWAYAM ENTARPRISES (Hubli) replied to an ad. View ad

13:35

Please share your contact details sir
Our team will contact you!

New messages

8792363312

Tap and hold to react

Message...

Ashutosh Singh _ashutosh_singh_55

Ashutosh Singh
_ashutosh_singh_55 · Instagram
241 followers · 5 posts
You don't follow each other on Instagram

View profile

12:28

Hi I have a Grundfos pressure booster pump but the water in my area is very poor quality is there any pre filter available ?

Ashutosh Singh replied to an ad. View ad

Hello sir

Please share your contact details!

Our team will contact you!

New messages

15:59

8299856073
Ashutosh Singh

Tap and hold to react

Message...

SWAYAM ENTA... Active 1h ago

SWAYAM ENTARPRISES (Hubli)
revadihalgangu · Instagram
178 followers · 1 post
You don't follow each other on Instagram

View profile

11:21

0.5 hp selfpriming motor
1.0 hp selfpriming motor
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Please share your contact details sir
Our team will contact you!

New messages

Message...

LinkedIn Posts.

SAPTHA
4 followers
5d · 🌐

Pump you can rely on – Grundfos. ✨

For reliable solutions, contact Team Saptha.

#Grundfos #ReliablePumps #TeamSaptha
#WaterSolutions #PumpTechnology

How can a home be more comfortable usi... · 7 pages



1

Home Video My Network 8 Notifications 20+ Jobs


SAPTHA
4 followers
5d · 🌐

Did you know? Proper wastewater management is crucial to avoid costly and difficult issues.

Unilift pumps, with their cutting-edge technology, offer the best solution for efficient wastewater pumping.

#WastewaterManagement #EfficientPumping
#UniliftPumps #SustainableSolutions
#InnovativeTechnology

Did You know?? · 4 pages



Home Video My Network 8 Notifications 20+ Jobs

PAID MEDIA





Objectives of Meta Ads:

- **Brand Awareness**
 - **Increase Awareness by showcasing the unique qualities of the product using compelling creatives and ad copies across Facebook and Instagram platforms.**
- **Lead Generation - WhatsApp Enquiries**
 - **Generating Qualified leads to increase the sales.**



Types of campaign

- **Awareness**
 - **To increase brand awareness and visibility**
- **Engagement Campaign**
 - **CTA - To generate Whatsapp Enquiries**
- **Lead Generation Campaign**
 - **To get calls**



Campaign Performance

We have reached more **3 Lakh** people via META Ads and generated

- **551** WhatsApp message enquiries
- **39** Call confirmation clicks

Best Ad Creatives

Saptha Group Sponsored

Exciting News! Saptha is now open for Heat Pump Dealerships! Partner with us to bring top-quality, eco-friendly heating ...see more

Dealers wanted for Heat Pumps

WhatsApp us for more details

WHATSAPP Chat with us

Lakhendar Kumar a... 3 comments

Like Comment Share

saptha_group Sponsored

SAPTHA GRUNDFOS

CHOOSE GRUNDFOS PUMPS AND REDUCE ENERGY COSTS

GRUNDFOS MAKE INLINE PUMPS

Enquire Now

www.sapthagroup.com +91913335671 customersupport@sapthagroup.com

SEND MESSAGE

saptha_group Sponsored

SAPTHA AC Smith

Save energy - ensure a sustainable world for future generations

Opt for heat pumps and save 40 to 60% on energy bills

Say goodbye to high energy bills and hello to efficiency with A... more

CHAT ON WHATSAPP

Saptha Group Sponsored

The Grundfos Booster Pump enhances water pressure by actively pumping water into the system whenever the pressure falls ...see more

GRUNDFOS MAKE BOOSTER PUMPS

Most energy efficient and trusted pumps

Enquire Now

WHATSAPP Chat with us

Lakhendar Kum... 3 comments 4 shares

Like Comment Share





CONTACT US FOR ALL YOUR DIGITAL MARKETING NEEDS.



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www.aimglobal.digital

