



FRONTROW INDIA CASE STUDY

At Shams Digital, we stand out from the crowd through our unwavering commitment to excellence and dedication to your success. Our unique blend of creativity, innovation, and technical expertise ensures that you stay ahead of the competition, carving a prominent digital niche for your brand.

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Frontrow India, the exclusive distributors of all premier products manufactured with a philosophy to embrace nature and science in the most balanced form, we commit to protect and nourish your skin in the most effective manner.

Client:



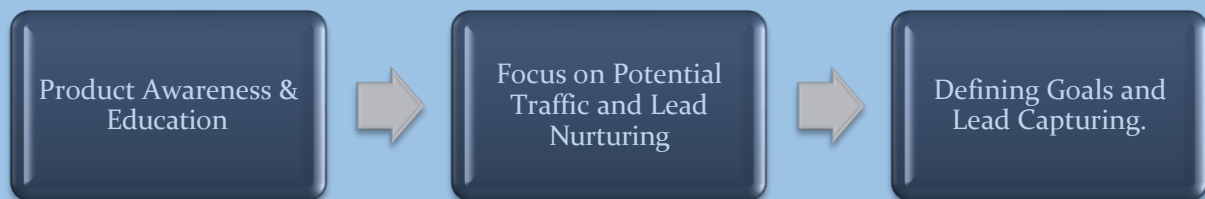
"We were not able to generate sales from website and Shams Digital helped growing sales rapidly, reduce the cost of advertisement along with increasing branded and product based inquiries."

-Akram bin Hassan,
CEO,
Frontrow India

Frontrow India's line of Luxxe health and beauty supplements are manufactured and bottled in the United States by AIE Pharmaceuticals

The Relationship:

Shams Digital began to work with the client more than a years ago. After a multiple discussions, the problems were identified, around which a solution approach was discussed and key KPIs defined. The objective was to execute digital transformation for the client with complete focus on Ecommerce Sales Funnel through Search Engine Optimization, Social Media Marketing, Multi-channel Retail, and Content marketing.



The Challenge:

The present state of the client was it was experiencing the following issues in their sales generation processes with little results and highly redundant work centered on engaging with Customer Engagement by driving “intent to buy” behavior. The issues were thus:

- Brand building
- Brand Awareness
- Product Awareness
- Customer Engagement
- Sales

The Solution:

To implement an effective solution with time constraint in mind, Shams Digital outlined a “Customer Persona” based on the ideal Customer Profile for the client. The persona was made for targeted country by referencing the current data sets we had from the client’s present and past customers. A lot of additional data was taken from direct competitors of the client. A detailed assessment was done about competitor behavior and best-practices ascertained thus.

- Collect rich database of Target Customers, based on the personas created
- Multiple outreach campaigns were designed for emails and Social Media posts
- The entire Marketplace optimization effort was assessed and new campaign was designed and modelled around the overall approach.
- A content calendar, channel-specific, was created, scheduled and worked upon.



"Shams Digital spends less time direct marketing and more time understanding the ideal resource persona. It's this emphasis that makes them understand our services, market better, and bring in results faster and richer.

"You need to know the ideal customer profile in your mind before you go find it. Getting in touch with They then becomes a friendly act, not marketing."

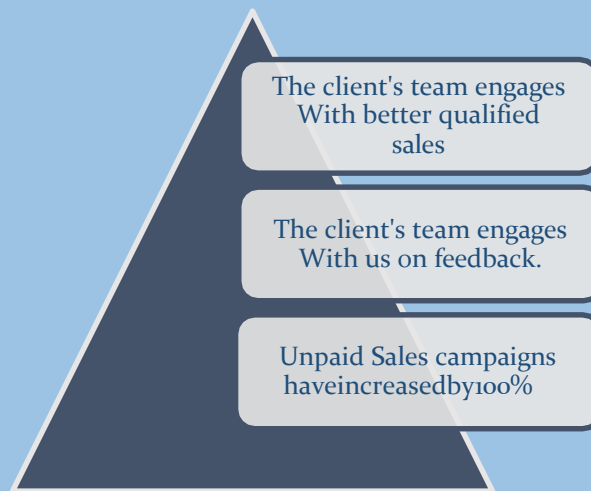
Frontrow India adopted at their staged procedure.



The Results:

The benefits of the initiative by Shams Digital have been tangible and deeply affected the bottom line. The cost of Sales increased significantly. The quality of the Brand Building increased 50%. The number of sales also increased over a period of 3 months. The client had deep engagement and visibility in Search, Social, Email, and other digitals assets.

Impact



We would love to partner with you. We'll build value together.