

Calibar Events Case Study

Abstract

The aim of Calibar Events was to expand their business and hence, they contacted XenelSoft Technologies Pvt. Ltd. to achieve this goal. To accomplish the target, the first step taken was to analyze the target market of Calibar Events. We ran a primary and secondary market research using online surveys and began working according to the stats.

About The Client

Calibar Events is one of the well known professional discotheque and event designers in the United Kingdom. They provide amazing DJ packages, wedding productions, wedding venues, etc. They have experience, knowledge, and expertise in organizing events. XenelSoft Technologies Pvt. Ltd. has been working with Calibar Events for the past 5 years.

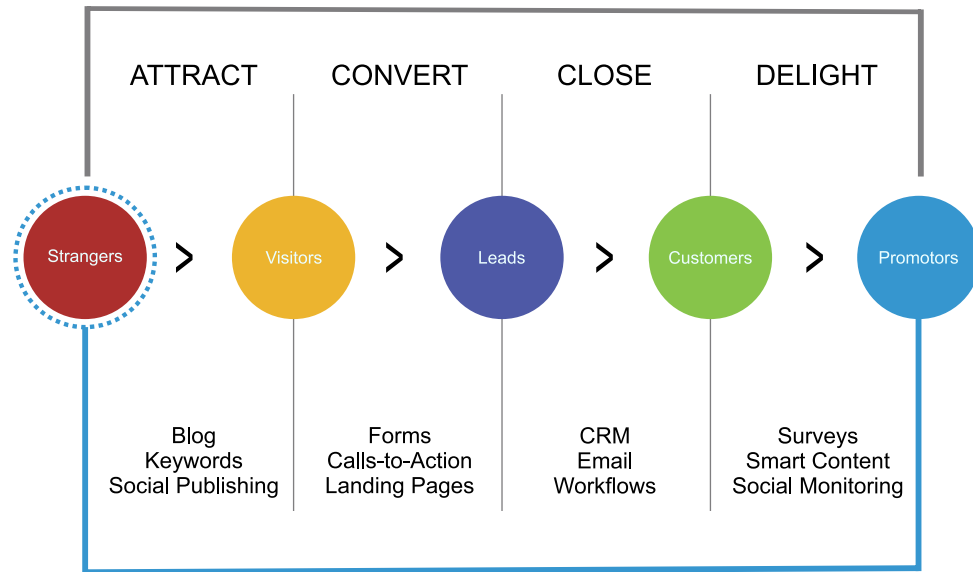
Client Goal

Calibar Events target Indian audience for their weddings, receptions, and DJ services. Over the past three decades, they have been passionate about entertainment and events and have been delivering innovative, exciting, and memorable productions.

Situation

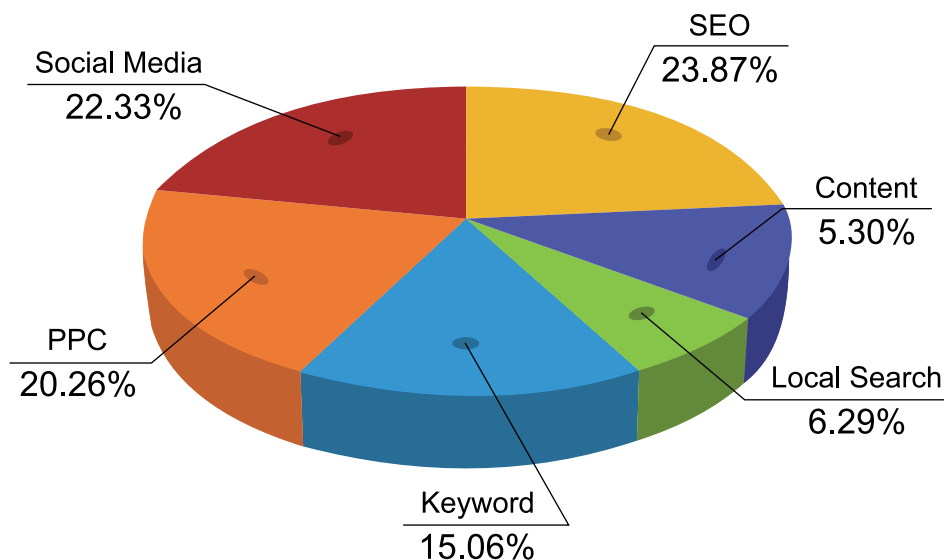
Although it has been over three decades that the company is in the market, but they needed more help in expanding its business to a large number of people and hence, turned to XenelSoft Technologies to help them achieve their ultimate aim. When we began working on the project, our primary challenge was to attract strangers and turn them into customers and brand promoters. For this, we focused on blogs, keywords, and social publishing. This attracted strangers to the website, who now became visitors. Now, the next step was to convert those visitors into leads, which was done by forms, calls-to-action, and landing pages. These leads turned into customers through CRM, e-mails, workflows, etc and the deal was closed. Now, delighted with the work of Calibar Events, these customers turned into promoters, who then promoted the brand to their friends, family, relatives, etc. that is, strangers, and the cycle have continued since then.





Strategy

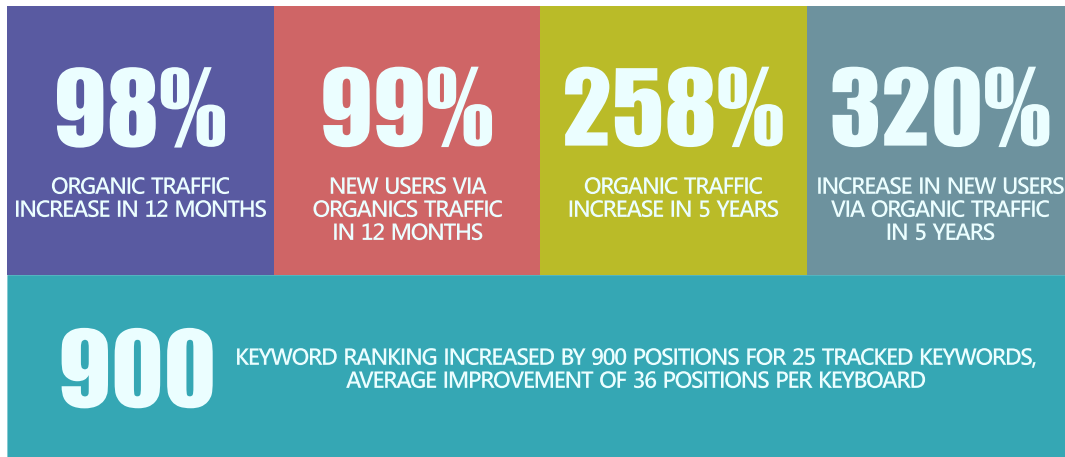
We began working on the project in 2015. We knew that in order to support the business of Calibar Events and help it grow, a strong base was needed. To run our drive successfully, our prime focus were various promotional channels in digital marketing, the data for which is mentioned below:



Result

In 2015, when XenelSoft Technologies began working on the project, organic traffic was 10%, which over 12 months increased to 98% and with the continuous work increased to

258% in 5 years. The percentage of new users then, was 20%, which after we began working, increased to 99% over a period of 12 months and over a span of 5 years, it increased up to 320%. The keyword ranking for 25 tracked keywords increased by 900 positions. The average improvement was 36 positions per keyword.



Business Revenue

The current business of Calibar Events is comparatively much higher than earlier. There is a 200% increased in the traffic with our continuous efforts through paid channels. The revenue has increased a lot and the delighted and satisfied customers have given positive reviews, because of which numerous people have shown their interests towards Calibar Events and their work.