



**Sold out  
immediately  
post lockdown  
was lifted!**

**How Resvera used  
Digital marketing  
to skyrocket  
their engagement  
& sales across  
the locations!**

## Overview

- An aspired elite wine brand "Resvera" for the health enthusiast around the world. Who are in the game to change the culture of grape wine to fruit wine with a twist of health benefits to cater. Launched before the lockdown hence the hurdles were already visible as alcohol sale was stopped in the current period. It had all the unique aspects to it like the fruit "Jamun", smooth texture, health benefits of Jamun, packaging, brand identity, nature-driven brand but the only thing which was missing was a boost of digital marketing to it for its online presence to go top-notch.

## Approach

- Already a potential exceptional brand that seriously needed an upgrade for their online presence. Few campaigns were run to unleash the potential with creating curiosity about the one of a kind fruit wine and to make it eye-catching with an absolute creative edge:

## Campaign

- Selling experience not the product
- Educating the audience about the underrated fruit "Jamun"
- Contests to bring engagement
- Boosting the nutritional posts
- Unveiling location-wise campaigns
- Decoding culture of Resvera through the leadership team
- Connecting with wine enthusiasts online

## Results

67%

Increase in social media engagement

83%

increase in brand visibility

71%

increase in reach towards the target audience

1000+

conversation tracked across social channels

### Reports on Facebook & Instagram Campaigns for Resvera :

- Facebook Page Reach 257,822+ Ppl Reach June 2020
- Instagram Handle Reach 20,069 from June 2020
- Impressions Instagram Handle 31,706 June 2020
- Engagement 386+ on Instagram
- Engagement 8492+ on Facebook
- Facebook New Page Likes 1176 Likes & 1086 Follows
- Instagram 1476 New Followers.
- Inquiries on IVR Phone & WhatsApp 40 to 50 Calls & Messages per day
- Enquiries on FB & Instagram 70+ on Messenger for Price & Location

## Conclusion

Even as the country experienced a complete lockdown in April 2020, Resvera Brand was successful in getting outstanding customer awareness. Digital marketing efforts of Great Ideas in Action increased the desires for the brand once the lockdown was lifted, Resvera sales team had to work overtime as there was exponential growth in demand across the channels giving a fantastic return on investment toward their marketing budget.