



GREEN REEF PRIVATE LIMITED

A Case Study INNOVEL

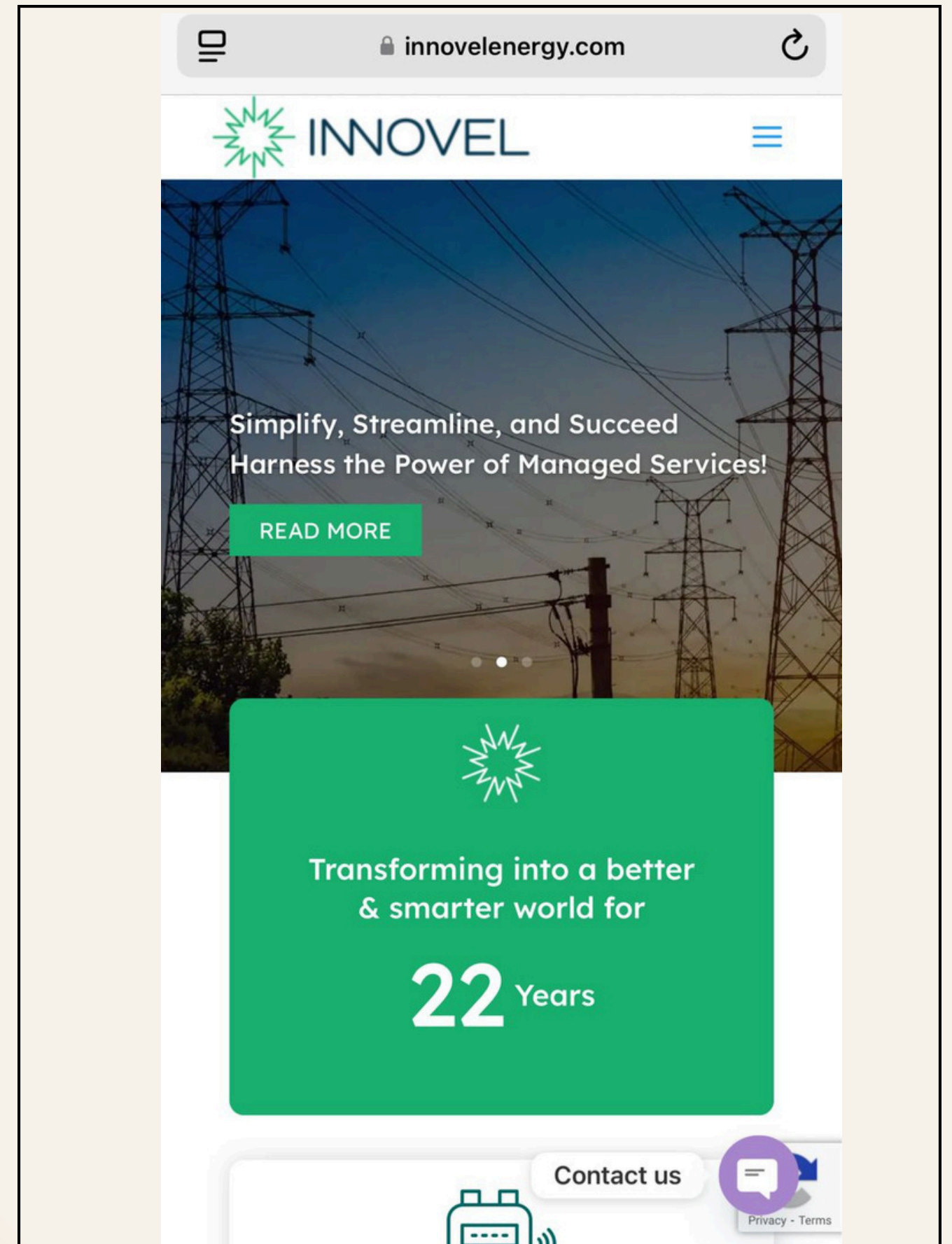
Digital Marketing, Social Media, Website and Lead Campaigns

Presented By:

Green Reef

Client Overview

Innovel Energy is a premier provider of solar energy solutions and MEPC (Mechanical, Electrical, Plumbing, and Civil) services. With a strong focus on sustainable energy and cutting-edge engineering, Innovel Energy empowers clients with innovative, eco-friendly solutions that align with modern energy demands. Their expertise spans large-scale solar projects, infrastructure design, and advanced energy systems, making them a trusted partner in the renewable energy sector.



Challenges

Challenge Despite their technical excellence and industry reputation, Innovel Energy faced significant challenges in their digital footprint:

Innovel Energy sought a comprehensive digital transformation to address these gaps and position themselves as leaders in the renewable energy industry.



Solutions advised & executed

To meet these challenges, we developed and implemented an integrated digital marketing strategy tailored to Innovel Energy's goals:

Website Re-Design & Re-Development

- Responsive Design
- Created detailed service pages and case studies to highlight Innovel's technical capabilities and successful projects.
- Lead Conversion Optimization: Integrated clear CTAs, contact forms

Performance Optimization: Reduced load times and improved site performance metrics for a better user experience and search engine ranking.

Search Engine Optimization (SEO)

Keyword Strategy: Focused on high-impact keywords such as "solar energy solutions," "MEPC services," and location-specific terms.

Content Optimization: Enhanced web content with targeted keywords, meta descriptions, and schema markup.

Technical SEO: Addressed issues like broken links, crawl errors, and site speed to improve search rankings.

Link Building: Developed a backlink strategy with authoritative industry websites, increasing domain authority.

Social Media Management

To create a consistent and engaging social presence:

Content Creation: Designed a content calendar featuring posts about industry insights, sustainability tips, client projects, and Innovel's milestones.

Engagement Strategies: Launched interactive campaigns, polls, and Q&A sessions to foster audience participation.

Platform-Specific Optimization: Tailored content for LinkedIn, Instagram, Facebook, and Twitter, maximizing platform-specific impact.

Solutions advised & executed

To meet these challenges, we developed and implemented an integrated digital marketing strategy tailored to Innovel Energy's goals:

Blogs and Articles

Drafted industry based - informative blogs for website, LinkedIn, Quora and Tumblr.

Repositioning Social Presence of Key Officials

Repositioned Innovel's CEO's social position through LinkedIn profile optimization, blogs and thought-leadership articles.

WhatsApp Marketing

Designing creatives and campaigns for Rice mills, Leather factories and Jute mills in West Bengal.

Successful lead generation from similar campaigns with proper follow-ups.

Email Marketing

Designing content and campaigns for Solar leads, MEPC leads for awareness, lead generation and conversions through cMercury and Kylas.

Performance Marketing

Meta:

Lead generation campaigns for Solar B2C audience.

LinkedIn:

Lead generation for MEPC B2B audience.

Awareness Campaigns as a brand in Meta.

Awareness campaigns for MEPC Audit campaign in LinkedIn.

Google Adwords:

Creation of landing pages with proper CTA for MEPC and Solar vehicles.

Solutions advised & executed

- LinkedIn Sales Navigator for B2B Lead Generation

Recognizing the B2B focus of Innovel Energy's clientele, we leveraged LinkedIn Sales Navigator:

- Targeted Outreach: Identified and engaged with decision-makers in key sectors, including energy, construction, and infrastructure.
- Custom Messaging: Created personalized outreach templates, increasing response rates by over 30%.

Performance Analytics: Monitored campaign metrics to refine strategies and improve lead quality.

- Digital Advertising Campaigns

We designed high-performing ad campaigns to drive traffic and generate leads:

- Google Ads: Targeted high-intent keywords to attract potential clients searching for solar and MEPC solutions.
- Social Media Ads: Deployed visually appealing campaigns on Facebook and Instagram to raise brand awareness.
- Retargeting: Implemented retargeting ads to re-engage website visitors, increasing conversion rates.
- Performance Tracking: Used detailed analytics to continuously optimize ad spend and improve ROI.

Results Our comprehensive strategy delivered outstanding results within six months:

- 500% Increase in Website Traffic: Enhanced visibility drove significantly higher organic and paid traffic.
- 150% Growth in Qualified Leads: LinkedIn and targeted ad campaigns generated high-quality leads, accelerating sales.
- Improved SEO Rankings: Several key search terms ranked on the first page, leading to a 200% boost in organic traffic.
- Higher Social Media Engagement: Innovel Energy saw a 400% increase in follower growth and consistent engagement across platforms.
- Enhanced Brand Recognition: Strengthened Innovel Energy's position as a thought leader in the renewable energy sector.

Digital Branding

: Posts and creatives



INNOVEL

Nature inspired science, now let science protect it.

Happy International Science Week



INNOVEL Solar

ছাদে
টাকার গাছ
লাগান

পিএম সূর্য ঘর মুফত বিজলি যোজনার মাধ্যমে
আজই সোলার প্যানেল বসান এবং পেয়ে যান

- বিনামূল্যে ৩০০ ইউনিট পর্যন্ত বিদ্যুৎ
- ৭৮ হাজার টাকা পর্যন্ত ভর্তুকি

বিস্তারিত জানতে আজই যোগাযোগ করুন



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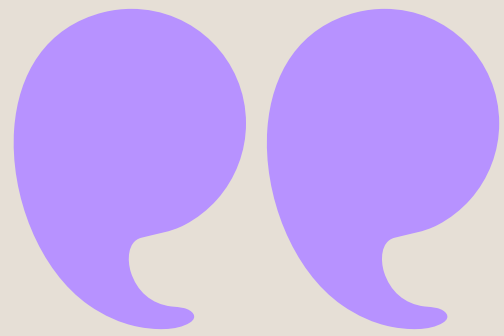
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Digital Growth and Success by Green Reef

In addition to Innovel Energy's transformation, Green Reef has played a pivotal role in expanding Innovel's digital presence across social media platforms and digital advertising:

- Social Media Growth:
 - Instagram followers grew from 138 to 216, a 56% increase in engagement.
 - LinkedIn followers expanded from 2,000 to 2,249, a growth of 12.45% in just six months.
- Meta Campaigns: Green Reef ran highly successful Meta campaigns, generating over 2,000 leads for solar solutions, helping Innovel Energy target the right audience and boost their sales pipeline.
- LinkedIn Lead Gen & Awareness Campaigns: Through targeted LinkedIn campaigns, Green Reef raised awareness and captured high-quality leads, contributing significantly to Innovel Energy's B2B growth.
- Google Ads for MEPC & Solar: Google Ads campaigns with well-optimized landing pages helped generate substantial leads for both MEPC services and solar solutions, driving traffic and improving conversion rates.

Client Feedback



The transformation in our digital presence has been remarkable. The team's expertise in website development, SEO, and lead generation has directly contributed to our growth and expanded our reach in the renewable energy market.

– Innovel Energy Representative



Conclusion

This case study illustrates how a strategic, data-driven approach to digital marketing can deliver tangible business growth. By aligning digital initiatives with Innovel Energy's mission and objectives, we successfully positioned them for long-term success in a competitive industry.

Thank You

