

# How we transformed Mumbai based decades old FMCG retail chain to Online with National presence



## Objective:-

- I) To Increase the Online Sales Of FoodSpot Products (Gujarati Snacks) From Digital Marketing Platform.
- II) As we want to transform the Mumbai based decades old FMCG Retail chain to Online with National Presence

## Key Highlights:-

- I) We have executed the Facebook campaign to promote the various Foodspot Gujarathi Snacks Products digitally & to increase the online sales from facebook platform. Return On Ad spend (ROAS) is 5.37% (Normally ROAS for E-commerce is 2.11 but we have 5.37% which is good)
- II) We have kick started this campaign in month of October. As this is the Festive season Month. Dussera & Diwali Festive comes in this month

## Strategy:-

We have started our Campaign Journey with The Aim of below flow:-  
Website Clicks -> Add to Cart > Checkout billing details > Final Conversion

With the help of this strategy the -

**Click to Sale Percentage is 5.37%**

**Add to cart to Purchase Percentage is 15.09%.**

We have run Facebook Conversion Campaign to target to the new & Re-marketing audience with the help of various Interest Targeting, Demographics, Age group & location Targeting.

### Challenges that we faced while Campaign Execution

Initially we started the campaign with objective of to increase the brand awareness & to increase the sales. So first we targeted to the new audience with the help of Interest (Mainly who are interested for the Gujarati Snacks, Sweet & Food), Location & Age group Targeting.

Below is the Interest Targeting done screenshot for the new audience?

#### Locations

##### Location:

- India: Vijaywada (+40 km), Vishakapatnam (+40 km) ; Gurugram (+40 km) Haryana; Calicut (+40 km), Kochi (+40 km) Kerala; Pune (+40 km) Maharashtra; Bangalore (+40 km), Udupi (+40 km) Karnataka; Chennai (+40 km) Tamil Nadu; Ghaziabad (+40 km), Noida (+40 km) Uttar Pradesh; Hyderabad (+40 km), Secunderabad (+40 km) Telangana; New Delhi Delhi, Eranakulam Kerala

#### Age

30 - 50

#### Gender

All genders

#### Detailed targeting

##### People who match:

- Interests: Snack mix, Organic food, Cookies and Cream, eCommerce, Local food, Mixed nuts, Online food ordering, Snacking, Foodie, Snack food, Delivery order, chocolate chip cookies, Home Delivery or Gujarati Recipes

##### Detailed targeting expansion:

- Off

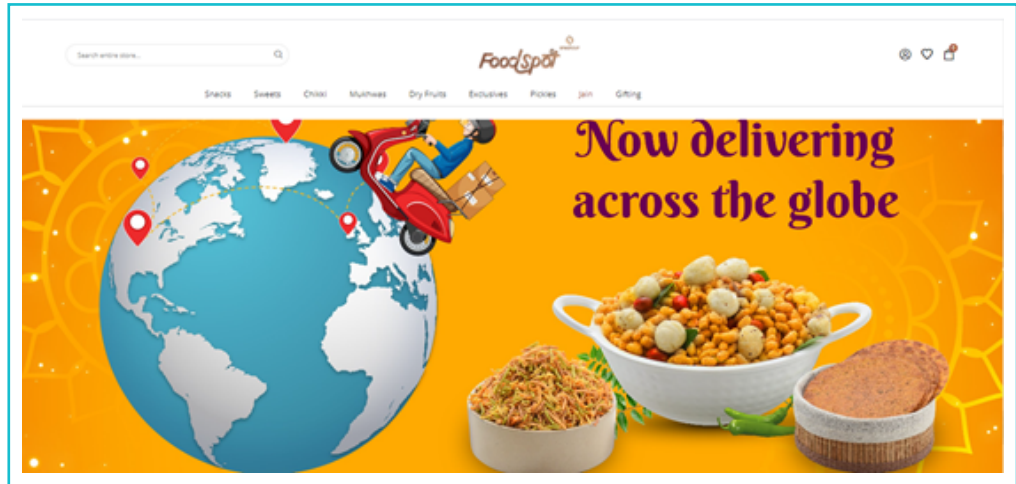
From above campaign we were getting the good ROI & Sales from the above facebook conversion campaign.

Next parallel were doing the Remarketing campaign too. As Remarketing campaign plays a vital role for a E-commerce campaign. The Attribution window for a e-commerce campaign is very lengthy. So we have created the various Re-Marketing Audience list buckets & aggressively targeting to these audience lists. Re-Marketing Audience list created such as -

- Remarketing List of website visitors
- Added to the cart but not checkout

Apart from these we have created the lookalike of the audience who has purchased the product.

# Website Screenshot



Jain

A wide variety of products available for you carefully prepared using the finest ingredients keeping your choices in mind.



Travel

Make us a part of your travel diaries and experience hassle free snacking options.

### Best Sellers in Sweets



Finiya Ladoo



Dink Ladoo

### Best Sellers in Mukhwas



Calcutta Jeera goli



Paan King Mukhwas



📍 Ghatkopar

📍 Worli

## Foodspot

At Foodspot we continue to strive to bring you healthy, delicious and hygienic food choices in the form of our wide array of choices. We look forward to touching more lives and going from strength to strength with our customers every step of the journey.

About us

## Best Performing Facebook Ads

**FoodSpot**  
Sponsored · 🌐

- ✓ FoodSpot Presents an Exotic Combination Of Gujarati Snacks.
- ✓ You May Have These Mouthwatering Snacks Anytime and We Assure to Deliver you At Your Doorstep.
- ✓ Try These Snacks and Feel Delighted. Home Delivery Across India

FoodSpot  
*Buy Authentic Gujarati Snacks  
Delivered At Doorstep*

www.foodspotindia.com

FOODSPOTINDIA.COM  
Buy Gujarati Snacks Online -  
Home Delivery Across India

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