



Digital Marketing and Leads Generation



TRUST OUR PROFESSIONALS

WHO ARE WE?

Sovereign is a global pioneer in providing cutting edge IT Services and Solutions. We are driven by our values of accountability, integrity, and excellence.

With over a decade of experience in dealing with the frameworks and systems of global ventures, we expertly steer our customers through their digital adventure. We additionally enable the business with lithe computerized at scale to convey extraordinary degrees of execution and client amuse. Our consistently on learning plan drives their nonstop improvement through structure and moving computerized aptitudes, ability, and thoughts from our advancement biological system. Since our inception, Our dedication and determination to complete each project as per client's need have resulted in Sovereign becoming one of the most admired IT services provider.

We are a leading business solution company that partners with global corporations in IT solution and services. We deliver superior Services in Automobile, Infrastructure, FMCG, Health care, Hospitality, IT. Banking and Finance. Our clients are spread across Israel, Australia, HongKong, India, UAE, Turkey, Cyprus, UK and USA. We care about your business cause your success is our success. That's why Sovereign finds proven marketing techniques that work for you.

We help you gain a practical understanding of your customer's needs and expectations, which directly affect the measurable end result. The services we provide are distinguished by their high-quality standards. Our knowledge of the industry and experience allows us to carry out multidimensional and integrated projects. Sovereign helps to promote your company and products with the help of the Internet, advertisement and marketing. Our team is experienced in brand strategy, design and development. We understand the importance of good management and the realization of projects.



Digital marketing and leads generation

About client

Aquapharm is one of the leading manufacturers and suppliers of speciality chemicals in the world. Over 35 years we have served our clients across the world to enhance the lives of their consumers through our additives like Phosphonates, Polymers, Questoll detergent additives and Biodegradable chelating agents.

Key numbers

- 250+ Employees including sales team in Europe and USA
- 40+ Countries serviced by an extensive distribution network
- 9+ Warehouses in India, Europe, USA and Canada
- 2 Manufacturing locations in India in close proximity to leading Indian ports
- 1 Manufacturing plant in the USA
- 1 Innovation centre in India

Target market

- India
- USA
- Germany
- Italy
- Spain
- Turkey

Objective

- Aquapharm chemicals Pvt.Ltd. consulted Sovereign with following specific objectives in mind.
- Digitally presence in USA, Europe and Middle East.
- Google ranking for Phosphonates, Polymers and Speciality chemicals.
- High volume traffic Leads generation too.

Challenges

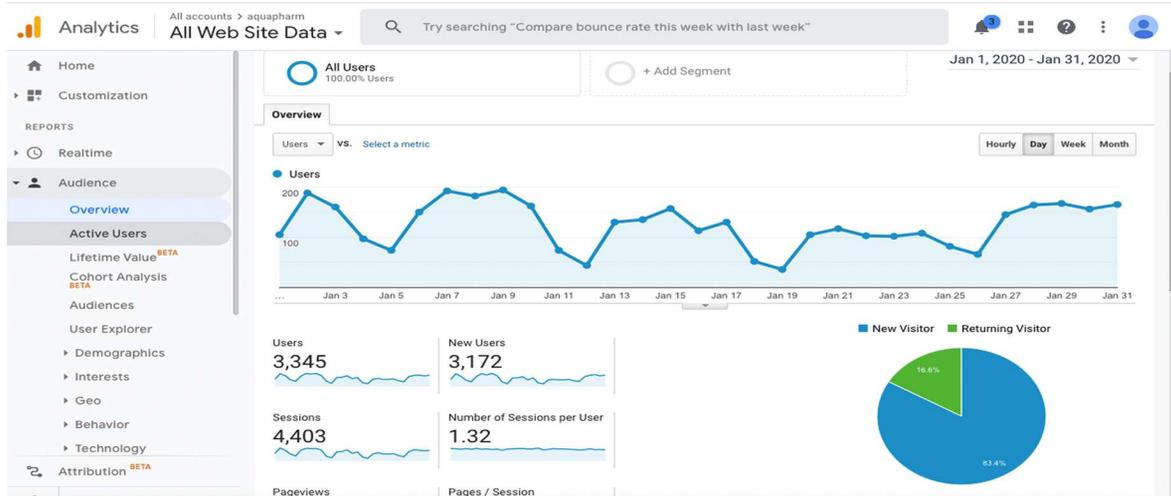
- Deliver Aquapharm's content to USA, Europe and Middle East.
- Generate web traffic from USA, Europe and Middle East.

Approach towards the project

- Business research and analysis.
- Find out competitors from USA, Europe and Middle East.
- Competitors research and analysis.
- Website analysis.
- Improve users experience
- Upgrade web server to handle more than 10,000 Monthly site visits.
- Configure security certificates.
- Content optimisation.
- Search engine optimisation.
- Directory submission to targeted locations.
- Social bookmarking to targeted locations.
- press release submission to targeted locations.
- Article submission to targeted locations.
- Blogging.
- Google adwords (PPC)

Achievements

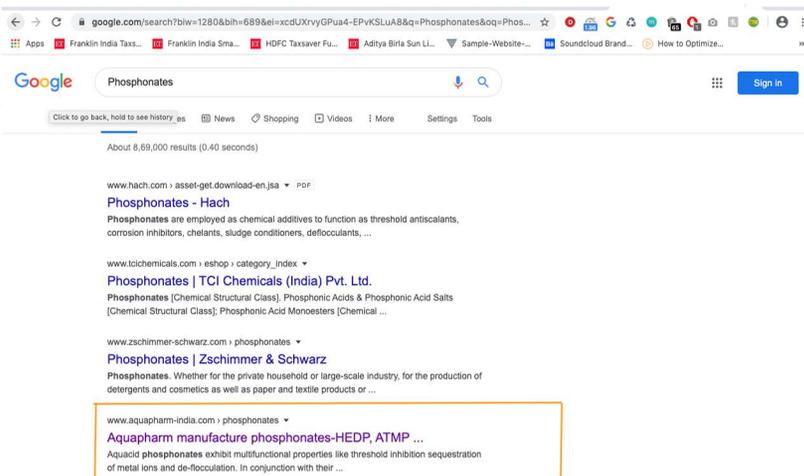
- Monthly 16 Leads generated through website contact form
- Monthly 3345 site visits, 3172 new visitors



Demographics

Country	Users	Percentage	New Users	Percentage	Returning Users	Percentage	Conversion Rate	Revenue
1. India	2,342	(69.87%)	2,194	(69.10%)	3,282	(74.54%)	45.49%	2.93
2. United States	273	(8.14%)	267	(8.41%)	299	(6.79%)	65.22%	1.77
3. Germany	130	(3.88%)	128	(4.03%)	143	(3.25%)	81.12%	1.46
4. Italy	102	(3.04%)	100	(3.15%)	104	(2.36%)	84.62%	1.42
5. Spain	55	(1.64%)	55	(1.73%)	60	(1.36%)	81.67%	1.23
6. Turkey	42	(1.25%)	42	(1.32%)	48	(1.09%)	56.25%	1.90
7. China	33	(0.98%)	33	(1.04%)	37	(0.84%)	64.86%	1.70
8. Netherlands	33	(0.98%)	32	(1.01%)	34	(0.77%)	73.53%	2.15
9. Japan	30	(0.89%)	30	(0.94%)	33	(0.75%)	75.76%	2.15
10. United Kingdom	28	(0.84%)	27	(0.85%)	35	(0.79%)	37.14%	2.83
11. (not set)	19	(0.57%)	17	(0.54%)	19	(0.43%)	42.11%	2.63
12. Finland	18	(0.54%)	18	(0.57%)	18	(0.41%)	100.00%	1.00
13. France	17	(0.51%)	17	(0.54%)	18	(0.41%)	77.78%	1.33
14. Saudi Arabia	15	(0.45%)	13	(0.41%)	19	(0.43%)	52.63%	2.95
15. Iran	14	(0.42%)	14	(0.44%)	16	(0.36%)	25.00%	3.25
16. Singapore	13	(0.39%)	12	(0.38%)	14	(0.32%)	28.57%	2.21
17. Austria	12	(0.36%)	11	(0.35%)	14	(0.32%)	64.29%	2.14
18. Canada	11	(0.33%)	7	(0.22%)	14	(0.32%)	85.71%	1.29

Google keywords ranking



**PASSIONATE
CREATIVE
EXPERIENCED**



**BESPOKE
PROGRESSIVE
INNOVATIVE**

 **Sovereign**

304-A Wallstreet, Above McDonald's,
Pune - Bangalore Highway,
Warje, Pune - 411058

 hello@sovereignconsult.com

 www.sovereignconsult.com