

CASE STUDIES

Anandhaas Wondr Diamonds Micro Skin Gustovita



Anandhaas Sweets & Snacks

A Digital Transformation That Tasted Success

Reading Time: 2 minutes

Challenge

Anandhaas Sweets & Snacks, a beloved brand with deep roots in South India, wanted to extend its sweet touch into the digital world. Starting with just two outlets and zero social presence, they set their sights on a lofty goal: to become the go-to name for sweets both online and offline. With the website launching in late 2022, the need was clear—create engagement, drive traffic, and build loyalty in a saturated market.



Solution

We approached the Anandhaas account with one goal: give the brand a sweet digital makeover that resonated with today's audience. Our strategy focused on three key elements:

1. Localised Social Media Content: Quirky, relatable, and visually engaging posts to connect with their audience.
 - Growth on Instagram: From **zero followers** to **26,000+** in a year.
 - Engaging Campaigns: The "India Gets Sweeter" campaign drove **1 million plays**, and reels like "Jackfruit Mysore Pak" attracted **946K plays** and **18K likes**.
2. SEO Mastery: Behind the scenes, we meticulously optimised the website. Our keyword strategy, content revamps, and link-building efforts pushed Anandhaas to the top of search rankings.
 - **430%** Traffic Growth: From **603 visitors** in January to **3,201** in August 2023.
3. Google Ads Precision: We didn't just spend—we optimised. With smart bidding, our ads reached the right eyes at the right time.

Results

- A **1530%** rise in followers in under a year.
- Total engagement: Influencer campaigns, emotional reels, and festive offers created a digital buzz that skyrocketed brand awareness.
- SEO success: Traffic surged over **430%**, with conversion rates climbing steadily.
- Google Ads impact: The August campaign achieved **15,962 clicks** and **444 conversions**, proving the power of precision-targeted ads.

Keywords	Ranking
Buy Traditional Sweets & Savories Online	2
Order Sweets Online In Coimbatore	2
Order Authentic Sweets Online	1
Send sweet boxes for gifting	2
Buy Kaju Barfi Sweet Online In Coimbatore	2
Buy Special Mysore Pak Online In Coimbatore	2
Order Kaju Laddoo Online In Coimbatore	1
Order Special Soan Papdi Sweets In Coimbatore	1
Order Special Halwa In Coimbatore	2
Buy Milk Sweets Online India	2
Order Indian Milk Sweets Online	1
Sweets Online	1
Buy Sweets Online	3



The Sweet Spot

Anandhaas' online presence didn't just grow; it flourished. Their carefully curated campaigns and optimization efforts made them a household name, reaching new customers daily and creating loyalists from both old and new. With a 3.56x ROAS and consistent traffic growth, they continue to expand, delighting sweet lovers across the country.

Ready to Cook Up Success for Your Brand?

Whether you're starting from scratch or looking to grow, we have the recipe for digital success.

Let's take your brand to new heights, schedule your consultation today.