



How **Webguru Infosystems** helped the **start-up** HipHipHerrayStudios.com to join the digital mainstream and build a customer base.

- A Case Study -





The Overview

HipHipHerrayStudios happens to be India's first digital content studio dedicated to women. It aims at creating and promoting hit entertainment from women content creators and storytellers comprising writers, directors, editors, DOPs, and showrunners. The studio wants to allow women content creators to collaborate and contribute content on multiple genres such as thriller, crime, horror, comedy, drama, and others. The fresh perspective brought by the women content creators has the power to create gender-agnostic entertainment that is not only timeless but is universal in its appeal. Thus, HipHipHerrayStudios offers a platform where women's merits are recognized without prejudice.

To let their unique concept reach the target audience quickly and in the best possible way, the team of HipHipHerrayStudios approached Webguru Infosystems. After analyzing their concept and business objective, we proposed the following :

- » Build an attractive, responsive, secure, fast-loading, and SEO-friendly website to act as the company's online address.
- » Create and run a successful digital marketing campaign to increase the visibility of the website among the target audience, enhance brand awareness, and generate leads.

Website Build-up

We prepared a sitemap comprising the following pages.

- Home
- About Us
- Mission and Vision
- Team
- Why Us
- Our Well Wisher
- Story Submission
- Contact Us

Development Platform

WordPress was chosen as the platform to develop the proposed website. Since WordPress is also a CMS (Content Management System) platform, the website allowed the client to edit the webpage content by using the backend administrator panel. Besides, we had agreed to provide the user manual to help the site administrator manage the webpage content or add/remove pages post-delivery of the website.

Website Features



Mobile Responsive

The website was to be developed as mobile responsive for optimal viewing from desktop and other mobile devices. We used the latest Bootstrap technology.



Home Page Image Slider

We were to create an image slider for the home page with 5 rotating images with the provision to add more in future.



Team Page

The page to show the list of individual team members with their names, thumbnail images, and designation. We were to add 4 to 5 such team members with the provision to add more in future.



Our Well Wishers Page

The page was to list the well-wishers along with their names, thumbnail images, and a brief description. We were to add 4 to 5 such team members with the provision to add more in future.



Story Submission Page

The page was to include details such as name, email, phone, upload your story in a Doc/PDF format, and comment. Post submission, a 'thank you' message would appear and a mail would be sent to the applicant.



SEO Friendly

The website to be coded as per the latest search engine norms with the provision for entering meta tags.



Social Media Linking

Social media icons to be placed on the website with links to the social media profile pages.

Milestones

- Enquiry received and the project awarded in December 2019.
- Website developed and gone live in February 2020.
- Marketing proposal received in February 2020.
- Campaign began in March 2020.





Digital Marketing Objective

Since HipHipHerayStudios aimed at empowering women storytellers by being India's first digital content studio dedicated to women, the objective was to make people aware of this new content platform, enhance brand reach and visibility on a massive scale, and boost traffic to the website and generate leads.

To achieve the above-mentioned objectives, we decided to run paid ad campaigns on social media platforms of Facebook and Instagram. We chose these specific platforms as the likelihood of the presence of our client's target audience in these was maximum. Additionally, we also used Google to reach our client's target audience as it happens to be the most popular search engine in the world.

The target locations to be covered by the campaign include -

Maharashtra, Tamil Nadu, Andhra Pradesh, West Bengal, Punjab, Delhi, Madhya Pradesh, and Gujarat

Success

We ran a powerful marketing campaign for three months (March - May 2020) on Facebook, Instagram, and Google and achieved success as shown below:

Facebook Sponsored Ads

Total People Reached: 4,30,150
Amount Spent: INR 15,000

Google Ads (In May only)

Total People Reached: 3,67,280
Amount Spent: INR 5000

Total People Reached (March - May): 7,97,430
Total Amount Spent: INR 20,000

Conclusion

1. We developed and delivered an attractive, feature-rich, responsive, and dynamic website built on the WordPress platform to the client. The website (<https://www.hiphipherraystudios.com/>) became the online source of information for the audiences of HipHipHerayStudios.
2. By spending INR 20,000 we were able to reach a total of 7,97,430 people by running digital marketing campaigns on Facebook, Instagram, and Google.