

# A Case Study Presentation by Seven Boats

(Business: Optical Store)



**SEVEN BOATS®**

Sail on it. Grow with it.

## Business Name: i2i Optic

**Brief About the Project:** i2i Optical today is renowned in Mauritius for range of branded lenses, contact lenses, sunglasses & frames. From examining eye to helping choose suitable frames and lenses, they aim to provide professional yet friendly care. They are the most preferred and trusted destination in Mauritius for eye care. i2i Optical is one of the premium partners of 'Seiko Optical', Germany.

In April 2016 they wanted us to make i2i Optical a brand name by maximizing the brand visibility & giving awareness of their different products & services through Digital Marketing. They also wanted us to engage people with the business & generate interest in it's product catalogue with innovative idea, handle queries & respond with prompt action, generate leads in terms of footfall in store & build online reputation.

Age of the project till date: 2 years 3 months

# The case as presented to us

Year: April, 2016

Project statement: i2i Optical presented an un-professional looking product based website (not ecommerce). Not much online presence. Not much awareness about the business

Objective: **Increase brand visibility**, website traffic, lead (enquiry), **engagement in brand pages**, retain traffic, improve user experience to grow business, **respond to queries & comments** on social media channels, **online positive reputation building**, building an authoritative online presence in Mauritius, developing a new product based website later with a new domain, creating & managing new facebook page later as per their business expansion plan opening new branch

Target Audience: Broad, the entire Mauritius

Their Online Presence:

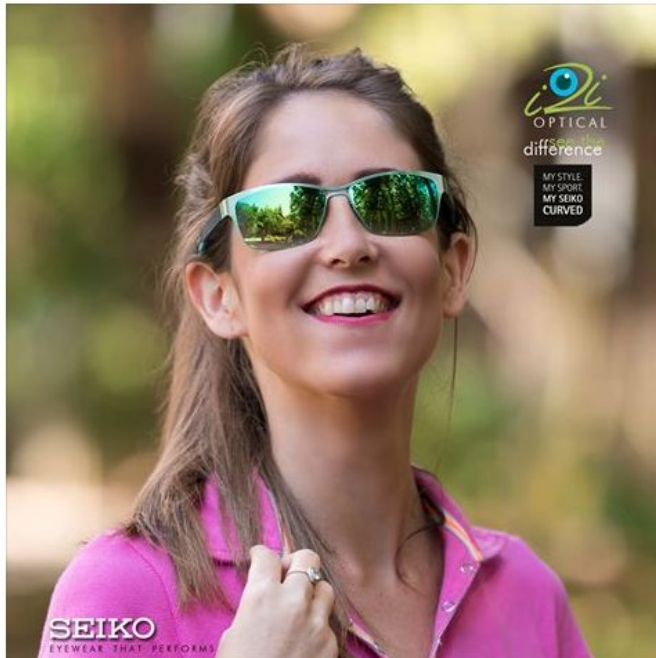
- 1) Website was there with url - i2ioptic.com but that was not professional looking
- 2) Facebook business page was there but it was poorly optimized & managed with no proper content strategy
- 3) No presence in other social media platforms like YouTube, LinkedIn, Twitter, etc
- 4) No ranking in Search Engine
- 5) No visibility on any other online channel

# Strategic Digital Marketing Mix: (AACRO Model)

Objective	Strategy		Action
Grabbing attention	Activation - Reaching maximum people with less effort		Website re-development, Facebook business page optimization, LinkedIn Company page creation, Twitter account creation, <b>Creating brand materials &amp; social media creatives</b>
Getting traffic	Acquisition - Engaging target audience		Search Engine Optimization, Search and Display ads from Google Adwords, Social Media Marketing with Facebook engagement Ads, creative & innovative social media content strategy, Blogs, articles, video, infographics, Email Marketing, <b>Creating lucrative lead funnel by social incentives, Google My business page creation (local map listing)</b>
Making the transaction happen	Conversion - Converting leads to customer		Call to action button, enquiry form, contact number, messaging, email, <b>Facebook page like &amp; boost post ads</b> , Creating Facebook shop section, Cross platform integration
Keeping the business	Retention - Bringing visitors/customers back		Analytics driven strategies, Content Marketing, Reviews & Ratings
Improving user experience	Optimization - Give something new to remain in people's mind		<b>ORM, Response management, Offering new things like discount during festivals, occasions, referral commission, etc</b>

# Creativity & Design

## Social Media -



Seiko Curved Fashion Frame

€175.00

ucts/171128222220889/?rid=150251

See Details

ene montire vogue Rs 3140 instead rs 6280, or ene montire Giordano Rs 1990 instead Rs 3980. and ena lezot again. And not finished, or win ene discount Rs 1900 Lor Bann Glass Brand Seiko. Grab Gold Gone!!! Double Bonanza Li Kot I2i Optical, impasse impasse, the Remy, Portuis, or call nou hotline 8956.

See original · [Rate this translation](#)



'annee la pou Eid, i2i optical faire no double bonanza.Check ca!!

Send Message

394

64 Comments 22 Shares 49K Views



i2i Optical shared a product.

May 4 · 🌐



# Creativity & Design:

## Social Media -

Labour Day marks not just the triumph of worker's spirit but a renewal of fertile goddess of creativity and human dignity. Wishing You Happy Labour Day  
#i2ioptical #LabourDay #MayDay





# Creativity & Design:

## Social Media -

OBEX™ mirror lenses deliver high-focused performance, tinted lenses especially good for driving.  
So what are you waiting for?  
Soak up the sun!  
Drop in i2i optical Curepipe today and check out our new Land Rover collection. Grab a pair of sleek sunglasses!  
#i2ioptical #LandRoverSunglass #seethedifference



4 Comments

Drop in i2i optical Curepipe today and check out our new Land Rover collection. Grab a pair of sleek sunglasses!  
#i2ioptical #LandRoverSunglass #seethedifference



i2i Optical  
Optician  
895  
94 Comments 1 Share

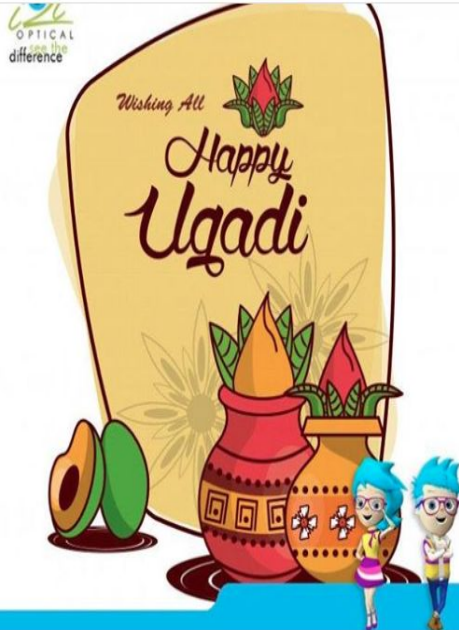
Drop in i2i optical Curepipe today and check out our new Land Rover collection. Grab a pair of sleek sunglasses!  
#i2ioptical #LandRoverSunglass #seethedifference



i2i Optical  
Optician  
1.4K  
84 Comments 5 Shares

# Creativity & Design:

## Social Media -



1.1K

1 Comment 18 Shares



689

8 Comments 1 Share

the lenses from being scratched. You also do your eyes a favor, since scratched lenses lead to almost imperceptible problems with focusing: they force your eyes to do more "visual work" So the rule is: care for your glasses while cleaning them - your eyes will thank you. Glasklar solution exclusively available at i2i optical #i2ioptical #seethedifference #Glasklar

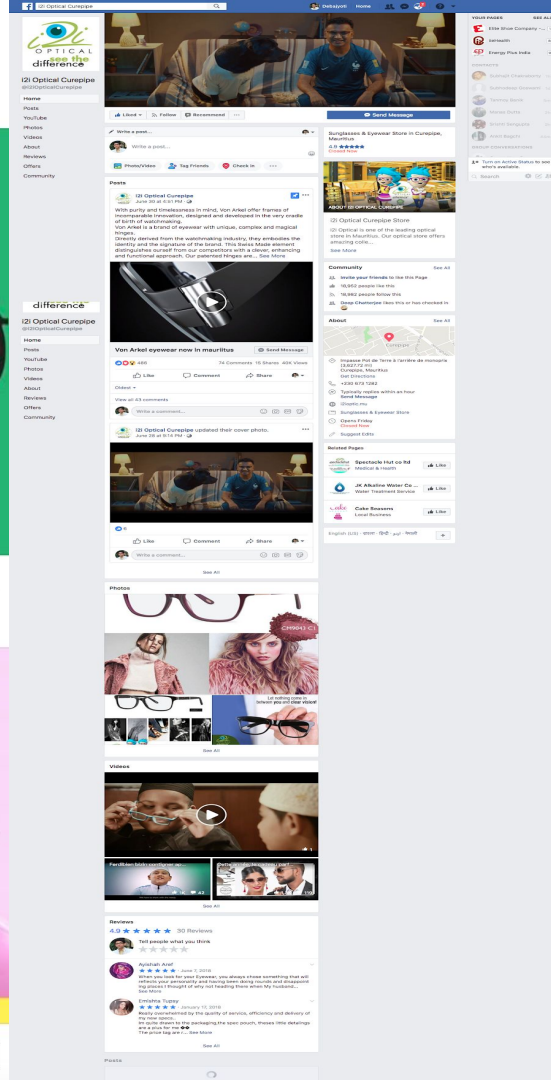


This Easter i2i Optical is offering 50 % discount on all our frames and sunglasses. Hurry up! Don't miss this opportunity, or you'll regret it! Grab or gone  
#i2ioptical #seethedifference #Easter #graborgone



i2i Optical  
Optician

Send Message





# Innovative campaign idea (video):

## Social Media -

Lekran television, ordinator ek tablet emet la limier bleu ki fatig ou lizie. Protez ou lizie avec verre seiko super resistant blue. Kot i2i optical, nou promo double bonanza offert ou 50% discount lor bann montir linet ek plus une remise de Rs 1,900 sur vos verres Seiko. Credit facility available through cim finance as from Rs 4500. Conditions applicables . ... See More  
See Translation



Lekran television, ordinator ek tablet emet la limier bleu ki fatig ou lizie. Protez ou lizie avec verre seiko super resistant blue.


17 Comments 45 Shares 79K Views

With purity and timelessness in mind, Von Arkel offer frames of incomparable innovation, designed and developed in the very cradle of birth of watchmaking. Von Arkel is a brand of eyewear with unique, complex and magical hinges. Directly derived from the watchmaking industry, they embodies the identity and the signature of the brand. This Swiss Made element distinguishes ourself from our competitors with a clever, enhancing and functional approach. Our patented hinges are... See More



Von Arkel eyewear now in mauritius


74 Comments 15 Shares 40K Views



i2i Optical Curepipe

June 12 at 4:15 PM · 🌐





Ferdibien Bizin Contigner After Ramadan. Eid Mubarak!



We have to share with the needy.

Ferdibien bizin contigner après Ramadan.

Get Directions



1.1K

42 Comments 78 Shares 76K Views

# Innovative campaign idea (video):

## Social Media -

Lekran television, ordinator ek tablet emet la limier bleu ki fatig ou lizie. Protez ou lizie avec verre seiko super resistant blue. Kot i2i optical, nou promo double bonanza offert ou 50% discount lor bann montir linet ek plus une remise de Rs 1,900 sur vos verres Seiko. Credit facility available through cim finance as from Rs 4500. Conditions applicables . ... See More  
See Translation



A Facebook post for i2i Optical. The video thumbnail shows a bowl of popcorn. The post text is in French. The engagement metrics at the bottom are circled in red.

**i2i Optical Double Bonanza Offer**

2 Comments 9 Shares 7.8K Views



A Facebook post for i2i Optical. The video thumbnail shows a display of various eyeglasses. The post text is in English. The engagement metrics at the bottom are highlighted with a red arrow.

A few more days to enjoy the grab or gone offer. Double Bonanza this is your mount 50 % plus a RS 1,900 discount on your seiko glasses. Enjoy it

#i2iOptical #DoubleBonanza #GrabOrGoneOffer #FerDiBien #SeikoEyeWear

Encore quelques jours pour profiter de l'offre GRAB or GONE.

40 Comments 25 Shares 87K Views

87K Views, 25 Shares, 40 Comments



A Facebook post for i2i Optical. The video thumbnail shows a person wearing glasses. The post text is in English. The engagement metrics at the bottom are highlighted with a red arrow.

i2i Optical  
May 13 · 🌐

i2i optical wishes everyone Ramadam Kareem  
"Ramadan li pa selma garde Roza li osi ene moi partaz ek tolerans"  
#i2iOptical#SeeTheDifference #ramadankareem#Ferdibien

Ramadhan li pa selma garde roza, li osi ene moi partaz ek tolerans

415 Comments 910 Shares 393K Views

393K Views, 910 Shares, 415 Comments

# Innovative campaign idea (video): Social Media -

Wearing good glasses is like being reborn. I2i Optical wishes you a happy Easter party.  
#i2iOptical #i2iOpticalCurepipe #SeeTheDifference #HappyEaster #EasterEgg #JoyeusesPaques

⚙️ · See original · Rate this translation



Porter de bonnes lunettes c'est comme renaître. i2i Optical vous souhaite une joyeuse fête de Pâques.

Send Message

1.6K 26 Comments 112 Shares 168K Views

i2i Optical  
March 22 · 🌐

For Easter we are pleased to extend the offer of 50 % until March 31, 2018. I2i Optical wishes you happy Easter.  
#i2iOptical #i2iOpticalCurepipe #SeeTheDifference #joyeusespaques #happyeaster #GRABorGONE

⚙️ · See original · Rate this translation



182 12 Comments 13 Shares 76K Views

76K Views, 13 Shares, 12 Comments

i2i Optical  
March 12 · 🌐

Take advantage of the Grab or Gone offer to equip you with Seiko Super Resistant blue Protect your eyes with Seiko Super-Resistant Blue glasses. Exclusively at i2i optical. 50 % discount on all our frames and sunglasses. Hurry up! Don't miss this opportunity or you'll regret it! #Grab or gone #i2ioptical #seethedifference #graborgone

A video thumbnail showing two young children with blue hair, one boy and one girl, looking intently at a computer monitor. A white play button icon is overlaid on the video. The background is dark blue.

Grab or Gone offer extended till 31st march

Send Message

1.6K 72 Comments 216 Shares 189K Views

189K Views, 216 Shares, 72 Comments



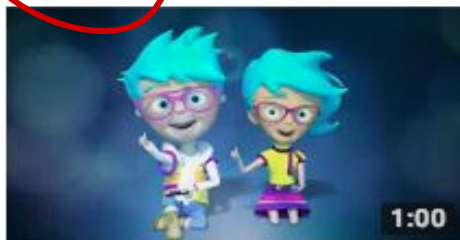
# Innovative campaign idea (video):

## Social Media -



Porter de bonnes lunettes  
c'est comme renaître.

159K views • 8 months ago



Offer Grab or Gone extended  
until 31st march 2018 .

356K views • 3 months ago



i2i Optical

2,663 subscribers

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT



SUBSCRIBED 2.6K



Uploads ▾

PLAY ALL

≡ SORT BY



Von Arkel Now Exclusively  
Available at i2i Optical

45K views • 3 days ago



Lekran television, ordinateur  
ek tablet emet la limier bleu...

126K views • 1 week ago



Stay Tuned | Exciting News is  
on the Way.

19K views • 2 weeks ago



i2i Optical cleaning solution

58 views • 2 weeks ago



Unique Monsieur Malin ... à  
suivre

13K views • 7 months ago



i2i Optical Renovation

101K views • 8 months ago



Jingle Divali 2017

74K views • 8 months ago



Divali 2017 offer 1

458K views • 9 months ago



# Innovative campaign idea (video):

## Social Media -



Apel i2iOptical lor 8956 pu  
pls detail.

54K views • 5 months ago



I2i Optical wishes you a very  
beautiful and happy new ye...

198 views • 6 months ago



I2i Optical wishes you a very  
beautiful and happy new ye...

71K views • 6 months ago



Super lightweight, and  
featuring a unique patented...

74K views • 6 months ago



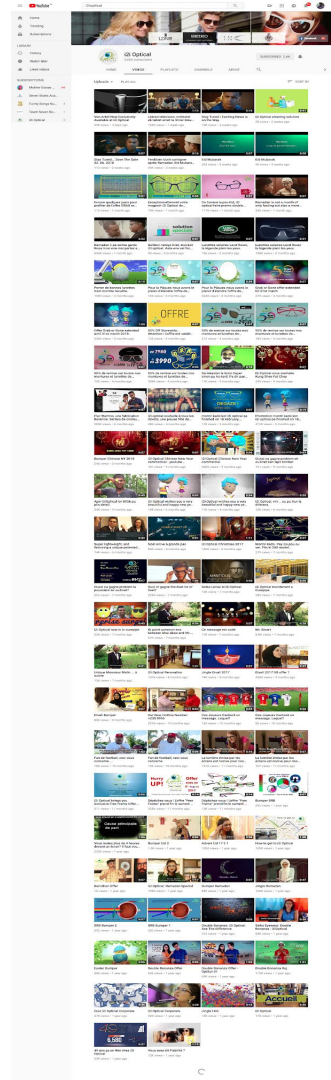
Noël arrive à grands pas

66K views • 6 months ago



i2i Optical Christmas 2017

166K views • 6 months ago



## Creativity & Design:

### Website -

## Few Social Media & Content Marketing Ideas We Gave

<b>Polls</b>	<b>Facebook live</b>	<b>Tag a friend</b>	<b>Meme</b>	<b>Store videos</b>	<b>Free eye check up offer</b>
<b>Cross promoting video ads</b>	<b>Behind the scene story</b>	<b>Graffiti board (customer of the month)</b>	<b>Blogs (Effect of blue light on eye, Sunglass buying guidance, etc)</b>	<b>Educate buyers program(lens buying tips )</b>	<b>Customer interaction initiative via facebook messenger</b>
<b>Response management</b>	<b>Occasion based social theme (Ramadan, Ugadi, Cavadee, Divali, Holi, Chinese Spring Festival, Maha Shivaratree, Ganesh Chathurti, etc)</b>	<b>Feedback zone</b>	<b>Ad landing pages</b>	<b>Eye care tips</b>	<b>Influencer marketing (portraying brand ambassadors and news online )</b>
<b>Did you know facts</b>	<b>Brand story telling</b>	<b>Info graphics design</b>	<b>Contest around Mother's day, Father's day, etc</b>	<b>Facebook page like contest (Like page &amp; win 1 frame of choice)</b>	<b>Showcasing products in Facebook shop section</b>

# Execution

How we got traffic? ->

- 1) From Search Engine Marketing (SEO & Google Ads)
- 2) Referral traffic from Social Media Marketing (SMO & SMM)
- 3) Content Marketing with blogs, articles, video, infographics

How we got engagement? ->

- 1) Social Media page optimization & management with content calendar
- 2) Posting as per page insight & boosting for likes & engagement

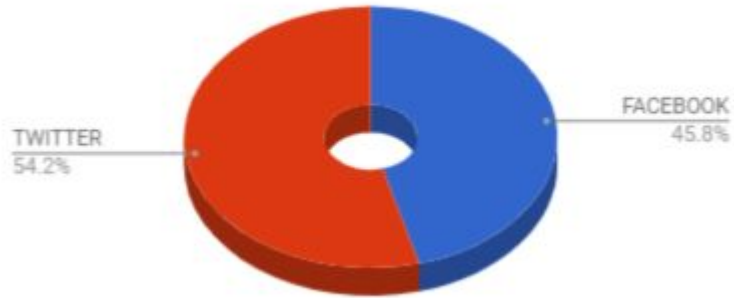
How we got conversion? -> Optimizing conversion through ORM, Data analytics, Research, Client feedback, Prompt response, Experimentation on landing pages, Trying various lead capturing mechanism

How we got returning visitors? -> Content marketing (Blogs, Videos, Infographics)



# Execution: Social Media Marketing

SOCIAL MEDIA MARKETING (ORGANIC)



SOCIAL MEDIA MARKETING (ORGANIC)



# Execution: Social Media Response Management



The image shows a Facebook post from the page 'i2i Optical Port Louis'. The post features a cover photo of an optical shop with a red Seiko display case and various eyeglasses. The text of the post describes the services offered, from eye examinations to frame selection, and includes a 'See More' link. Below the text, there is a green checkmark icon indicating the page is 'Very responsive to messages'. At the bottom, the 'Community' section shows that 97,562 people like the page and 97,698 people follow it, with a 'See All' link for the full list of followers.

**ABOUT I2I OPTICAL** Hotline-8956

i2i Optical Port Louis

An eye examination is more than a vision test. From examining your eye to helping you choose frames ...

[See More](#)

 **Very responsive** to messages

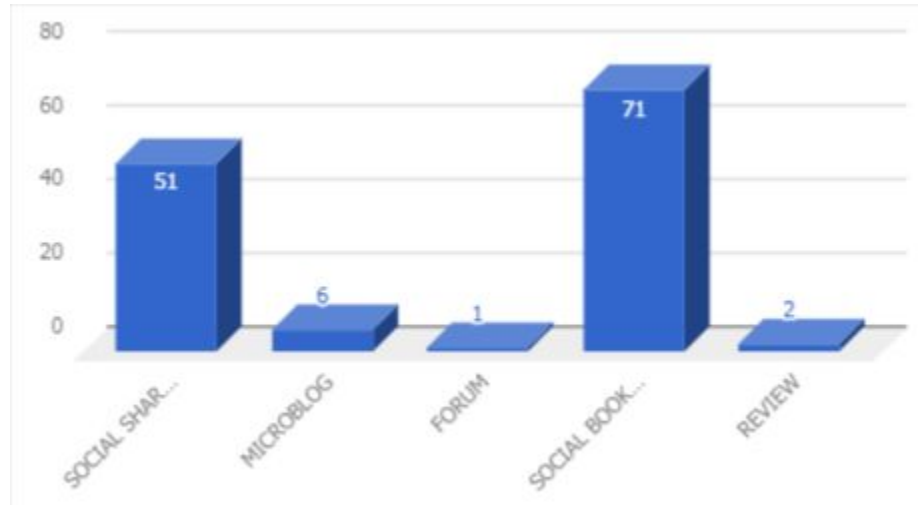
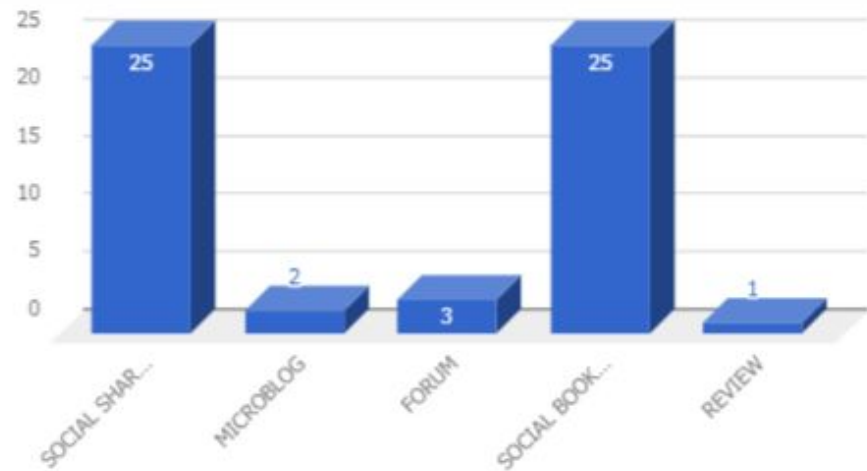
**Community** [See All](#)

 **Invite your friends** to like this Page

 97,562 people like this

 97,698 people follow this

# Execution: Content Marketing



# Result

## Keyword Ranking

### Optician in Mauritius | Eye care specialist Mauritius | i2ioptic

[i2ioptic.com/](#) ▼

Are looking for optician in mauritius, i2ioptic is the best eyecare clinic that offers customized glasses, branded sun glass, seiko lenses, contact lens.

### Which is the most popular optical store in Mauritius? - Quora

<https://www.quora.com/Which-is-the-most-popular-optical-store-in-Mauritius>

Oct 4, 2016 - Eyewear adds as much to your personality as clothes or shoes. Inversely too, they can take away from your style quotient as well! That is why you must choose ...

i2i Optical: Is it a fraud **optical store** or company in ... 3 answers 13 May 2017

Which is best **eye** care center in **Mauritius**? 16 answers 12 May 2016

More results from [www.quora.com](#)

### Farouk Hossen Opticians – The Optician of Mauritians

[www.faroukhossen.com/en/](http://www.faroukhossen.com/en/) ▼

Eye Test. Comprehensive Eye Exams. Contact Lenses Examination. Complete Optical Services. Eye Test ... 21 Optical Facilities in Mauritius and Rodrigues. null ...

### Optical Store in Mauritius | Optical Shop | Seiko Lenses Authorized ...

[i2ioptic.mu/](#) ▼

i2iOptical is a leading Optical Store in Mauritius. We sell SEIKO Lenses, LDNR Sunglasses, Eye Respect Glasses, Contact Lenses at attractive price.

### i2i Optical - Home | Facebook

<https://www.facebook.com/i2ioptical/> ▼

★★★★★ Rating: 4.7 - 528 votes

i2i Optical, Port Louis, Mauritius. 97439 likes · 2761 talking about this · 65 were here. i2i Optical is a newly launched optical showroom in Mauritius...

### i2i Optical Curepipe - Home | Facebook

<https://www.facebook.com> › Places › Curepipe, Mauritius › Accessories Store

★★★★★ Rating: 4.9 - 28 votes



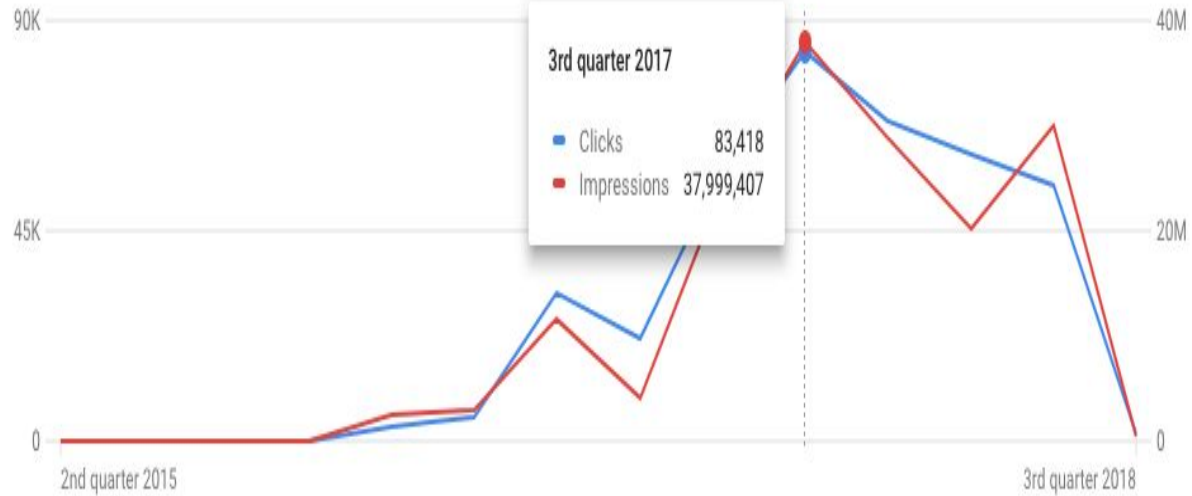
# Result

## Keyword Ranking

### Overview


All time

Jun 22, 2015 - Jul 4, 2018



# Result:

## Keyword Ranking

KEYWORD	SEARCH ENGINE	RANK 	POSITION
opticians in Mauritius	GOOGLE.MU	2	Monitoring
optician in Mauritius	GOOGLE.MU	3	Monitoring
optical center in Mauritius	GOOGLE.MU	1,2,3	Monitoring
optical centers in Mauritius	GOOGLE.MU	1,2	Monitoring
best optical centers in Mauritius	GOOGLE.MU	1,2	Monitoring
top optical centers in Mauritius	GOOGLE.MU	1,2	Monitoring
leading optical centers in Mauritius	GOOGLE.MU	1,2,3,4	Monitoring
leading opticians in Mauritius	GOOGLE.MU	1,2	Monitoring
leading optician in Mauritius	GOOGLE.MU	1,2	Monitoring
best optician in Mauritius	GOOGLE.MU	1,2	Monitoring
best eye care clinic in Mauritius	GOOGLE.MU	1,4,5,6,7	Monitoring
top eye care clinic in Mauritius	GOOGLE.MU	1,2,3,4	Monitoring
eye check up clinic in Mauritius	GOOGLE.MU	1,2,3	Monitoring
top eye check up clinic in Mauritius	GOOGLE.MU	1,2,3	Monitoring
best eye check up clinic in Mauritius	GOOGLE.MU	1,2,3	Monitoring
eye health check up clinic in Mauritius	GOOGLE.MU	1,2,3,5	Monitoring

# Result:

## Keyword Ranking (Local rank)


### LOCAL SEARCH / GOOGLE PLACES RANKING

KEYWORD	SEARCH ENGINE	RANK 	POSITION
optical center in Mauritius	GOOGLE.MU	1	Monitoring
optical centers in Mauritius	GOOGLE.MU	1	Monitoring
best optical centers in Mauritius	GOOGLE.MU	1	Monitoring
top optical centers in Mauritius	GOOGLE.MU	1	Monitoring
leading optical centers in Mauritius	GOOGLE.MU	1	Monitoring



best optician in Mauritius	GOOGLE.MU	1	Monitoring
best eye care clinic in Mauritius	GOOGLE.MU	3	Monitoring
top eye care clinic in Mauritius	GOOGLE.MU	2	Monitoring
top eye check up clinic in Mauritius	GOOGLE.MU	1	Monitoring
best eye check up clinic in Mauritius	GOOGLE.MU	1	Monitoring
eye clinic in mauritius	GOOGLE.MU	2	Monitoring
eye specialist in mauritius	GOOGLE.MU	2	Monitoring

# Result:

## Keyword Ranking (Local rank)




optical stores in mauritius




[All](#) [Maps](#) [Images](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 1,03,00,000 results (0.74 seconds)



Rating ▾ Hours ▾ Visit history ▾

**i2i Optical**  
4.8 ★★★★★ (32) · Optometrist  
18, Remy Ollier St · +230 212 5637  
**Closed** · Opens 9:30AM Thu





# Result:

## Keyword Ranking (Local rank)

frames suiting every face ...

### About Us

We bring you a variety of exclusive frames – be it about making you ...

[More results from i2ioptic.com »](#)

### i2i Optical - Home | Facebook

<https://www.facebook.com/i2ioptic/> ▼

★★★★★ Rating: 4.7 - 528 votes

#i2ioptic#see the difference #VonArkel#Switzerland#watchmaking. 23K Views. LikeCommentShare. Most Relevant. Priyamvada Aubeeluck, Frederic Rujbally, ...

### Optical Store in Mauritius | Optical Shop | Seiko Lenses Authorized ...

[i2ioptic.mu/](https://i2ioptic.mu/) ▼

i2iOptical is a leading Optical Store in Mauritius. We sell SEIKO Lenses, LDNR Sunglasses, Eye Respect Glasses, Contact Lenses at attractive price.

### Videos



Seiko - Eyewear That Performs | i2ioptic Mauritius



Videos - i2iOptic



Seiko Road Clear Coat



email address will not be ...

### Ophthalmologist Care

Avail the top-quality ophthalmologist care in ...

## i2i Optical

[Website](#)

[Directions](#)

4.8 ★★★★★ 32 Google reviews

Optometrist in Port Louis, Mauritius

**Address:** 18, Remy Ollier St, Port Louis, Mauritius

**Hours:** Closed · Opens 9:30AM Thu ▼

**Phone:** +230 212 5637

[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

### Questions & answers

[Ask a question](#)

**Q:** How can i put an appointment?

(2 answers)

[See all questions \(6\)](#)

### Reviews from the web

4.7/5 Facebook · 528 votes

**Popular times** ?

[Wednesdays](#) ⇅



# Result:

## Analytics

FROM	TO	IMAGE	PLATFORM	REMARKS
01.5.2018	31.05.2018		Google Analytics	(i2i.com) Audience Overview Analytics Indicates more new visitors to the website (see pie-chart)
01.5.2018	31.05.2018		Google Analytics	(i2i.mu) Audience Overview Analytics Indicates more new visitors to the website (see pie-chart)
01.5.2018	31.05.2018		Google Analytics	(i2i.com) Location Analytics More visibility in Mauritius. Next in USA

# Result:

## Analytics

01.5.2018

31.05.2018



Google Analytics

(i2i.com)

**Acquisition Overview  
Analytics**

We are getting more traffic from Paid search, we will improve more on direct and organic search.

01.5.2018

31.05.2018



Google Analytics

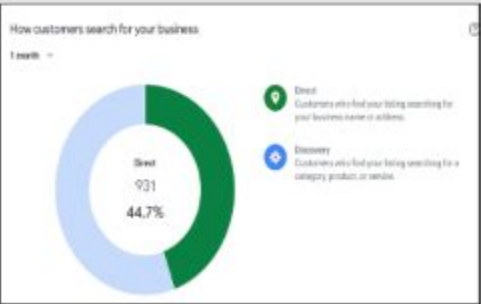


(i2i.mu)

**Acquisition Overview  
Analytics**

We are getting more traffic from Paid search, we will improve more on direct and organic search.

# Result:

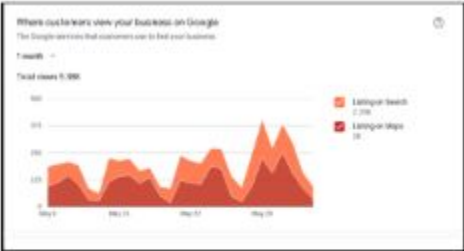
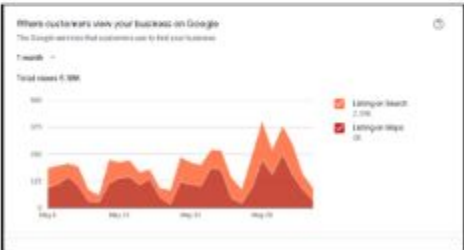
## Analytics

01.5.2018	31.05.2018	 <p>How customers search for your business</p> <p>1 result</p> <ul style="list-style-type: none"><li><b>Direct</b> Customers who find your listing searching for your business name or address.</li><li><b>Discovery</b> Customers who find your listing searching for a category, product, or service.</li></ul> <p>Direct: 931 44.7%</p>	Google Business Page <u>(i2ioptic.com)</u>	Direct Customers who find your listing searching for your business name or address.
01.5.2018	31.05.2018	 <p>How customers search for your business</p> <p>1 result</p> <ul style="list-style-type: none"><li><b>Direct</b> Customers who find your listing searching for your business name or address.</li><li><b>Discovery</b> Customers who find your listing searching for a category, product, or service.</li></ul> <p>Direct: 171 45.5%</p>	Google Business Page <u>(i2ioptic.mu)</u>	Direct Customers who find your listing searching for your business name or address.
01.5.2018	31.05.2018	 <p>How customers search for your business</p> <p>1 result</p> <ul style="list-style-type: none"><li><b>Direct</b> Customers who find your listing searching for your business name or address.</li><li><b>Discovery</b> Customers who find your listing searching for a category, product, or service.</li></ul> <p>Discovery: 1153 55.3%</p>	Google Business Page <u>(i2ioptic.com)</u>	Discovery Customers who find your listing searching for a category, product, or service.



# Result:

## Analytics

01.5.2018	31.05.2018		<b>Google Business Page</b> <b><u>(i2ioptic.com)</u></b>	<b>The Google Insights services that customers use to find your business on web and Where customers view your business on Google.</b>
01.5.2018	31.05.2018		<b>Google Business Page</b> <b><u>(i2ioptic.mu)</u></b>	<b>The Google Insights services that customers use to find your business on web and Where customers view your business on Google.</b>

# Result:

## (Google Adwords Ad Campaigns)

Campaign type	Impr.	Interactions	Interaction rate
	162,533,2...	8,663,668 clicks, enga	5.33%
Video	592,923	345,800 clicks, views	58.32%
Video	57,318	12,168 views	21.23%
Display	29,389	445 clicks, enga	1.51%
Video	249,582	71,956 views	28.83%
Video	169,551	51,443 views	30.34%

☐ ● Ad ↑

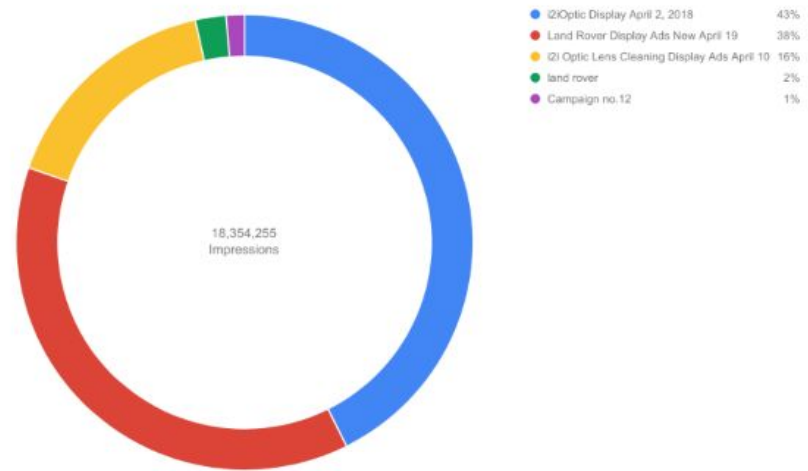
Video ad 1

Skip ad ▶

02:32

Impressions Got from Google Ad Campaigns in April 2018

April 2018



Ad group	Status	Ad type	Impr.	Views	View rate	Avg. CPV
Ad group #1	Campaign paused	Video ad	585,043	343,627	58.74%	₹0.09

**Result:**

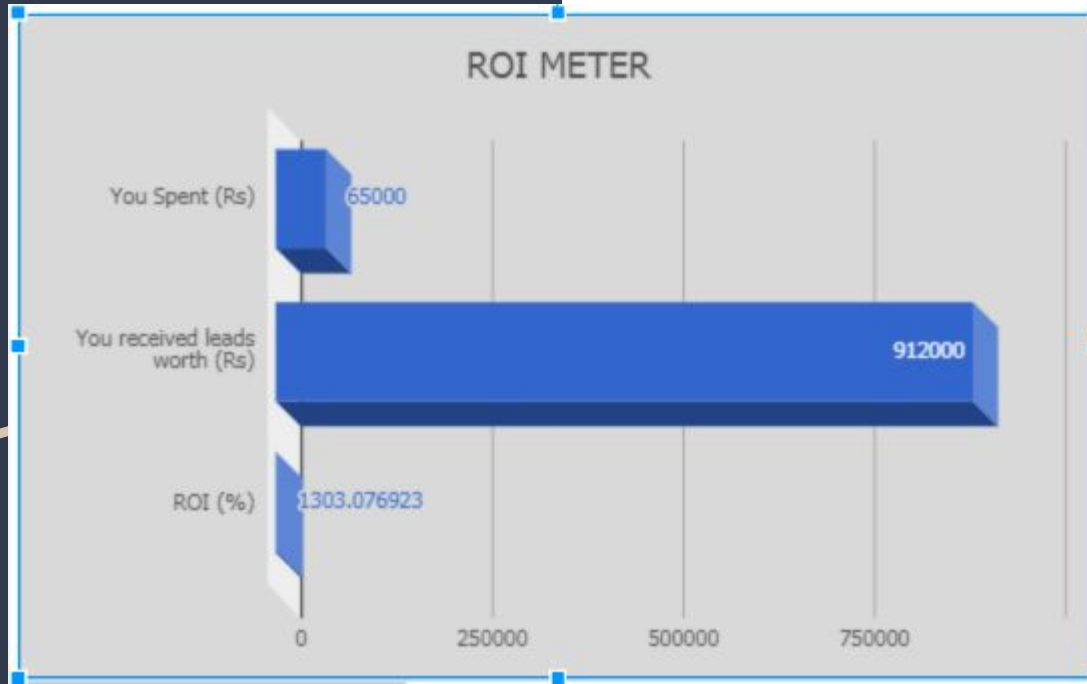
**(Social Media Engagement)**

**What we  
achieved with i2i  
Optical's Social  
Media content**

**250K Video Views,  
150 Shares,  
250 Comments,  
450 Likes,  
150 Reactions  
on an average**

# Conclusion

Our one-line success story for this project is - We have made i2i Optical a brand in Mauritius. The client is quite happy with our effort as they are getting around 1300% average monthly ROI. They have gone on to further intensifying our involvement by increasing project value & also awarded additional projects of handling website SEO, ORM & Social Media Marketing of their new branches in Mauritius.





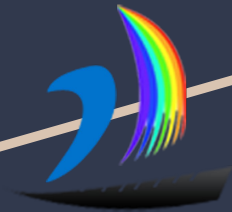
## Few Words of Appreciation from the Owner of i2i Optical, Mauritius



**See the testimonial here:**

<https://www.7boats.com/customer-feedback/>

Thank You for Watching this Presentation



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Sail on it. Grow with it.