



DIGITAL MARKETING FRAMEWORK OF WELLPUR PETS





Xplore Growth

“ Brace yourself to embark on the journey to the future and lead the pet retail industry by empowering customers, exploiting technology, and embracing new models.



Case Studies

Xplore Growth has marked several **vital aspects** which you should change for a **confident run into the future**. Here's an **insight** into how we have helped our **clients overcome business challenges** and achieve **desired goals**.

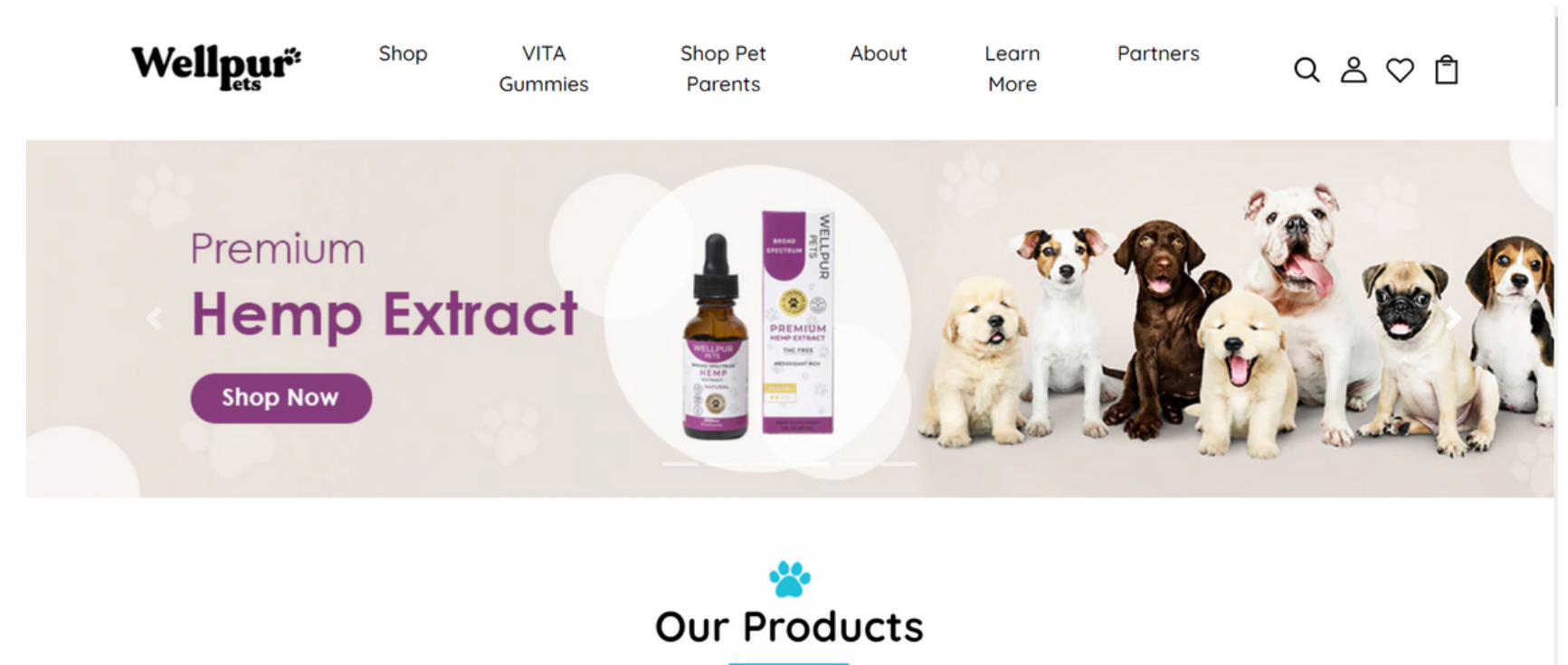


At WellPUR Pets, we believe that in order to make major shifts in our world, all people and companies must get involved. WellPUR Pets has thoughtfully chosen to align itself with Wizard of Paws Rescue which is making huge contributions to animals in need. 1% of all proceeds will be donated to help our furry friends.

Challenge 1- Website Overlook



Old Look



Updated Look

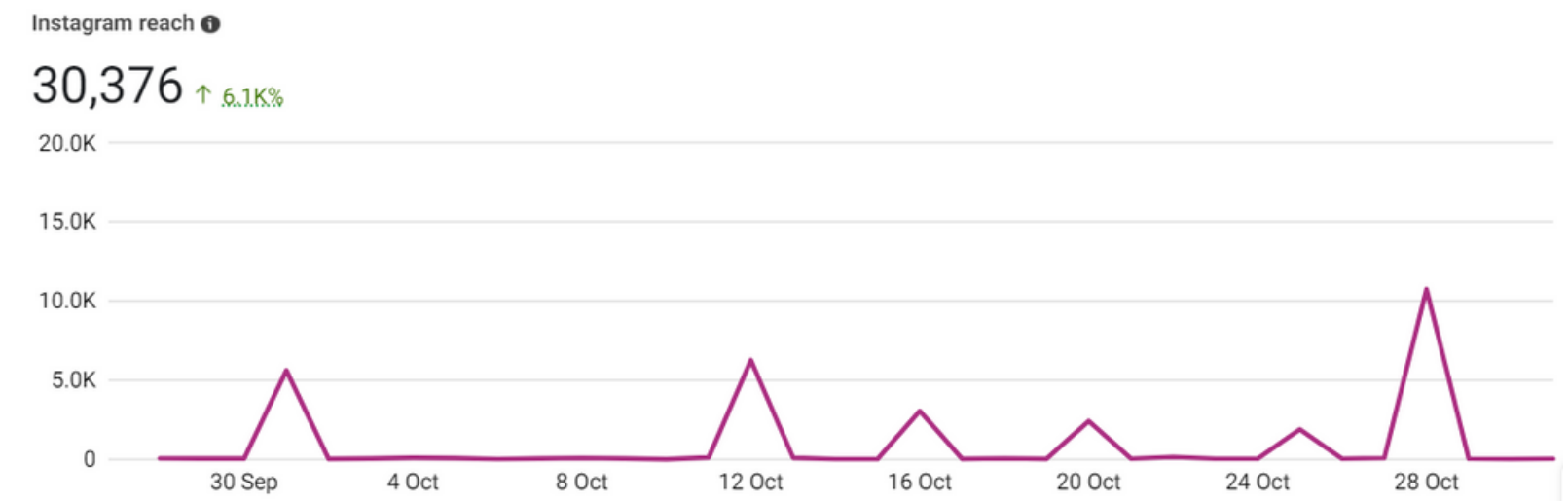
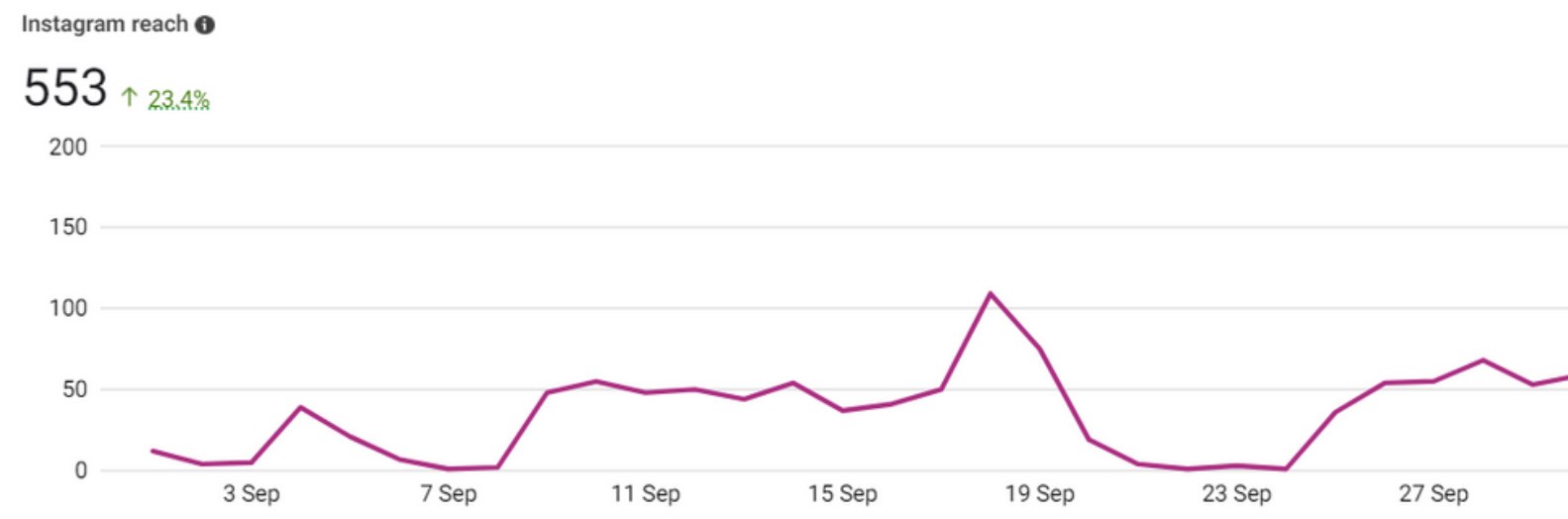
The UI of the website seemed very ordinary and non-appealing and the challenge here was to give the website a brand new outlook. Our talented designers picked up the challenge and you can see the outcome in the above pictures.



Challenge 2- Improvement In Sales Through SEO, SMO, PPC

The challenges that WellPUR Pets faced were tri-fold:-

1. A misconception in the minds of people about the usage of CBD, CBG & Hemp products for pets.
2. Running Ad Campaigns was challenging because of State restrictions on ads related to CBD, CBG & Hemp products.
3. Running Ad Campaigns was challenging because of strict guidelines by Google, Facebook, Instagram & Bing.



With the usage of catchy hashtags and intuitively personalized social media campaigns, Yuved Technology bolstered the revenue of WellPUR Pets. Updating the previous posts with the new ones and with effective ORM practices, WellPUR Pets generated long-term exposure and converted mere visitors into valuable customers. By the end of October Ad campaigns and social media, campaigns were receiving great responses and direct and organic traffic also generated a significant amount of revenue as visible in the screenshot above.