



FORTUE
GROUP

SALON NICHE Case Study and Report

Presented by: Fortue Group

1. K & CO Beauty Lounge



INSTAGRAM LINK

- https://www.instagram.com/kandco_beautylounge?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

Facebook Link

- <https://www.facebook.com/buttkarahica>

Website Link

- <https://buttkarahicanada.com/>

CASE STUDY

Challenges Faced:

Butt Karahi Canada, a branch of the renowned Butt Karahi in Pakistan, faced significant challenges in establishing a robust social media presence and enhancing brand awareness in Toronto. Despite their rich heritage and popularity in Pakistan, they struggled to translate this success to their Canadian audience.

Our Approach

1. Social Media Strategy:

- Content Creation: Developed a content calendar to ensure regular posting on social media platforms, focusing on visually appealing and creative designs.
- Engaging Posts: Created trending reel videos featuring their menu items, behind-the-scenes footage, and customer testimonials.
- Community Engagement: Actively engaged with followers by responding to comments, messages, and running interactive polls and contests.

2. Website Revamp:

- Redesign: Modernized the website design to enhance user experience, making it more visually appealing and easier to navigate.
- SEO Optimization: Implemented SEO best practices to improve search engine rankings and drive organic traffic.
- Content Updates: Regularly updated the website with fresh content, including blog posts, menu updates, and promotional offers.

3. Brand Awareness Campaigns:

- Targeted Advertising: Launched targeted social media ad campaigns to reach the local audience in Toronto.
- Partnerships: Collaborated with local food bloggers and influencers to promote the brand.
- Events and Promotions: Organized special events and promotions to attract new customers and increase visibility.

Results Achieved

1. Enhanced Social Media Presence:

- Increased Followers: Achieved a 50% increase in social media followers within three months.
- Higher Engagement: Boosted engagement rates by 70%, with more likes, shares, and comments on posts.
- Trending Reels: Some reel videos went viral, significantly increasing brand exposure.

1. Improved Website Performance:

- Traffic Increase: Saw a 40% increase in website traffic post-redesign.
- Better User Experience: Improved user feedback and higher conversion rates due to the enhanced website experience.
- SEO Rankings: Higher rankings on search engine results pages, driving more organic traffic.

1. Greater Brand Awareness:

- Local Recognition: Successfully established Butt Karahi Canada as a recognized brand in Toronto's competitive restaurant scene.
- Customer Growth: Attracted a new customer base, leading to a 30% increase in sales.
- Positive Reviews: Received numerous positive reviews and testimonials, reinforcing the brand's reputation.

References



Enjoy Butt Karahi's Tasty Paneer Tikka!

Butt
EST. KARAH 1979

(416) 494-5477
www.buttkarahicanada.com

3015 Winston Churchill Boulevard Mississauga Ontario

This advertisement features a black background with a yellow speech bubble containing the text 'Enjoy Butt Karahi's Tasty Paneer Tikka!'. Below the speech bubble is a photograph of paneer tikka skewers on a black plate, garnished with sliced onions, tomatoes, and a small bowl of green chutney. The Butt Karahi logo is in the top right corner. The contact information is at the bottom.



Your Crave For Chicken Tikka Biryani Ends Here!

Butt
EST. KARAH 1979

(416) 494-5477
www.buttkarahicanada.com

3015 Winston Churchill Boulevard Mississauga Ontario

This advertisement features a black background with a white bowl of chicken tikka biryani. The text 'Your Crave For Chicken Tikka Biryani Ends Here!' is written in white and yellow. The Butt Karahi logo is in the top right corner. The contact information is at the bottom.



Butt Karahi's Chicken Biryani

Butt
EST. KARAH 1979

(416) 494-5477
www.buttkarahicanada.com

3015 Winston Churchill Boulevard Mississauga Ontario

This advertisement features a black background with a bowl of chicken biryani. The text 'Butt Karahi's Chicken Biryani' is written in yellow. The Butt Karahi logo is in the top left corner. The contact information is at the bottom.

Check their profile for more!

2. Avsar



INSTAGRAM LINK

- https://www.instagram.com/avsar.to?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcOMzIxNw==

Website Link

- <https://order.avsarfood.com/>

CASE STUDY

Challenges Faced:

When we partnered with Avsar Restaurant, they struggled to differentiate themselves in the saturated Indian cuisine market of Mississauga. With many competing restaurants, attracting and retaining a loyal customer base was challenging. Additionally, the restaurant needed a strong digital presence to engage with tech-savvy customers and remain relevant.

Our Approach:

Brand Differentiation:

- We focused on highlighting Avsar's unique offerings, such as specialized dietary options (Jain, Vegan, Gluten-Free), to target niche markets.
- We developed a brand identity centered around authenticity and inclusivity, emphasizing the restaurant's commitment to high-quality vegetarian cuisine. This involved revamping their branding, from the logo to their marketing collateral, to ensure consistency and appeal across all platforms.

Innovative Menu Promotion:

- We promoted their fusion dishes, like Italian Puchka and Jungle Grilled Sandwiches, to attract food enthusiasts seeking something different.
- Leveraging the appeal of their traditional and fusion offerings, we created campaigns around special items and themed events to draw in curious customers.

Digital Transformation:

- We optimized their website for a seamless user experience, facilitating easy online ordering, reservations, and catering inquiries.
- We also ramped up their social media presence with engaging content, regular promotions, and customer interaction, ensuring that Avsar remained top-of-mind for both existing and potential customers.
- By implementing an email marketing strategy, we personalized communication with customers, highlighting new menu items, upcoming events, and special discounts, which helped drive repeat business.

Results Achieved:

- **Enhanced Brand Visibility:** Our efforts significantly improved Avsar's brand recognition. The restaurant became known for its authentic and diverse vegetarian offerings, setting it apart from competitors.
- **Increased Customer Engagement:** The focus on digital channels led to higher customer engagement, with a noticeable increase in online orders, social media followers, and customer interactions.
- **Improved Customer Retention:** The introduction of loyalty programs and targeted marketing campaigns helped boost customer retention, leading to sustained growth in foot traffic and online orders.
- **Growth in Revenue:** As a result of these combined efforts, Avsar Restaurant saw a significant uptick in revenue, driven by increased customer visits and higher average spend per visit.

References



AVSAR
Indian Thali and Street Food

Avsar

New Ice Cream Delights

- Chickoo Ice-Cream
- Malai Kulfi
- Cassata Ice-Cream
- Mango Ice-Cream
- Fruit & Nut Ice Cream

(905) 602-9594
5150 DIXIE RD. Mississauga, on
www.avsrfood.com



AVSAR
Indian Thali and Street Food

Enjoy delicious traditional Meals and Thalis at Avsar

- Poori Bhaji
- Undhiyu Special
- Dal Khichadi
- The 'Bombay' Thali
- Weekend Fixed Thali
- Avsar Premium Thali

(905) 602-9594 | www.avsarfood.com | 5150 DIXIE RD. Mississauga, Ontario



AVSAR
Indian Thali and Street Food

Embark on a culinary journey with Avsar Food's Veg Thali

ORDER NOW

(905) 602-9594
5150 DIXIE RD. Mississauga, on
www.avsrfood.com

Check their profile for more!

1. Molekules

INSTAGRAM LINK

- [https://www.instagram.com/midtownkitchenandbar?
utm_source=ig_web_button_share_sheet&igs
h=ZDNIZDcOMzIxNw==](https://www.instagram.com/midtownkitchenandbar?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcOMzIxNw==)
-

Facebook Link

- [https://www.facebook.com/MOLEKULES?
mibextid=ZbWKwL](https://www.facebook.com/MOLEKULES?mibextid=ZbWKwL)

Website Link

- [https://www.facebook.com/MOLEKULES?
mibextid=ZbWKwL](https://www.facebook.com/MOLEKULES?mibextid=ZbWKwL)

CASE STUDY

Challenges Faced:

Molekules Design faced challenges with a weak online presence, unclear social media analytics, inconsistent brand messaging, and an outdated website that didn't reflect their design expertise. Additionally, their marketing efforts were not aligned with their business goals, limiting their growth potential.

Our Approach:

- **Revamped Social Media Presence:**

We restructured their social media strategy by developing targeted, engaging content that resonated with their audience. We also leveraged advanced social media analytics tools to monitor performance and optimize their campaigns, ensuring increased reach and engagement.

- **Refined Brand Messaging:**

We worked closely with Molekules Design to craft a consistent and compelling brand message that clearly communicated their unique value proposition. This messaging was applied uniformly across all marketing channels, reinforcing their brand identity and expertise in interior design.

- **Website Overhaul:**

Recognizing the importance of a strong online presence, we completely redesigned their website. The new site featured modern aesthetics, an improved user experience, and full mobile responsiveness, making it easier for potential clients to navigate and engage with their services. This overhaul significantly enhanced the website's ability to attract and convert visitors into clients.

- **Aligned Marketing with Business Goals:**

We developed a comprehensive marketing strategy that aligned with Molekules Design's broader business objectives. This approach ensured that every marketing effort, from social media to the website, worked in harmony to support their growth and long-term success, ultimately driving better results for the company.

Results Achieved:

- As a result of our comprehensive approach, Molekules Design experienced significant growth and success. Their enhanced social media presence and targeted content led to a marked increase in engagement and brand awareness. The refined brand messaging and modernized website not only attracted more visitors but also converted them into loyal clients, reflecting the true quality and expertise of their design services.
- This strategic alignment of their marketing efforts with their business goals positioned Molekules Design as a leading name in the interior design industry. They have since successfully collaborated with some of the biggest brands and top-tier malls for their interior projects, solidifying their reputation and expanding their reach in the market. These achievements underscore the effectiveness of our tailored marketing solutions in driving real business outcomes.

References



MOLEKULES
DESIGN STUDIOS

BEST SOFA FOR YOUR HOME

Enjoy your me-time
in ultimate comfort
with our stylish
single sofa

Find out more:
www.molekulesdesigns.com

- 1 Single Dark Sofa
- 2 Single Grey Sofa
- 3 Single Beige Sofa

MOLEKULES
DESIGN STUDIOS

BUDGET - FRIENDLY INTERIOR DESIGN PACKAGES

CHOOSE YOUR PACK

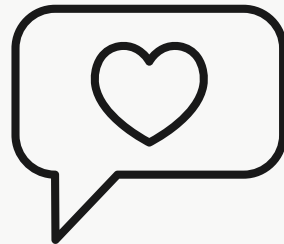
SILVER PACK	GOLDEN PACK	PLATINUM PACK
STD PRICE : 5.5 LAKHS	STD PRICE : 8.5 LAKHS	STD PRICE : 14.5 LAKHS
PROMO PRICE 4 LAKHS	PROMO PRICE 6.5 LAKHS	PROMO PRICE 10.5 LAKHS

*THE OFFER IS VALID FOR A MINIMUM PERIOD OF 30 DAYS ONLY

+ 91 7356254235 FIND OUT MORE www.molekulesdesigns.com

Check their profile for more!

Get In Touch



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Social Media

@fortuegroup



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