

Panasonic Cooking Appliances increased its Organic reach 72%, & Brand engagement rose by 200% in 1 year.

Challenge & Objective

Panasonic is a globally recognized brand who wanted to increase brand awareness and market share of Electric Cookers in the Indian as well as US markets, exclusively targeting Indian population - especially rice eating communities.

Approach

- Engagement Rate with the brand increased by 200% over a period of 1 year.
- Organic reach and engagement increased by 72%.
- Product specific comments and queries increase by 20%

Tools Used

Google Analytics

Google Search Console

similarweb

ahrefs

Meta Business Suite

SEMRUSH

Screamingfrog

Meta

200%

Engagement rate for 1 year

72%

Increase in Organic reach & engagement on FB & IG

20%

Increase in queries and client's specific comments

