

**Code Counsel**

[www.codecounsel.co](http://www.codecounsel.co)

# Case Study

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The logo for Code Counsel New Zealand is centered on a black square background. The word "CODE" is in white, with the letter "O" replaced by a circular arrangement of eight dots in shades of red and pink. Below "CODE" is the word "COUNSEL" in white, and below that is "NEW ZEALAND" in a smaller white font.

CODE  
COUNSEL  
NEW ZEALAND

## SS Mortgage (Canada)



Before 😞	After 😊
<ul style="list-style-type: none"><li>• Was only selling offline/face to face</li><li>• Getting less customers due to no or less brand awareness</li><li>• No website or digital platform</li><li>• Buy costly leads via sub-contract and franchisee model.</li></ul>	<ul style="list-style-type: none"><li>• Developed a website with advanced calculators and precise forms to capture customer details via an online application.</li><li>• Onboarded on all relevant social media channels. Create content and manage distribution.</li><li>• Brand awareness and lead generation ads run.</li></ul>
Result: 🙄	Result: 👍
<ul style="list-style-type: none"><li>• Business growth was stagnant</li><li>• Minimal customer engagement and revenue.</li></ul>	<ul style="list-style-type: none"><li>• One of the leading Brokerage firm in Calgary, Canada.</li><li>• Increase in leads/customers via Ads and website.</li><li>• Better ROI and average Cost Per Lead (CPL)</li></ul>

# Better Loans Group (New Zealand)



Before 😞	After 😊
<ul style="list-style-type: none"> <li>Engaged multiple vendors but failed to create a modern website, with the latest technologies and client engagement features.</li> <li>High cost of hosting and maintenance.</li> <li>GMB, social media &amp; review management was not maintained.</li> </ul>	<ul style="list-style-type: none"> <li>Developed the website from scratch with solid automation flows and Mortgage Calculators.</li> <li>Reduced hosting cost by providing in-house Code Counsel servers.</li> <li>GMB optimisation.</li> </ul>
Result 🗨️	Result 👍
<ul style="list-style-type: none"> <li>Restricted growth from online channels due to missing information.</li> <li>High operational cost.</li> <li>High customer acquisition cost.</li> </ul>	<ul style="list-style-type: none"> <li>More leads from the website contact us form.</li> <li>Less operational cost</li> <li>Customers reaching out directly and contact information, news available via features like announcements, QR codes and email automation.</li> </ul>



# Goals Direct (New Zealand)



Before 🙄	After 😊
<ul style="list-style-type: none"> <li>• No website and online presence</li> <li>• Startup in very early stages (Pre-revenue)</li> <li>• Required help on creating sales funnels, build online channels &amp; strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Developed a website to expand reach</li> <li>• Set up social media profiles and strategy for growth on these platforms.</li> <li>• Created content like blogs, imagery, creative posts.</li> </ul>
Result 🙅	Result 👍
<ul style="list-style-type: none"> <li>• Limited reach and with no customer base</li> <li>• Not able to focus on growth as foundations were required to be set in place.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Brand awareness and organic traffic.</li> <li>• Boosted customer engagement and channels for customer.</li> <li>• More time to focus on clients and business operations.</li> </ul>



## Nanki Spices (New Zealand)



Before 😞	After 😊
<ul style="list-style-type: none"><li>• Operates on a B2B business model.</li><li>• Have good sales in a very competitive Grocery market.</li><li>• Brand presence was very limited.</li><li>• Minimal trust and low repetitive customers.</li></ul>	<ul style="list-style-type: none"><li>• Brand awareness strategy implemented to create significant increase in the brand identity and presence amongst the community, while maintaining a lower budget than anticipated.</li><li>• Mass marketing on advertising channels with precisely identified demographic/audeince.</li></ul>
Result 🗨️	Result 👍
<ul style="list-style-type: none"><li>• Limited reach and customer base.</li><li>• Low brand recognition.</li></ul>	<ul style="list-style-type: none"><li>• High engagement on the products and business profile views reflecting positively on the brand's affinity and resonance with the target audience.</li></ul>

# Royal Auto Detailer (India)



Before 😞	After 😊
<ul style="list-style-type: none"><li>• Small number of followers with slow growth.</li><li>• Limited reach and brand awareness.</li><li>• Lack of visibility in search results for GMB</li></ul>	<ul style="list-style-type: none"><li>• Designed/developed a website</li><li>• Expanded reach and improved brand awareness.</li><li>• Rapid growth in followers and a more engaged community.</li><li>• Higher lead generation, customer inquiries, and bookings.</li><li>• Improved online presence due to targeted keywords ranking on Google.</li></ul>
Result 👎	Result 👍
<ul style="list-style-type: none"><li>• Low Traffic</li><li>• Low Engagement</li><li>• Low Followers</li><li>• No ads</li></ul>	<ul style="list-style-type: none"><li>• 10X revenue growth</li><li>• 2 New Locations added</li><li>• High Traffic</li><li>• High Engagement</li><li>• Effective ads</li></ul>

## El Cocina (India)



Before 😞	After 😊
<ul style="list-style-type: none"><li>• No Social presence.</li><li>• Low sales due to no strategies in place for social media.</li></ul>	<ul style="list-style-type: none"><li>• Social presence created by adding social media platforms and managed posting frequency to keep the audience engaged and informed.</li><li>• High-quality images and engaging captions to attract more followers.</li><li>• Regular promotions and discounts strategy to encourage more sales.</li></ul>
Result 🗑️	Result 👍
<ul style="list-style-type: none"><li>• No brand awareness</li><li>• No reviews available</li><li>• Poor results on ad campaigns.</li></ul>	<ul style="list-style-type: none"><li>• A significant rise in brand awareness due to ad strategies used.</li><li>• Improved website traffic, indicating greater brand visibility and interest.</li></ul>

# Escape and die (India)

## ESCAPE&DIE

Before 😞	After 😊
<ul style="list-style-type: none"><li>• Limited engagement on posts with minimal likes, comments, and shares.</li><li>• Lack of brand awareness and presence on social media.</li><li>• irregular posting schedule, with inconsistent content quality and themes.</li></ul>	<ul style="list-style-type: none"><li>• A significant increase in follower count due to targeted ads and consistent posting.</li><li>• Consistent and professional posting schedule with high-quality visuals and engaging graphics.</li><li>• A noticeable boost in online sales is attributed to social media marketing efforts.</li></ul>
Result 📉	Result 📈
<ul style="list-style-type: none"><li>• Low Sales</li></ul>	<ul style="list-style-type: none"><li>• Boosted Sales</li><li>• Stable monthly revenue</li></ul>

## Ayurveda Yogashram (India, US, CAN, AU)



Before 😞	After 😊
<ul style="list-style-type: none"><li>• High CPL (cost per lead) and CPC (cost per click) on advertising across all platforms.</li><li>• Stagnant business performance due to low sales/consultation.</li><li>• Client relying only on OFFLINE channels and strategies.</li></ul>	<ul style="list-style-type: none"><li>• With the same budget and reimagined strategy for digital marketing resulted in a significant increase in engagement.</li><li>• Lowered CPL, CPS, ROAS and ROI with leads surged to over 400.</li><li>• Developed the website <a href="https://ayurvedayogashram.com/">https://ayurvedayogashram.com/</a> with various e-commerce features along with user &amp; account management, knowledgebase articles.</li></ul>
Result 🗑️	Result 👍
<ul style="list-style-type: none"><li>• High advertisement cost</li><li>• No beneficial result/leads</li></ul>	<ul style="list-style-type: none"><li>• Reduced operational cost</li><li>• High number of appointments</li><li>• Increased sales of ayurveda products.</li><li>• Enhanced user experience and brand recognition.</li><li>• Scaled their business to products, inter-city campaigns, signups and branding.</li></ul>

## Bawa Telecoms (India)



Before 😞	After 😊
<ul style="list-style-type: none"><li>• Low engagement rates on social media.</li><li>• Minimal online presence and customer interaction.</li></ul>	<ul style="list-style-type: none"><li>• The targeted ads significantly boosted Facebook followers by 50%, indicating successful reach and engagement with the intended audience.</li><li>• Monthly leads increased fourfold, highlighting the success of the lead generation strategy and its ability to convert ad engagement into potential customers.</li><li>• Notable increase in brand mentions and shares, indicating improved brand visibility and reputation.</li></ul>
Result 📉	Result 📈
<ul style="list-style-type: none"><li>• Low Sales</li></ul>	<ul style="list-style-type: none"><li>• All sales KPIs met</li></ul>

## Nimbal (New Zealand)



Before 😞	After 😊
<ul style="list-style-type: none"><li>• Pre-seed startup with no sales and marketing channels or strategy in place.</li><li>• No brand awareness or recognition.</li><li>• Advertisements managed and run by the founder himself.</li><li>• Nimbal wants to focus on B2B awareness and conversion but has not identified the channels and lack core analytical data.</li></ul>	<ul style="list-style-type: none"><li>• Create strategy with focus on three pillars; traffic, visibility &amp; engagement.</li><li>• Set channels in place to route traffic to their platform and website.</li><li>• Gather low-cost data by setting advertisement to garner traffic and build analytics on it.</li><li>• Create a digital advertising strategy with a phased approach to present, engage and convert.</li><li>• Consulted on sales cycle around the needs of the customer.</li></ul>
Result 🙄	Result 👍
<ul style="list-style-type: none"><li>• High CPL (cost per lead) with no strategy.</li><li>• No ideal customer identification.</li><li>• Sign-up became the most critical aspect for growth.</li><li>• Great product with growth potential unable to reach it's target market.</li></ul>	<ul style="list-style-type: none"><li>• Funnels in place for specific product offerings.</li><li>• Dedicated landing pages and content creatives to showcase Nimbal's capabilities.</li><li>• Boosted awareness with 5000+ visitors to the website in first 3 weeks.</li><li>• 20+ Leads in first month.</li></ul>