

Mktg, Web Redesign & Mobile App for Water Filter Company

PROJECT DETAILS

-  Marketing Strategy, Mobile App Development, Web Design
-  Jul. 2019 - Ongoing
-  \$50,000 to \$199,999

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PROJECT SUMMARY

Intactdia provides digital marketing services, including SEO and social media marketing (SMM). They have created animated videos, redesigned a website, and are currently building a mobile app.

PROJECT FEEDBACK

Thanks to Intactdia, the client has experienced a significant increase in customer volume, business growth, and positive feedback on the website. The team is professional, reliable, and creative. They communicate effectively through in-person meetings, emails, and messaging apps.

The Client

Introduce your business and what you do there.

I'm the co-managing director of Suyum Az, a retail company that sells water filters.

The Challenge

What specific goals or objectives did you hire Intactdia to accomplish for your business?

We needed animated videos, a professional website, and complete digital marketing. I was looking for professionalism and quality in each part of the work.

 Zaur Abdiyev
Co-Managing Director, Suyum Az

 Retail

 Baku, Azerbaijan

CLIENT RATING

5.0

Overall Score

Quality:  5.0

Schedule:  5.0

Cost:  5.0

Would Refer:  5.0

The Approach

What was the scope of their involvement?

Initially, we collaborated with Intactdia on smaller projects such as Google Ads and animated videos. After observing the quality of their work, we entrusted them with redesigning our website and managing our SEO and SMM activities. They also helped develop our brand identity through social media. Currently, we're working on a more complex project that requires advanced functionality. We're building an integrated system that includes a website and iOS and Android applications. Customers will be able to place orders and make payments directly through these platforms. Additionally, certain components of our water filters require periodic replacement, so we're implementing automation to manage this process. Customers will receive automatic notifications when parts need to be changed, and they'll provide consent for our technician to visit and complete the replacement.

What is the team composition?

We work with 2–5 teammates from Intactdia.

How did you come to work with Intactdia?

We found them through an online search. We chose them because they offered good value for the cost.

How much have you invested with them?

We've spent more than \$150,000.

What is the status of this engagement?

We started working with them in July 2019, and our engagement is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Once we began working with Intactdia, the volume of customers coming from the channels we entrusted to them – particularly SEO – increased significantly, maybe more than 500%. We regularly ask new customers how they found us, and the majority report discovering us through Google search, driven by the SEO efforts implemented by Intactdia. Moreover, our business has grown significantly, and we've developed new ideas and requirements. For example, our first major engagement with Intactdia was several years ago, and based on that positive experience, we've now commissioned them to redesign our website again.

How did Intactdia perform from a project management standpoint?

We communicate via in-person meetings, emails, and messaging apps.

What did you find most impressive about them?

We're very satisfied with the professionalism, technical expertise, and reliability of the Intactdia team. We've been impressed with the way they combine creativity with professionalism, which has always been a top priority for us.

Are there any areas they could improve?

There's nothing they need to improve.

