

How IKF helped Marigold Banquets increase leads by 2x and saved over 45% Cost per Lead

Home / Case Studies / How IKF helped Marigold Banquets increase leads by 2x and saved over 45% Cost per Lead

Client Testimonial:

We are pleased with the services provided by the IKF team for Marigold Banquets 'N' Conventions. Their support in social media management, landing page creation, and running Google and Meta ads has been commendable. We appreciate their professionalism and collaborative approach throughout the process.

- Shreya Ghosalkar, Marketing Manager, Marigold Banquets 'N' Conventions



Results



2x

Increase in Leads



47%

Cost Saved per Lead Acquired



Objective

- Marigold Banquets, a luxury venue in Pune, offers premium spaces for weddings, corporate events, and celebrations. The Objective was to attract a luxury-focused audience to its prime location and excellent facilities. The client also aimed to target affluent leads, enhance brand perception, and drive premium bookings.



Strategy & Execution

- **Advanced Audience Segmentation:** Identified and targeted affluent audiences using advanced segmentation techniques on Google Ads and Meta platforms.
- **Premium Messaging:** Highlighted Marigold's exclusivity with elegant visuals and aspirational messaging to appeal to high-end clients.
- **Social Proof Integration:** Leveraged testimonials and client stories to build trust and reinforce the brand's luxury appeal.
- **Engaging Content Formats:** Created immersive content, including Reels, video testimonials, and 3D walkthroughs, to captivate potential clients and showcase the venue's grandeur.