

CASE STUDY

DHOOPDIYA



Discover how our rebranding and social media expertise helped transform DhoopDiya's online presence, elevating their luxury candle brand and landing major hotel clients. Our intervention helped showcase the luxury aspect of their brand, resulting in increased sales and attracting big hotel clients.

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Challenge

DhoopDiya is a luxury candle brand that sells premium candles, but their online presence failed to reflect the luxury aspect of their brand. Their website and social media handles lacked a cohesive branding strategy, making it difficult for them to attract high-end clients.



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Project Solution

We suggested a complete rebranding of their website and social media handles, which they agreed to. Our team of web developers and digital marketing experts worked closely with DhoopDiya to create a modern, visually appealing website that truly reflected the luxury brand image they wanted to portray. We also improved their social media profiles by creating engaging content and running targeted ads.

We were thrilled to help DhoopDiya achieve their goals and establish themselves as a leading luxury candle brand in the market. Our team continues to work with them to ensure their online presence stays strong and effective.

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Result

The results were impressive. Within a few months of the rebranding, DhoopDiya's website traffic increased by 60%, and their sales went up by 35%. In addition, they landed big five-star hotel clients who were impressed with their new brand image and contacted them directly.