

Case Study

Building an Alkaline Water Brand from Scratch

From Zero Digital Presence
to a **Growing B2B Brand**

Delivered by

YANTRA MEDIA



Brand
Strategy



Social
Media



Marketplace
Management



Content
Marketing



ORM



Brand
Built with
Purpose



Strategy
Driven
Growth



Consistent
Engagement
& Trust



Stronger
Presence,
Better Results

The Challenge

The brand entered a highly competitive water filtration industry with several key obstacles:



No digital presence



No established brand identity



Limited online trust and credibility



Strong competitors already dominating the market



Need to generate qualified B2B leads through digital channels



Turning challenges into opportunities.

Building a brand that flows with trust and delivers results.™



Goal

Create a **trusted** online brand that **educates** customers while generating **consistent business inquiries**.



Educate



Build Trust



Create Awareness



Generate B2B Leads



Our Growth Strategy

We developed a complete digital growth roadmap.



Goal

Build Trust
& Generate
B2B Leads



Focus

Credibility
Before
Sales



Approach

Strategic
Planned
Sustainable



Outcome

Growing Brand
Strong Presence
Quality Inquiries

OUR GROWTH STRATEGY



BRAND POSITIONING



Competitor Research



Market Positioning



Target Audience Analysis



B2B Communication
Strategy



DIGITAL FOUNDATION



Online Reputation
Management



Social Media Branding



Content Calendar



Marketplace Presence
(Amazon)



Every step was planned to build **credibility** before focusing on sales.



Execution

What We Executed



SOCIAL MEDIA MARKETING

- ✓ Educational carousel posts
- ✓ Product awareness campaigns
- ✓ Industry-focused content
- ✓ Customer information series



VIDEO MARKETING

- ✓ Short-form Reels
- ✓ Product demonstrations
- ✓ Informative videos
- ✓ Trend-based content



MARKETPLACE MANAGEMENT

- ✓ Amazon product optimization
- ✓ Listing management
- ✓ Brand presentation
- ✓ Customer experience improvements



Our focus was to **educate first** and **sell naturally**.



Build
Awareness



Build Trust



Increase
Engagement



Generate
Inquiries



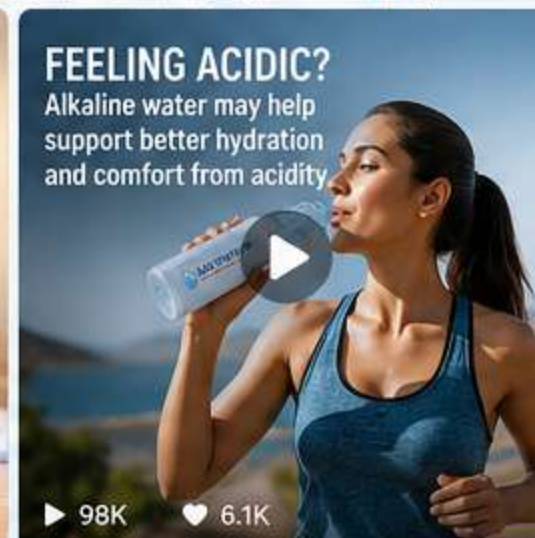
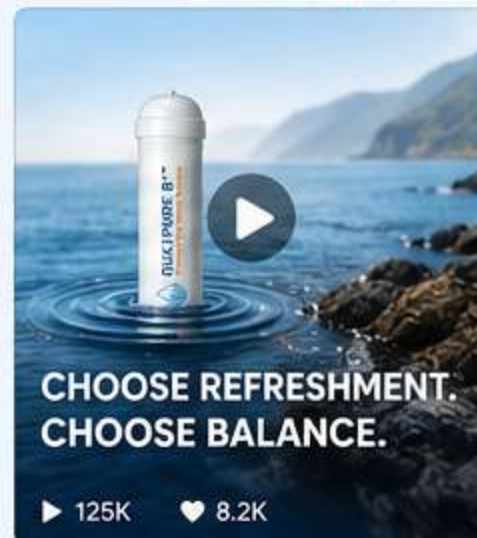
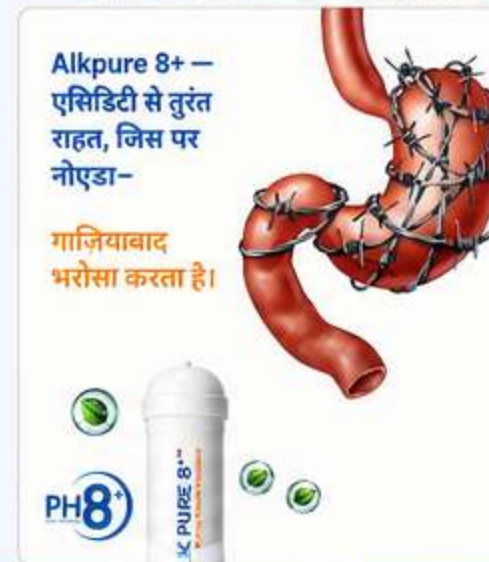
Build Long-term
Relationships

Creative Strategy That Built Trust

Every piece of content was designed with one objective:
 educate, engage, and convert.

Content We Created

-  Product Awareness Creatives
-  Educational Carousel Posts
-  Health & Wellness Infographics
-  B2B Focused Communication
-  Instagram Reels
-  Customer Awareness Campaigns
-  Product Feature Highlights
-  Amazon Listing Creatives
-  Seasonal & Topical Campaigns
-  Brand Storytelling Posts



Creative Impact

-  Consistent premium brand identity
-  Built authority through educational content
-  Higher engagement and organic reach
-  Two reels achieved viral reach
-  Increased trust among distributors and dealers



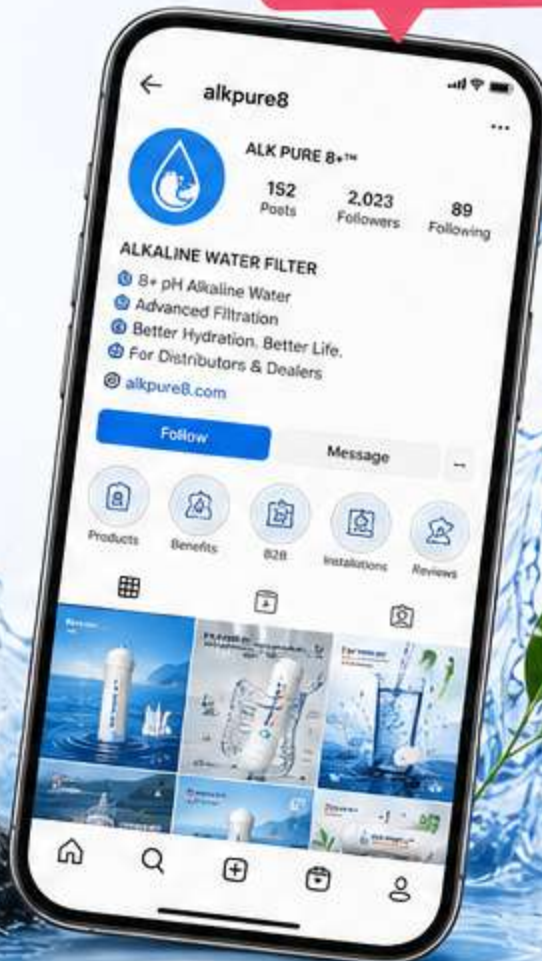
Our creative approach helped ALK PURE 8+™ build a strong brand presence, educate the market, and generate quality B2B leads consistently.



The Impact

From zero digital presence to a growing B2B brand with real results.

 **2,000+**
Organic Followers



Built from
Scratch



Focused on
B2B Growth



Built Trust
First



Results That
Drive Growth

ORGANIC GROWTH



2K+

Organic Instagram
Followers



Multiple

Educational
Campaigns



Strong

B2B Brand
Positioning



Improved

Online
Credibility



Consistent

Engagement from
the Target Audience

PERFORMANCE HIGHLIGHTS



2

Instagram Reels
Went Viral



125K



Increased
Product
Awareness



98K



Better
Customer
Interaction



8.6K



Improved
Marketplace
Visibility



amazon



More
Qualified
Business Inquiries



Turning Strategy into **Impact**.
Educate. Engage. Convert.

2K+

Organic Followers

2

Viral Reels

Higher

Engagement

Stronger

Brand Trust

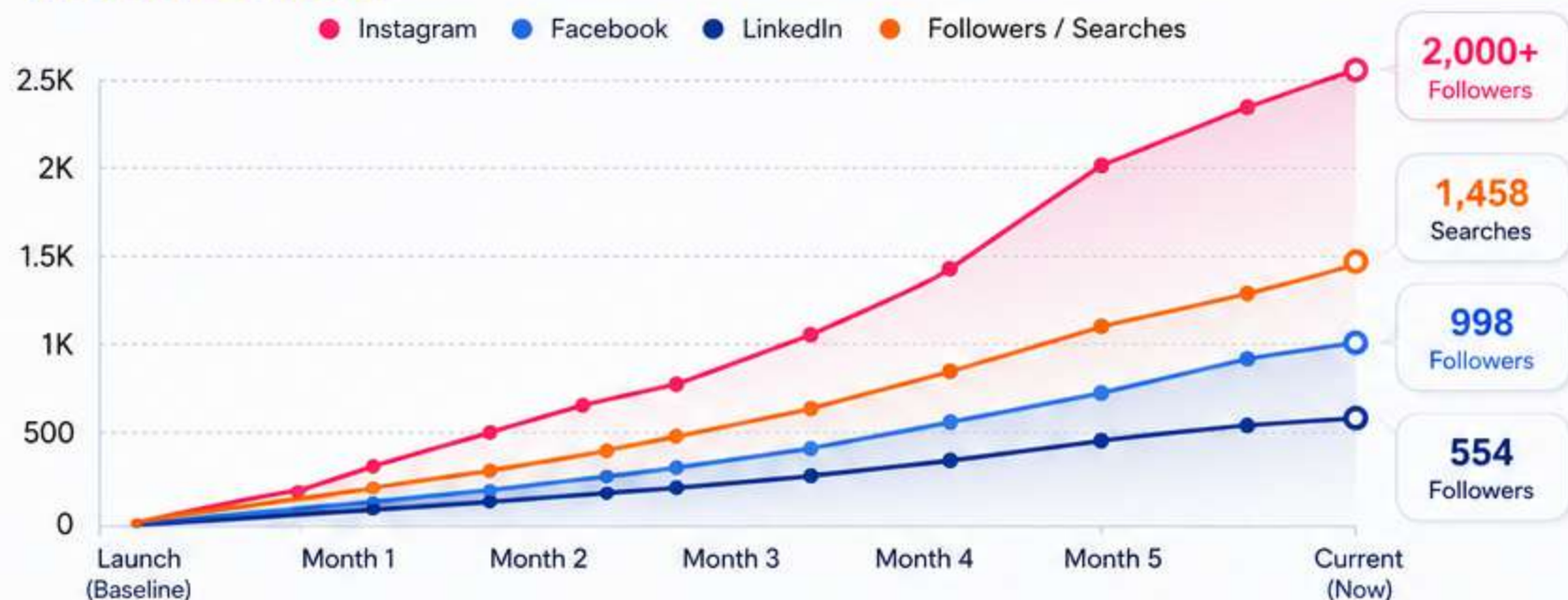
More

Business Inquiries

Digital Growth & Online Visibility

From zero digital presence to a growing online brand through consistent branding, educational content, and marketplace management.

GROWTH OVER TIME



Brand Launch



Strategy & Planning



Content & Branding



Community Building



Growth & Visibility



Trust & Recognition

KEY HIGHLIGHTS



Instagram:
0 → 2,000+
Organic Followers



Facebook:
0 → 998
Followers



LinkedIn:
0 → 554
Followers



Website Visibility:
1,458
Monthly Brand Searches



2 Viral
Instagram Reels



Successfully Managed
Amazon Marketplace
Presence



From zero digital presence to a **trusted B2B brand**—
powered by strategic content, community building, and consistent digital marketing.



Key Takeaway

“

Building a successful brand isn't just about running ads—it's about **creating trust**, **educating** the audience, and maintaining a **consistent digital presence**.

”

**BUILD TRUST**

Trust is the foundation of every brand.

**EDUCATE**

Educated customers become loyal customers.

**BE CONSISTENT**

Consistency builds recognition and reliability.

**ENGAGE**

Engagement builds lasting relationships.

**DRIVE GROWTH**

Strong foundations lead to sustainable business growth.

**STRONG BRAND POSITIONING**

Established trust in a competitive market.

**INCREASED AWARENESS**

Educating the audience at every step.

**QUALIFIED B2B INQUIRIES**

Generating high-quality business opportunities.

**SUSTAINABLE GROWTH**

Building a brand that grows consistently.



Yantra Media

**We don't just market brands—
we build businesses.**

