



CASE STUDY

Digital Transformation for

Delux Energy



CLIENT OVERVIEW

Delux Energy is a leading solar inverter brand in Pakistan, offering a wide range of inverters tailored for household, commercial, and industrial use. Despite having high-quality products, Delux Energy had no social presence and needed a strong digital foundation to establish credibility, drive sales, and build long-term brand awareness.



THE CHALLENGE

With zero social media presence and no structured digital strategy, Delux Energy faced key challenges:

- ✖ Lack of brand recognition in the highly competitive solar market.
- ✖ No digital footprint, making it difficult to reach potential customers.
- ✖ No online sales strategy to generate inquiries and conversions.

Delux Energy partnered with us to build their brand presence from scratch, enhance credibility, and drive direct sales through digital channels. With zero social media presence and no structured digital strategy, Delux Energy faced key challenges:

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OUR STRATEGY & EXECUTION

We took a 360-degree approach, handling every aspect of Delux Energy's digital presence, from branding to sales-driven strategies.

Social Media Establishment & Growth – We created and managed their Social Accounts with a consistent brand identity, engaging content, and community management.

Performance-Driven Ad Campaigns – We launched highly targeted Meta and Google Ads focused on:

Brand Awareness – Introducing Delux Energy to the market.

Lead Generation & Sales – Driving inquiries and conversions.

Retargeting Campaigns – Converting warm audiences into customers



OUR STRATEGY & EXECUTION

Website Development & Optimization – We designed and managed their website, ensuring it was:

- ◆ Visually appealing & user-friendly for seamless navigation.
- ◆ SEO-optimized to attract organic traffic.
- ◆ Equipped with inquiry & lead capture systems for direct conversions.

Branding & Content Strategy – Through high-quality graphics, product showcases, customer testimonials, and educational content, we built a strong brand identity that resonated with homeowners and businesses alike.



RESULTS & ACHIEVEMENTS

From Zero to a Recognized Brand – Delux Energy is now an established brand in the solar industry with an engaged social media audience and a strong online presence.

Increased Sales & Lead Generation – With our ad campaigns and digital strategy, Delux Energy started receiving consistent leads and inquiries, leading to a significant boost in sales.

Built Credibility & Market Authority – Through a well-structured content and branding strategy, Delux Energy is now positioned as a trusted and recognized solar inverter brand in Pakistan.



Search by name, ID or metrics

This month: 1 Feb 2025 - 21 Feb 2025

Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
On	Chint Inverters WhatsApp B2C 20 Jan	Completed	Using ad set bid ...	Using ad set bud...	7-day click or ...	392	43,917	112,921	\$0.00
On	SunPro Hybrid Inverters 2 Dec Engagement	Completed	Using ad set bid ...	Using ad set bud...	7-day click or ...	—	—	—	Per messaging conv...
Off	Astronergy Panels 10 Feb 2025	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	312	24,942	56,496	\$0.00
Off	New Year Campaign	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	—	—	—	Per post engage...
Off	SunPro Hybrid Inverters 2 Dec Awareness	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	1,035,495	1,035,495	1,138,211	\$0.00
Off	Chint Inverters WhatsApp B2C 14 Jan	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	—	—	—	Per 1,000 people re...
Off	Astronergy Panels B2B 18 Sep	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	—	—	—	Per messaging conv...
Off	SunPro Awareness 9 Sep 2024	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	—	—	—	Per messaging conv...
Results from 45 campaigns					7-day click or ...	—	1,101,564	1,307,630	
						Accounts Centre acco...	Total		



RESULTS & ACHIEVEMENTS

By taking a comprehensive approach to digital marketing, we helped Delux Energy transform from an unknown brand to a thriving solar inverter company with a strong online presence, brand authority, and consistent sales growth.

Looking to build your brand from scratch and drive sales online? Let's make it happen for you!