

Strengthening **Finechem** India's Market Position

Challenges

- ▶ Limited brand visibility in the specialty chemicals industry
- ▶ Needed a stronger digital presence to reach B2B clients and industrial sectors
- ▶ Lack of differentiation in a highly competitive market

FINE CHEMICAL INDUSTRIES,
COMMITTED TO EXCELLENCE
IN THE WORLD OF COATING
SOLUTIONS



Brand Redesign



- ▶ Established brand pillars centered on innovation, quality, and industrial sustainability
- ▶ Developed a compelling brand story positioning Finechem India as a trusted chemical solutions provider
- ▶ Lack of differentiation in a highly competitive market

"Fine Chemical Industries, committed to excellence in the world of Coating Solutions, combining innovation, resision, and sustainability to meet the diverse needs of industries worldwide"

- ▶ Conducted 800+ hours of industry research, analyzing 40+ global and national competitors
- ▶ Identified key market gaps, positioning Finechem India as a leading manufacturer in specialty chemicals
- ▶ Developed audience personas targeting industrial buyers, manufacturers, and procurement specialists

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RESEARCH & STRATEGY

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DIGITAL CAMPAIGNS & ENGAGEMENT

- ▶ Launched informative digital campaigns focusing on product applications, safety standards, and industrial innovation
- ▶ Enhanced website UI/UX with a streamlined catalog, detailed product specifications, and lead generation tools
- ▶ Implemented SEO-driven content marketing, positioning Finechem as a thought leader in chemical manufacturing

RESULTS

- ▶ Brand Awareness: 4X growth in website traffic and inbound inquiries
- ▶ Lead Generation: Increased by 250% due to an optimized digital presence
- ▶ Social Media Growth: Engagement rose by 180%, driving B2B interactions
- ▶ Customer Retention: Improved by 35% through enhanced communication and value-driven marketing
- ▶ Finechem India successfully transformed into a digitally empowered, industry-leading chemical solutions provider, expanding its reach and influence in the specialty chemicals market.



CHOOSE US?



TRIFOLD
BROCHURE
TEMPLATE