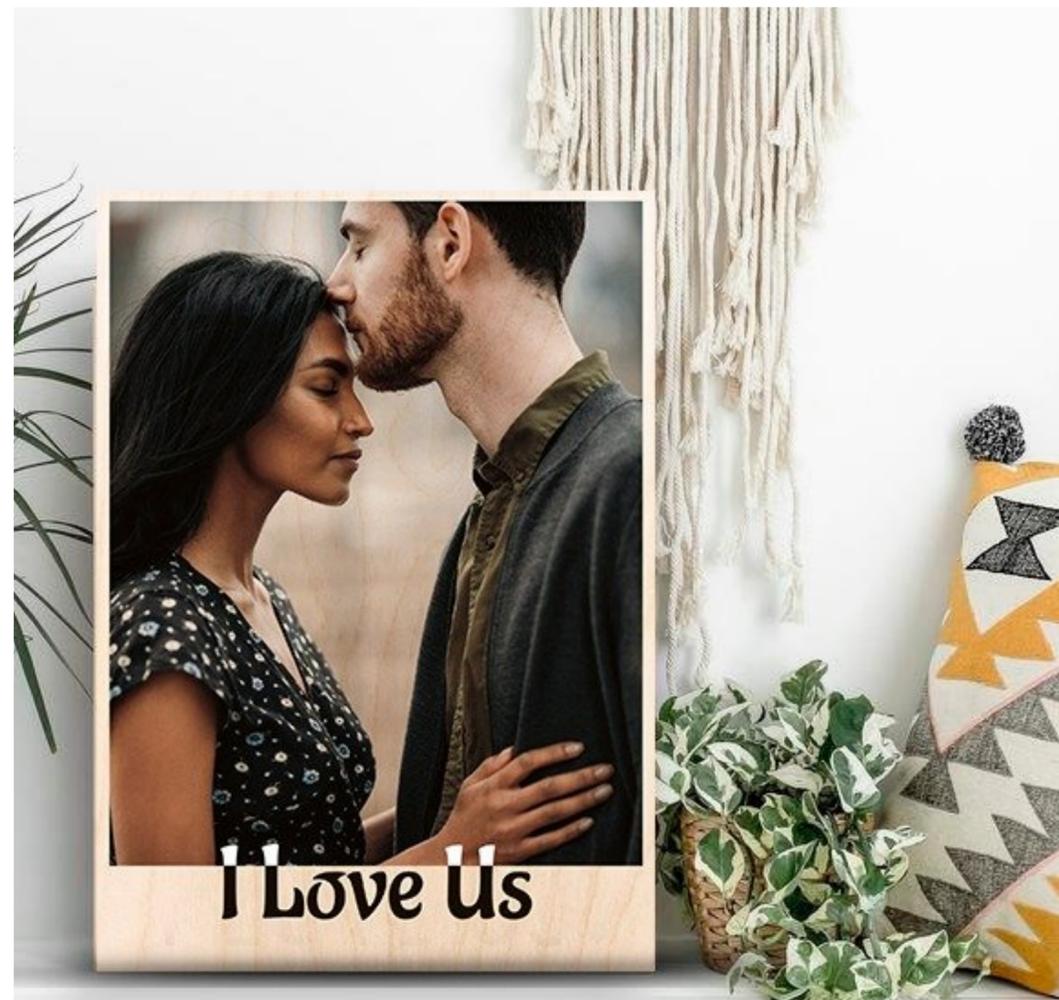


# Case Study

## Woocommerce Store Setup

*Chitrachaya*



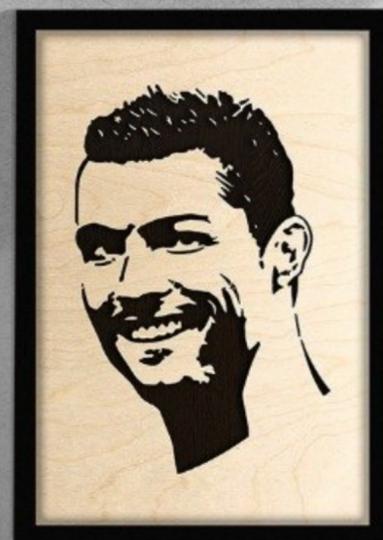
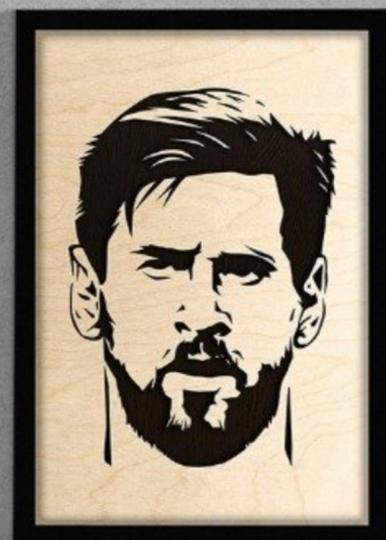
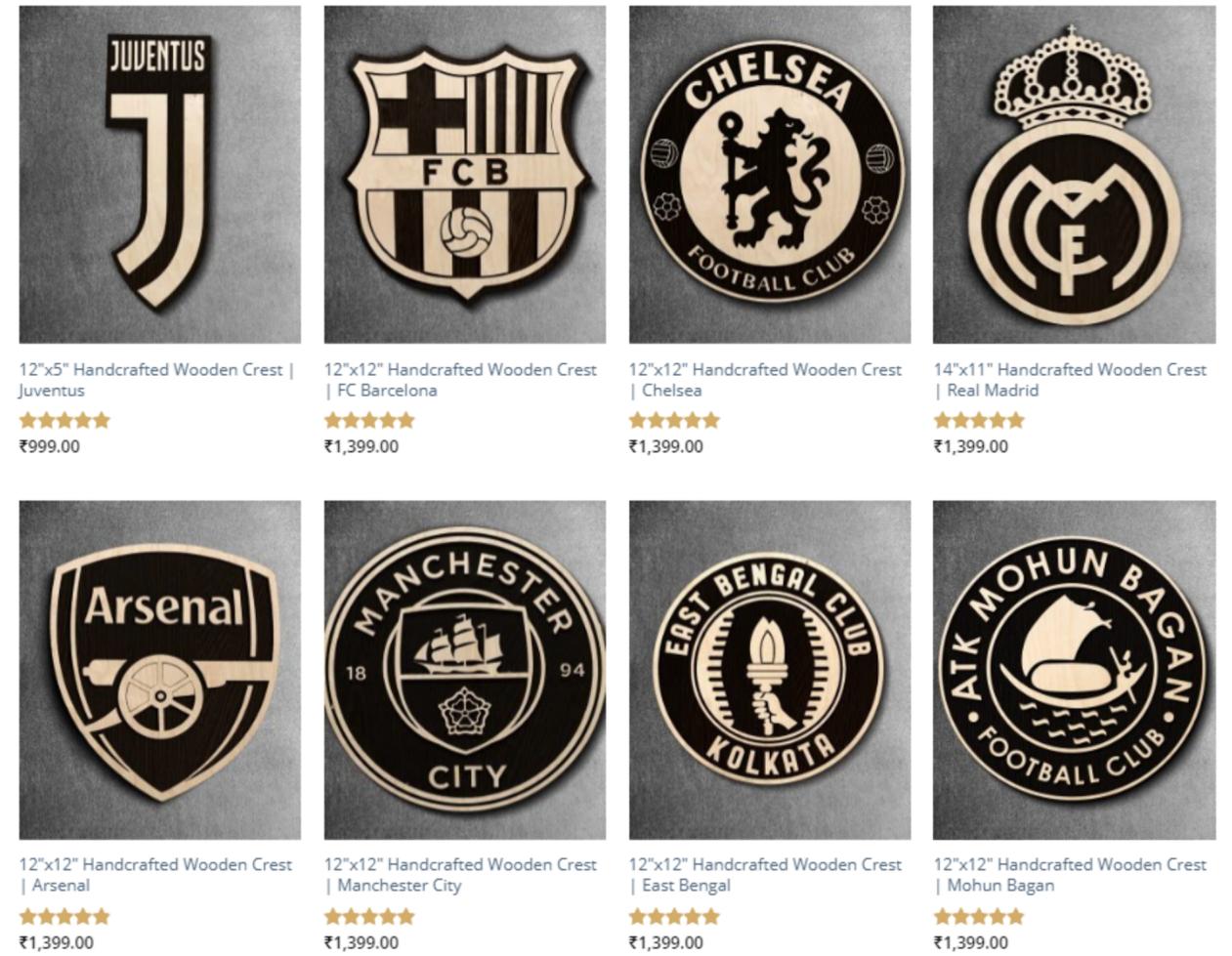
# Overview

Chitrachaya is a newly found store that sells customized printed and carved wooden showpieces. The company approached Techniek with the goal of establishing a woocommerce store that can compete in the online market and direct traffic to their website through social media marketing and advertisement.



# The challenges

- Choosing a theme and customizing the store.
- Designing a product catalog and come up with product listing and product descriptions as well.
- Choosing appropriate plugins.
- Spreading awareness about the brand on social media platforms.
- Easy to use and efficient customer service.



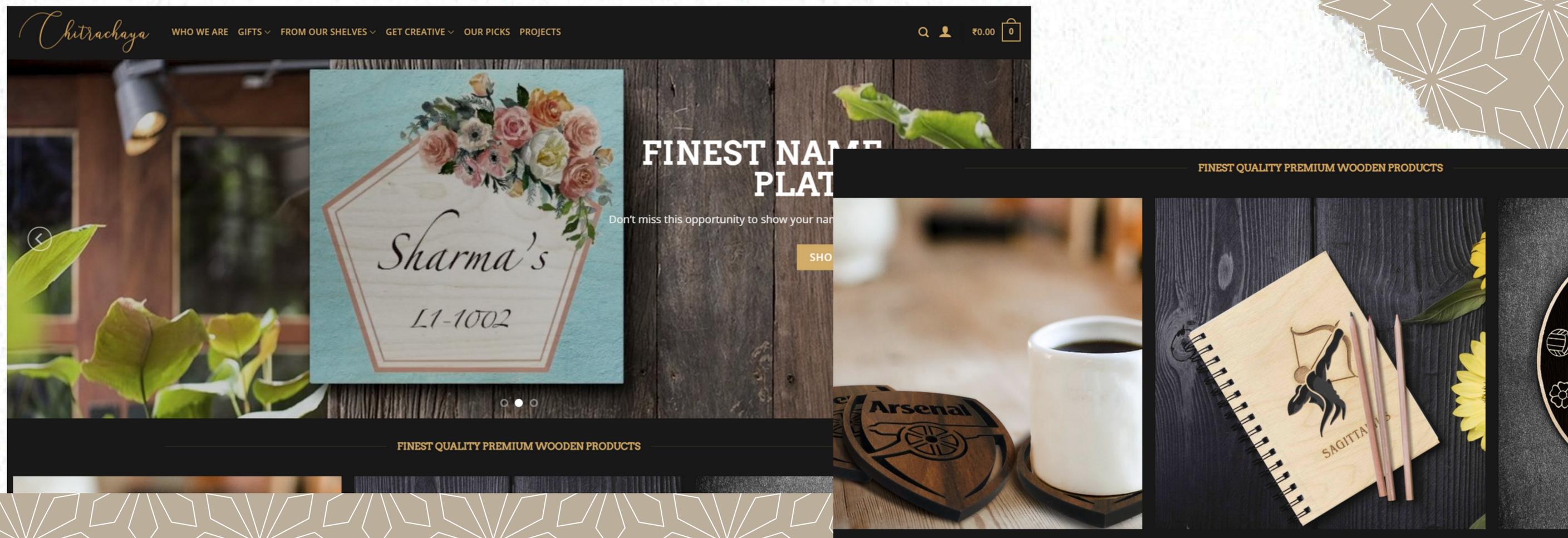
Laser  
Art

- Maintaining brand consistency by regularly checking and responding to customer reviews and improve accordingly.

# Goal 1 Choosing a theme and customizing the store.

Techniek's expert team helped Chitrachaya, come up with a delicious black and brown theme for their store that depicts the color of the wood and also matches up to the classic tone of the unique woodworks created at Chitrachaya.

The large-sized images give a warm welcome to the visitors and also enframes the most creative works of Chitrachaya. They are labeled as different product categories to easily navigate the customers to the best products created and sold by the brand.



## Goal 2

Designing a product catalog and come up with product listings and product descriptions as well.

When it comes to an online store, it's very important to select the products that are to be displayed on the website's home page because that's they contribute to the first impression of the store. If the website is welcoming enough and showcases the most unique products, it's certain to draw in customers. Next, comes product description, because a customer can't see the product in real while shopping online, it's best to add a detailed description of products one an online store so that customers could be certain about their purchase.

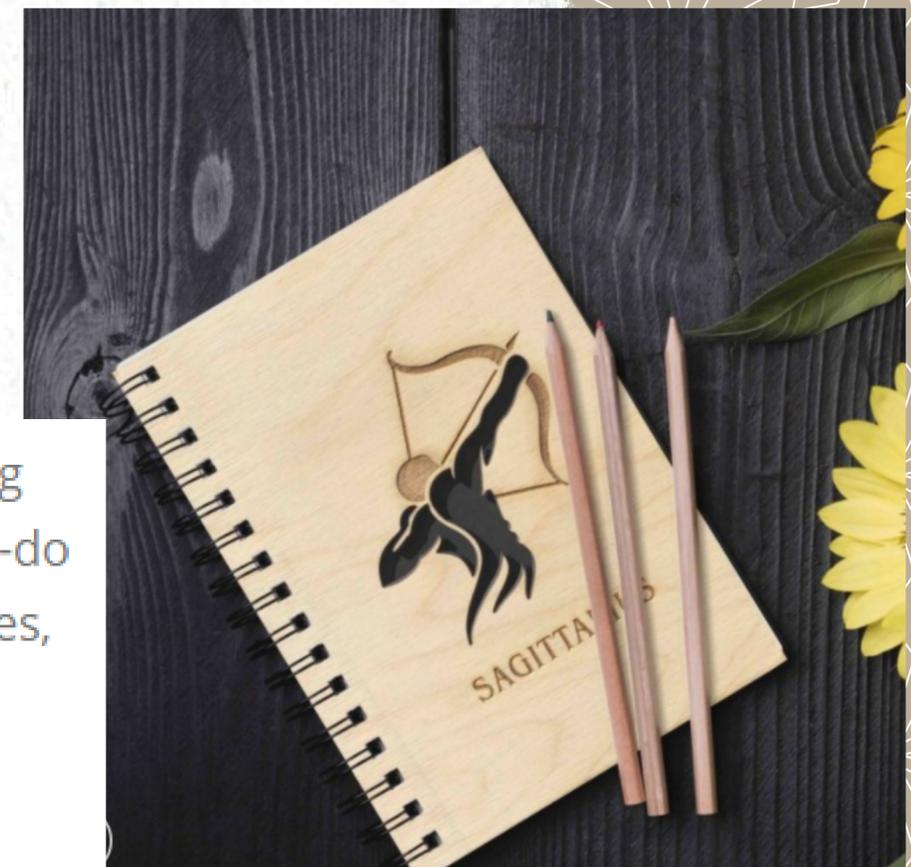


### 4"x4" Wooden Coasters Laser | Put Wine Here

₹399.00 – ₹749.00

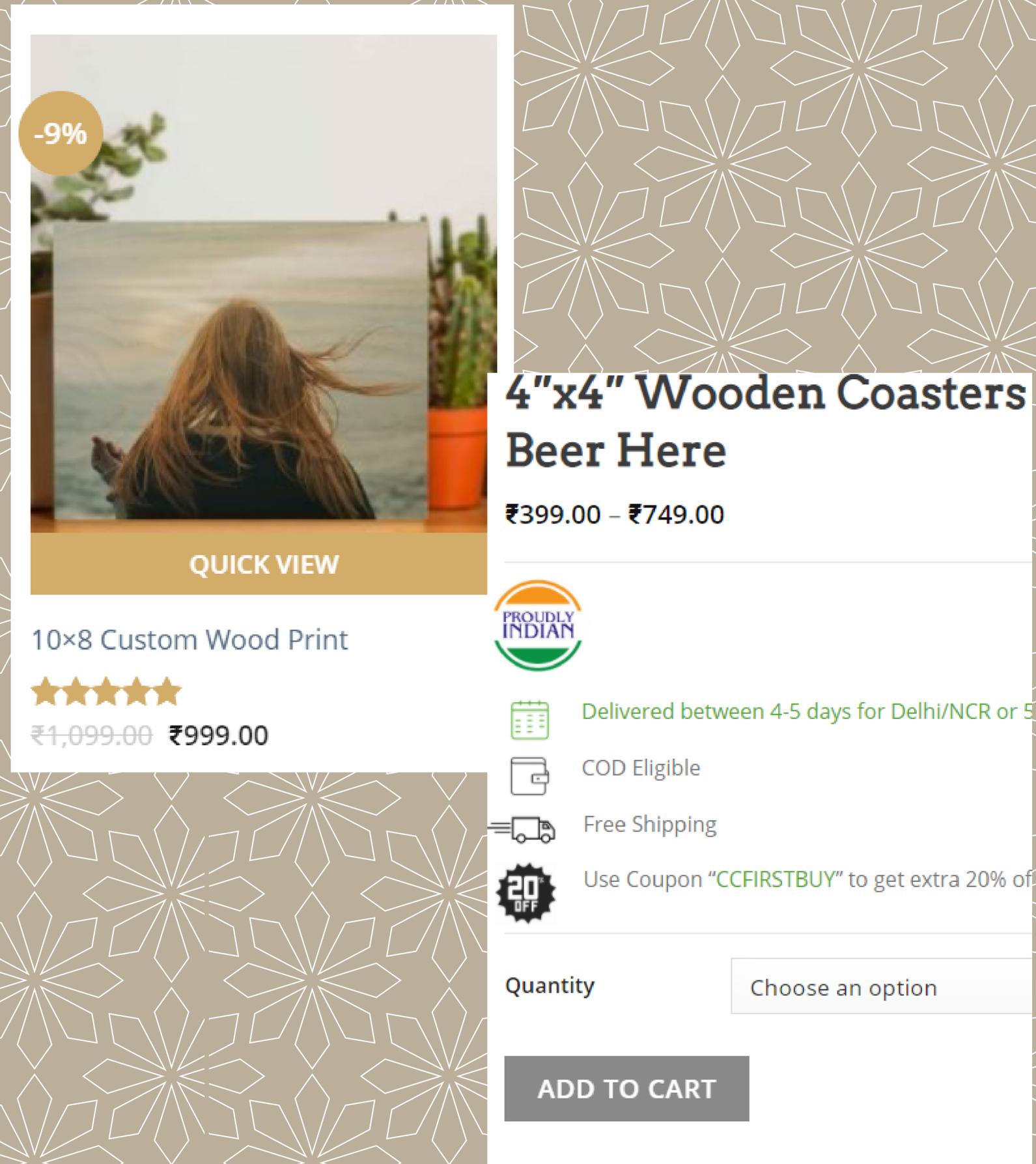
- These are made of imported laminated wood.
- Coaster thickness is 6mm with felt at the back.
- Wipe it with a wet cloth to clean.

This Sagittarius zodiac wooden notebook is graceful and makes an amazing personalised gift for every occasion. They are ideal for notes, reminders, to-do list, journals, plans etc. A ChitraChaya brings to you a range of Zodiac diaries, so that it reminds you of the trait you represent. Unique for gifting it to someone, who is bragging about his/her zodiac sign



## Goal 3 Choosing appropriate plugins.

While building an online store, every small detail matters. To design and inculcate user- friendly features in a store, one needs to choose appropriate plugins. Our competent staff at Techniek helped Chitrachaya choose and add plugins to their website which helped their users go through a smooth shopping experience. Add to cart, quick view and other features like that helps the user navigate through the website easily.



The screenshot shows a product listing for a '10x8 Custom Wood Print'. The product image features a woman with long hair looking out over a body of water. A yellow badge in the top left corner indicates a '-9%' discount. Below the image is a 'QUICK VIEW' button. The product title is '10x8 Custom Wood Print', followed by a 5-star rating and a price of ₹999.00 (with a crossed-out price of ₹1,099.00). To the right of the product image is a 'PROUDLY INDIAN' logo. Below the product image, there are several promotional banners: 'Delivered between 4-5 days for Delhi/NCR or 5', 'COD Eligible', 'Free Shipping', and 'Use Coupon "CCFIRSTBUY" to get extra 20% off'. At the bottom, there is a 'Quantity' field with a dropdown menu set to 'Choose an option' and an 'ADD TO CART' button.

**10x8 Custom Wood Print**

★ ★ ★ ★ ★

₹1,099.00 ₹999.00

**4"x4" Wooden Coasters Beer Here**

₹399.00 - ₹749.00

PROUDLY INDIAN

Delivered between 4-5 days for Delhi/NCR or 5

COD Eligible

Free Shipping

Use Coupon "CCFIRSTBUY" to get extra 20% off

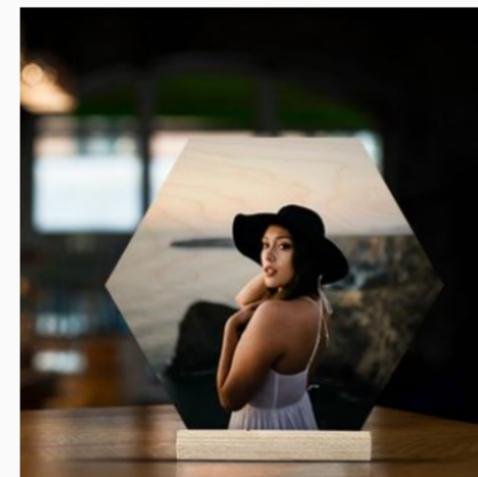
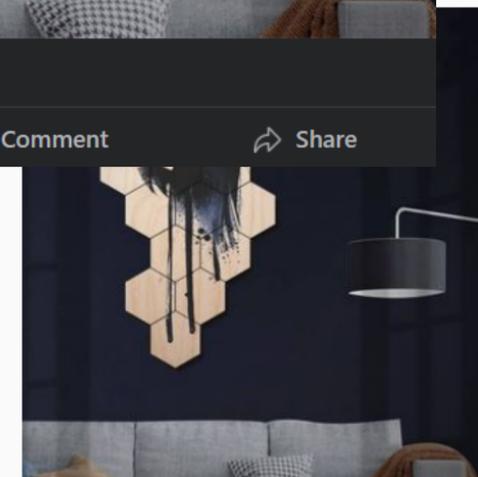
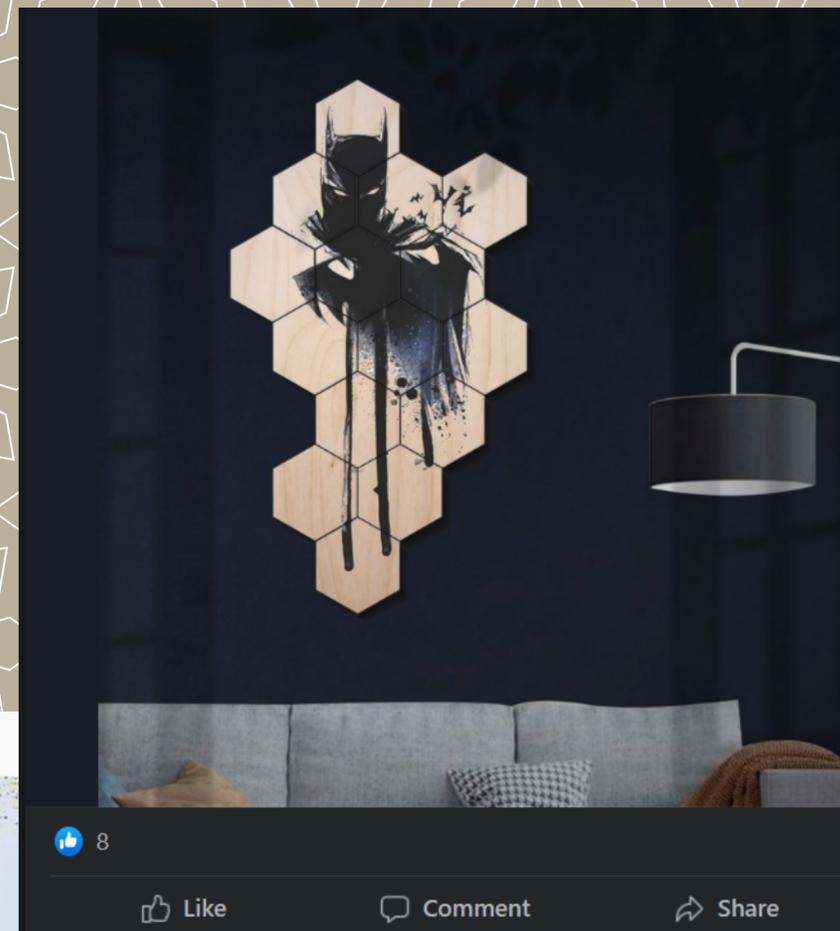
Quantity Choose an option

ADD TO CART

# Goal 4 Spreading awareness about the brand on social media platforms.

After the setup of an online store, the real challenge is to get people to know about your brand and let them discover your products.

The social media marketing team at Techniek helped Chitrachaya to promote their store on various social media platforms through regular posts and advertisement campaigns. Once we were able to direct traffic to Chitrachaya's website, we cleverly utilized customer reviews and feedbacks to further build trust for the brand.



# Goal 5

Easy to use and efficient customer service.

For any online platform to be successful, it's very important for customers to be able to trust a brand. When customers are able to communicate with the brand and their queries are heard, they can trust and buy your products without hesitation.

Techniek included a "message us" button on every page of Chitrachaya's website through which a customer can directly contact the customer service through Facebook or WhatsApp and get their problems and queries solved. The contact support team at Techniek helped the brand to develop a smooth communication platform to be able to communicate with their customers.



# Goal 6

**Maintaining brand consistency by regularly checking and responding to customer reviews and improve accordingly.**

Techniek did not stop at just setting up the store and gaining customers, we kept supporting Chitrachaya in the long run and helped them in maintaining their brand consistency.

By establishing effective communication with their customers, we helped Chitrachaya improve their products constantly through customer reviews and comments. Customer feedbacks also helped the brand build trust among it's customers and gain more customers.



## **Wooden Diary**

*Great gifting option. Have bought 2 of such diaries during Blind diwali mela 2019 & ordered 1 more online.*

Sarita Renu



## **Wooden Diary**

*came across this wooden zodiac diary @ mum comic con'2019 edition and got 3 of such to gift to my friends ! wish u guys make more of such artwork....*

Shanaya



## **Custom Wood Prints**

*awesome wood prints. loved it compleety....*

Alok

# Conclusion

FREE SHIPPING ON ORDERS WITHIN INDIA. USE COUPON "CCFIRSTBUY" TO GET FLAT 20% OFF SITEWIDE

CONTACT | +918448445228

Chitrachaya

WHO WE ARE GIFTS FROM OUR SHELVES GET CREATIVE OUR PICKS PROJECTS

Q ₹0.00



PERSONALISED GIFTS FOR  
BROTHER/SISTER/LOVE/WEDDING/ANNIVERSARY

Chitrachaya has become a well-established brand with a large customer base on its various stores, including Amazon. Techniek helped Chitrachaya gain the initial support they needed to gain loyal customers. Techniek's social media management team and these initial customers helped spread awareness about the brand on various social media platforms and grow their customers.