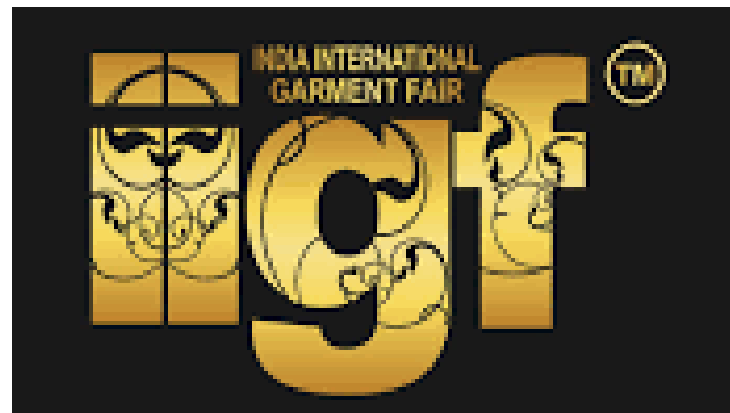




X





The background image shows a vibrant fashion trade show environment. In the foreground, several people are seated on the floor, engaged in conversation. A man in a white t-shirt and blue jeans is looking towards the camera, while others are seen from the back or side. The floor is decorated with green and white geometric patterns. In the background, rows of clothing racks filled with various garments are visible, along with more people walking through the aisles. The ceiling is high with exposed wooden beams and colorful, modern pendant lights in shades of blue, purple, and yellow. The overall atmosphere is one of a busy, professional yet relaxed industry event.

**1600+** Buyers from  
worldwide registered for **71st IIGF 2024**



# About IIGF

The Indian International Garment Fair (IIGF) is one of the largest apparel fairs, connecting Indian garment manufacturers with international buyers. With a prestigious history, IIGF wanted to break through digital barriers and attract a new generation of international buyers and exhibitors, driving growth for future events.





# CHALLENGES

## **Low Lead Conversion**

Despite decent traffic, IIGF was struggling to convert visitors into leads, with a complex user flow and outdated landing pages.

## **Disconnected Lead Management**

The lack of a unified CRM meant leads were falling through the cracks, making follow-up difficult.

## **Unoptimized Website Experience**

High bounce rates and poor navigation made it hard for users to stay engaged.

## **Limited Insights on User Behavior**

Without tools to track user engagement, identifying weak spots on the website was a challenge.



## Our Approach

### **Website Transformation & Landing Page Optimization:**

- Completely revamped the website with a cleaner design, intuitive navigation, and improved mobile responsiveness.
- Built conversion-focused landing\_\_pages with persuasive messaging, seamless registration forms, and clear CTAs tailored to user segments.

### **A/B Testing with Heatmaps:**

- Implemented A/B testing on critical pages using heatmaps to gather data on user interactions.
- Identified high-performing variations that significantly improved on-page engagement and conversion rates.





## Our Approach

### **CRM Integration for Seamless Lead Management:**

- Integrated a customized CRM solution that streamlined lead capture from multiple touchpoints.
- Automated follow-up sequences, ensuring every lead was nurtured properly, increasing the chances of conversions.

### **Targeted Advertising Campaigns:**

- Designed and launched hyper-targeted digital ads across search engines and social media, focusing on the interests of global buyers and exhibitors.
- Leveraged audience segmentation to drive high-quality traffic, ensuring the right people saw the right message at the right time.



# Ad copies

## Headline

India Apparel Fair 2024 | {Keyword:Indian Clothing Manufacturers}

## Description

Explore {Keyword:Apparel Manufacturer} at 71st IIGF & Source latest collection for your Business. Register & Connect with {Keyword:Indian Clothing Manufacturers} to Source wide range of women wear.

## Business name

India Apparel Fair

## Logo







## Results

- Out of 1600+ registration **40% buyers visited** the event.
- **60% improvement** in user engagement by revamping website design and user journey.
- **50% increase in registrations** making the marketing campaign a major success.





# Contact Us

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