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Despite decent traffic, IIGF was struggling to convert visitors into leads, with a complex user flow and outdated landing pages.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

# iv 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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