



# **SBS MACHINERY PVT. LTD.**

## **Digital Transformation**

### **Case Study**

Promozione Branding Pvt. Ltd.



# ABOUT SBS MACHINERY PVT. LTD.

SBS Machinery Pvt. Ltd., based in Delhi, is a **leading SME manufacturer**, offering a variety of **industrial machines** that help small and mid-sized businesses scale their operations. Their product range includes **Paper Cup Making Machines, Paper Plate Making Machines, Biodegradable Bag Making Machines, and Flexo Printing Machines** — all designed with **high performance and durability in mind**.

From a **local manufacturer to a trusted name in the SME industry**, SBS has carved its niche by delivering **quality machines at competitive prices**.

# CHALLENGES BEFORE GOING DIGITAL

Even with top-notch products, SBS was **struggling to tap into the online marketplace**. The key challenges included:

## 1. No Ads or Promotions

No performance marketing campaigns.

## 3. Few Inquiries

Only 2-3 inquiries per month.

## 2. Low Search Rankings

Competitors dominated the search engine results.

## 4. Outdated Website

No features to generate leads.

# DIGITAL TRANSFORMATION JOURNEY

## Phase 1

Laying  
the  
Groundwork

## Phase 2

Website  
Development

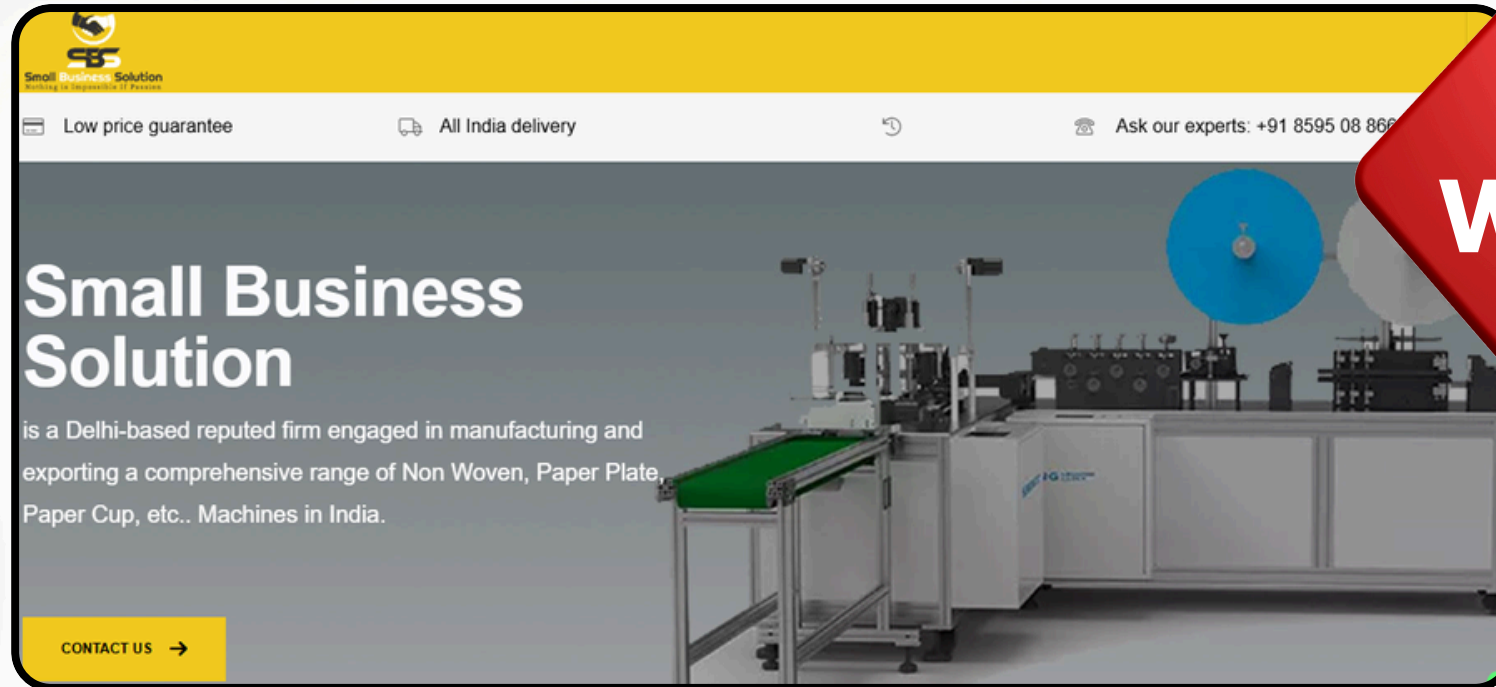
## Phase 3

Growth  
Activation

## Phase 4

Scale  
&  
Optimize

# **WEBSITE TRANSFORMATION**



**Old Website**



- **Outdated Design**
- **No Inquiry Forms**
- **Poor Mobile Experience**
- **No SEO Structure**

- **Modern Design**
- **Inquiry Forms on Every Product Page**
- **Mobile-Friendly**
- **SEO-Optimized Pages**

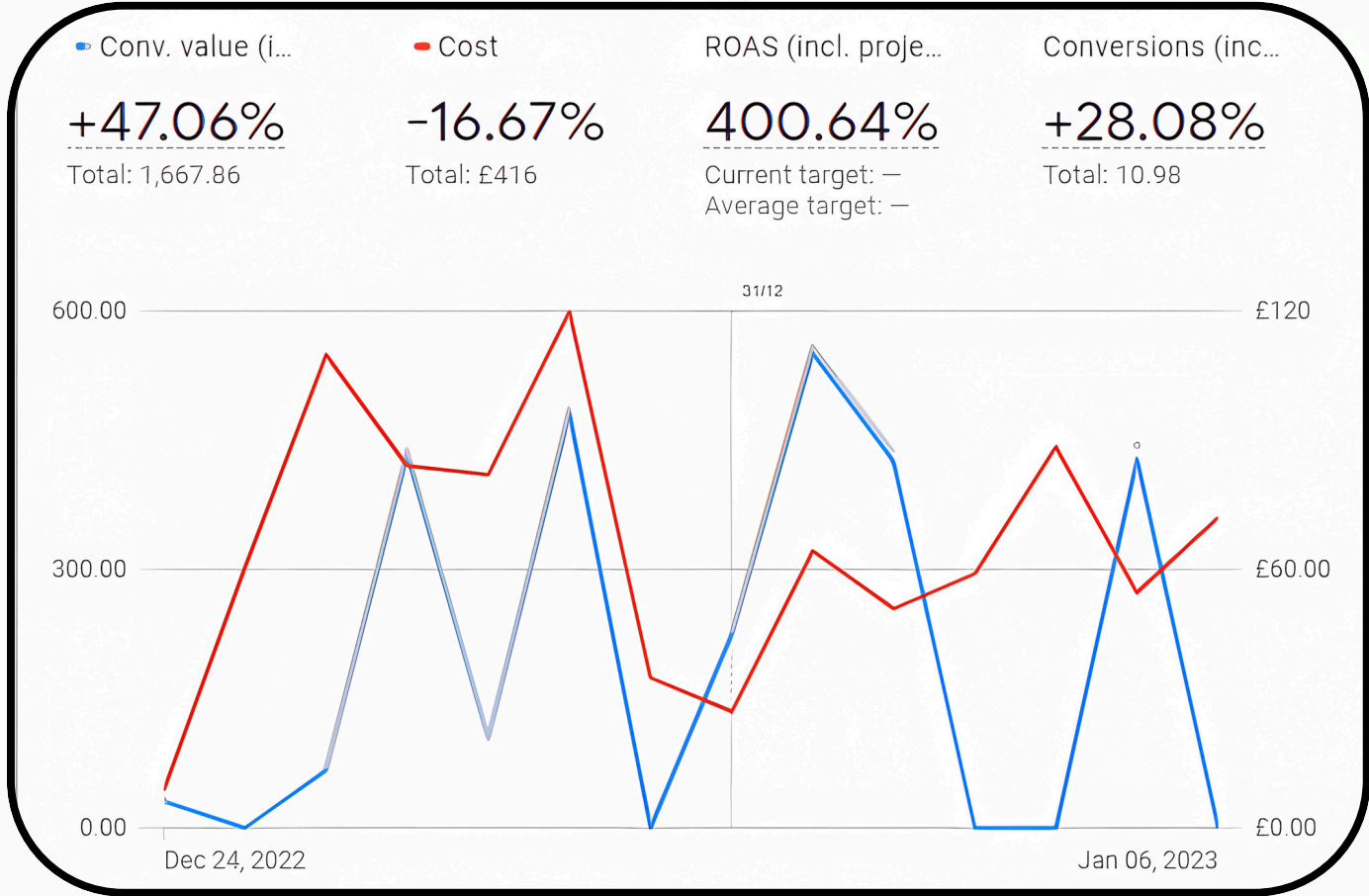
**New Website**





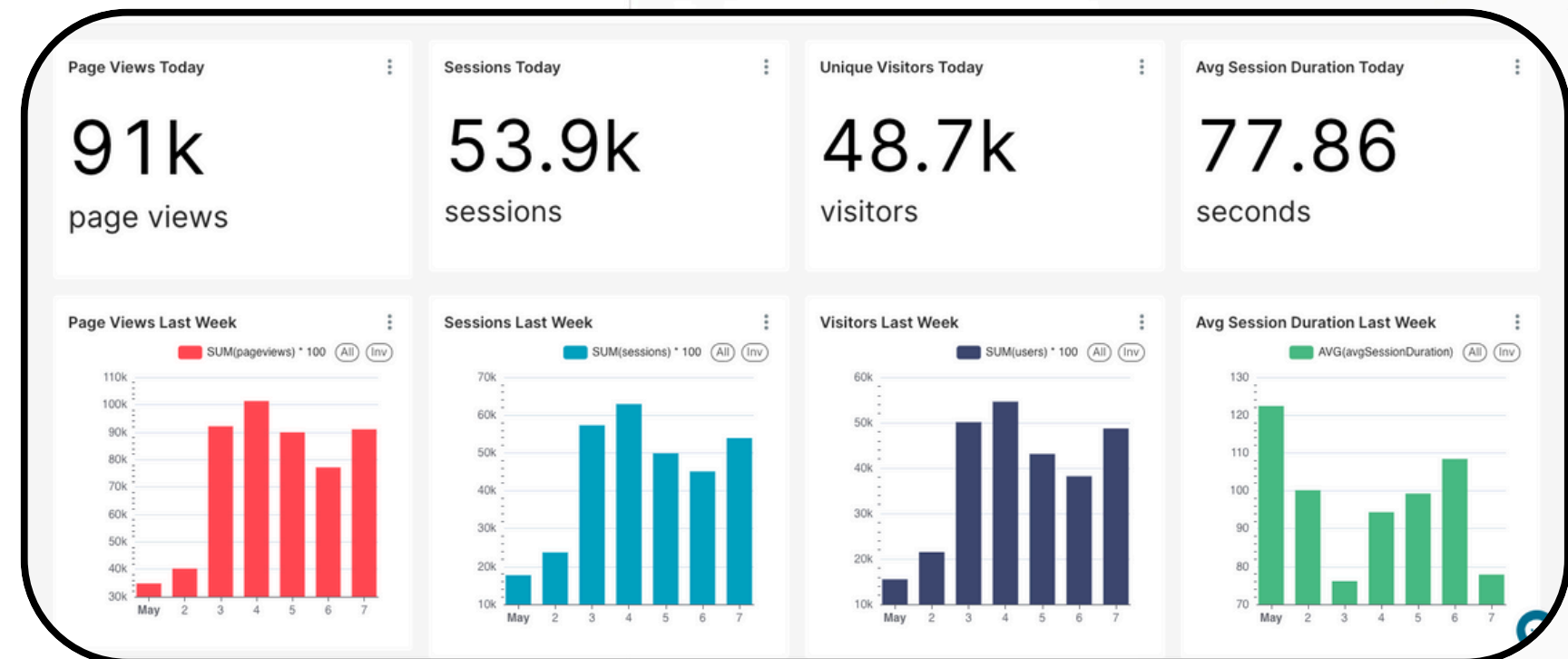
# PERFORMANCE MARKETING BOOST

We built a **Performance Marketing System** to bring in high-quality leads.



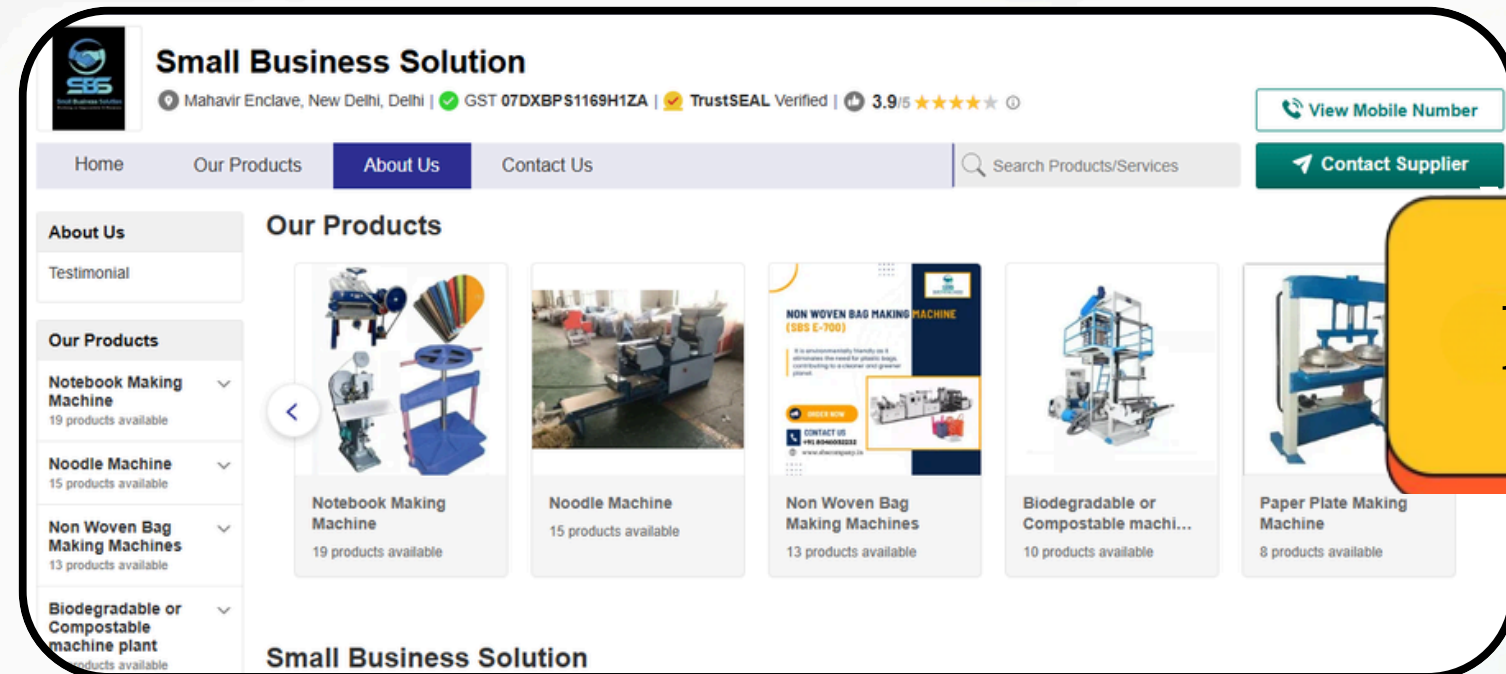
# KEY STRATEGIES

- Google Ads with **Targeted Audience Segments**
- Smart Bidding & Manual CPC Mix
- Retargeting Ads for Website Visitors
- Budget Optimization with Negative Keywords



# RESULTS OVERVIEW

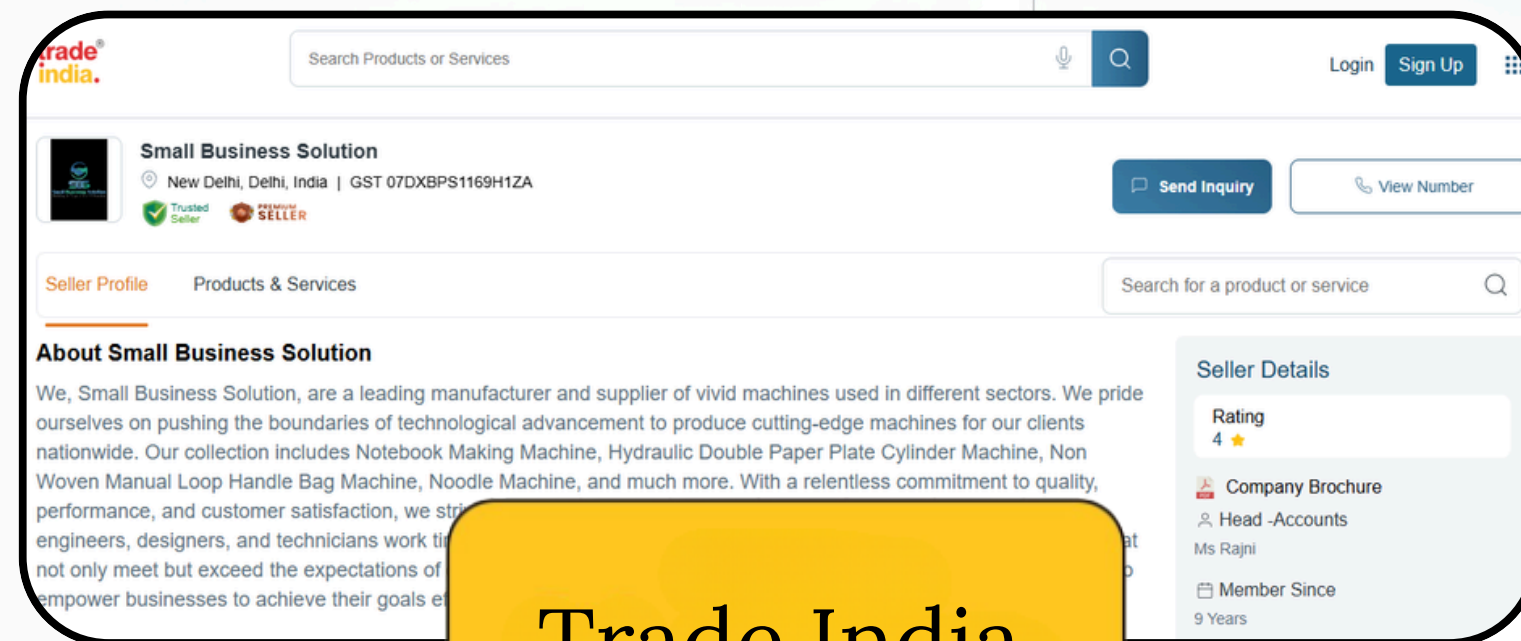
METRIC	BEFORE DIGITAL MARKETING	AFTER DIGITAL MARKETING (12 MONTHS)
Ad Spend	₹0	₹1,40,000
Leads Generated	0	+2,500
Cost Per Lead	N/A	₹40
ROI	N/A	10x



India Mart

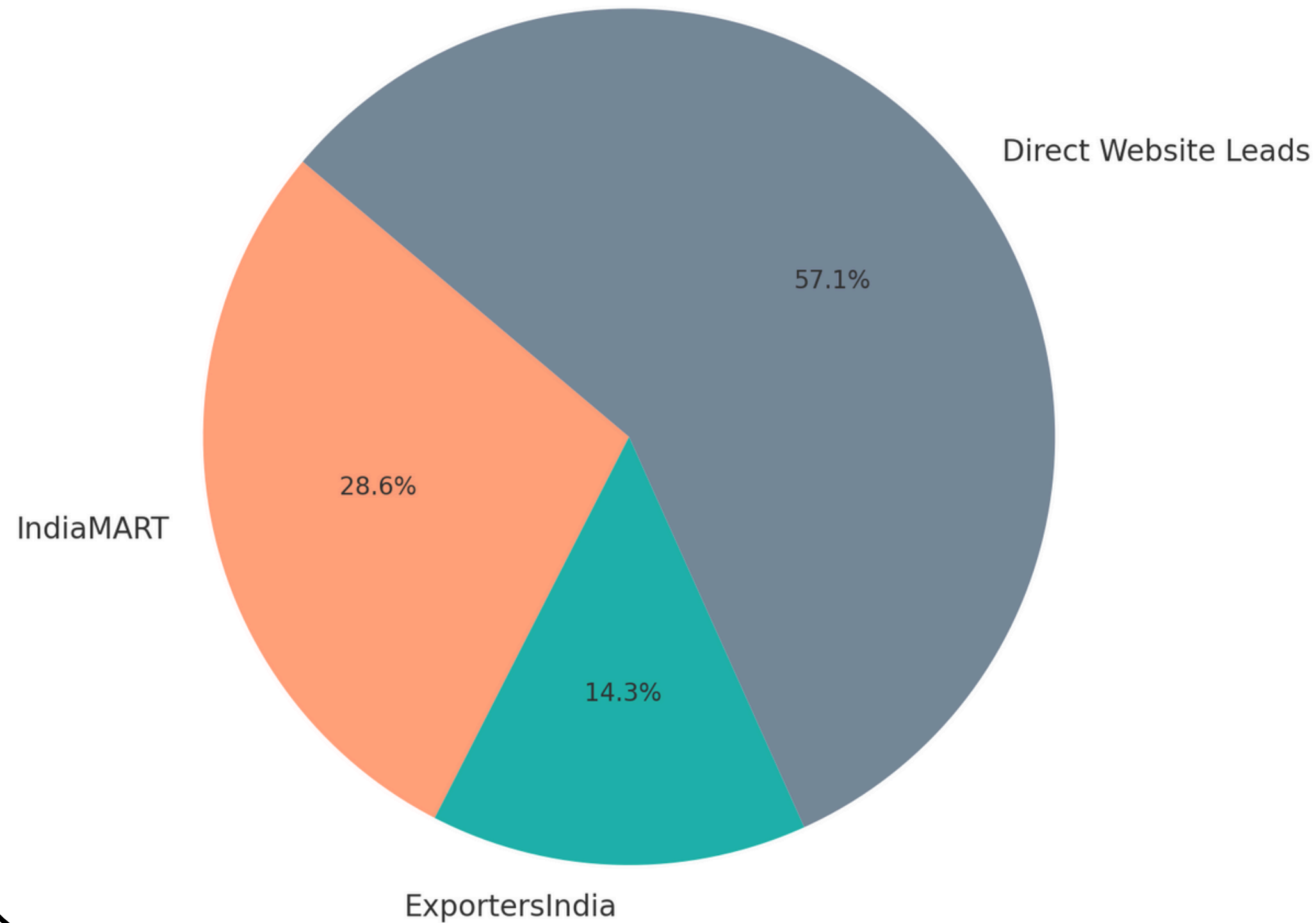
# SME MARKETPLACE LISTINGS

We activated SBS's presence on top B2B platforms like:



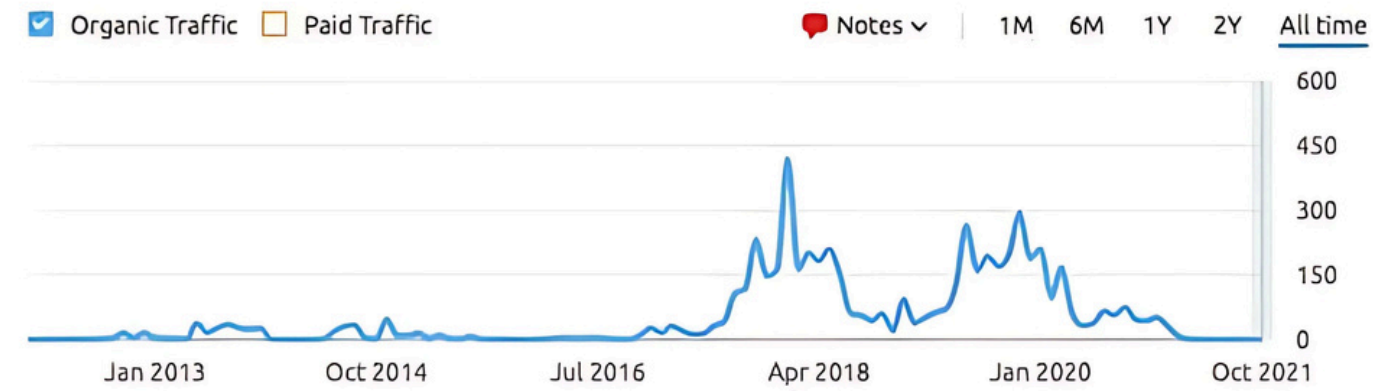
Trade India

Marketplace Inquiries Distribution

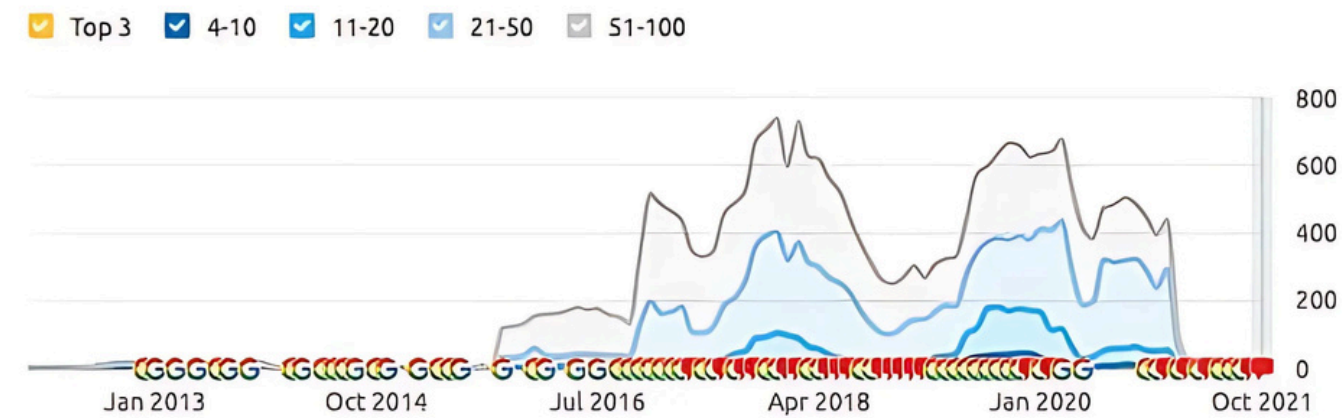


**MARKETPLACE  
INQUIRIES  
GROWTH**

### Organic Traffic 0/month

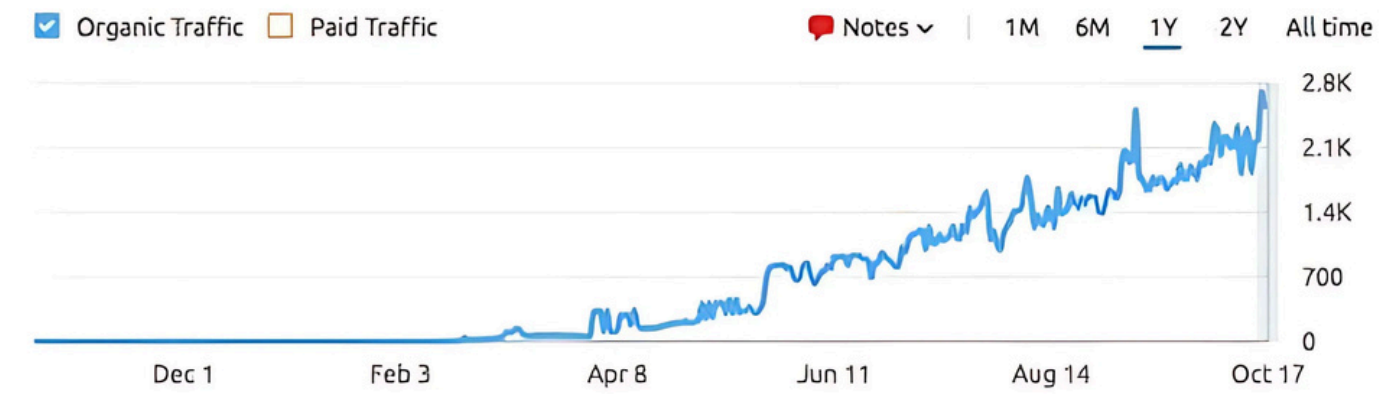


### Organic Keywords 8

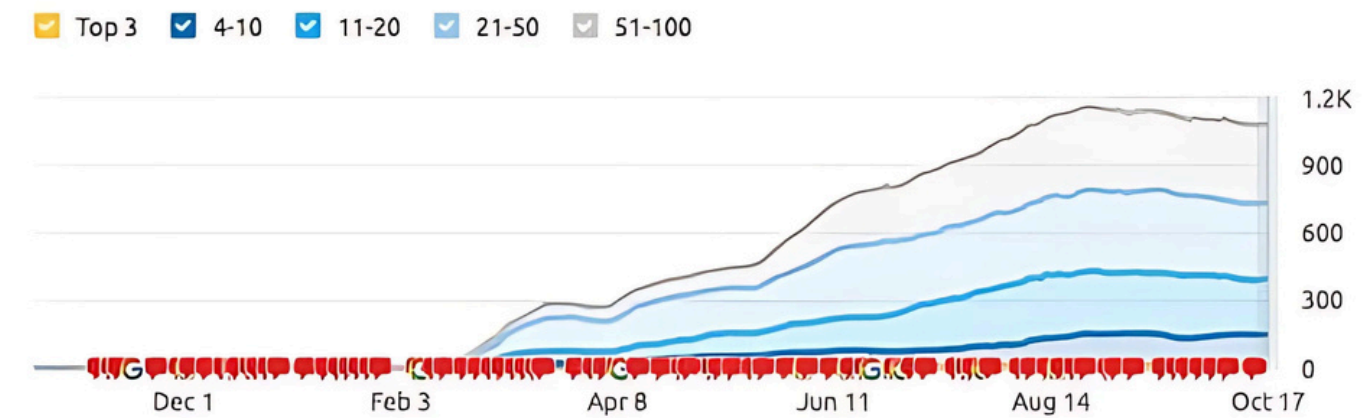


Before Promozione  
Branding Pvt. Ltd.

### Organic Traffic 2,556/month



### Organic Keywords 1,080



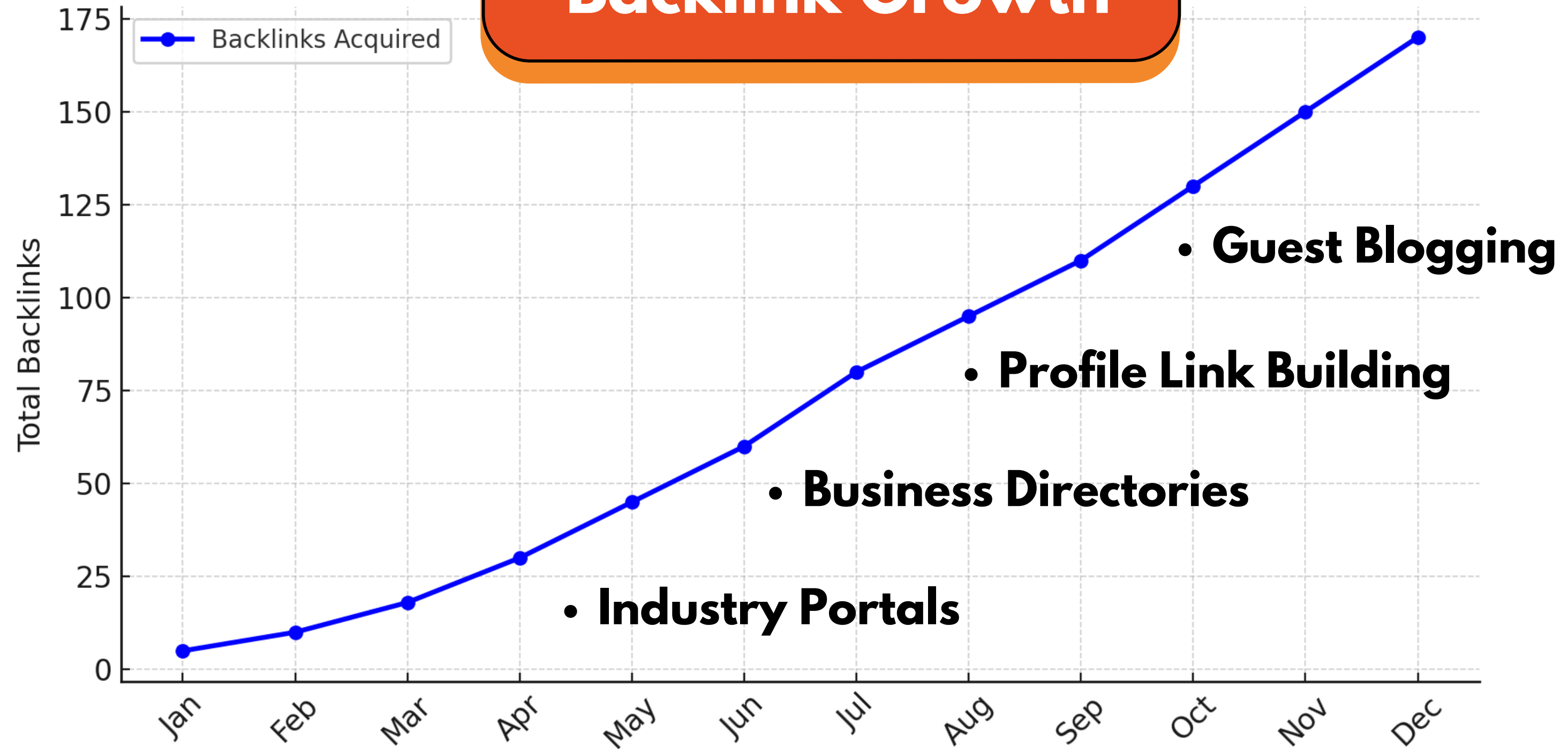
After moving to Promozione  
Branding Pvt. Ltd.

**SEO Growth Story**

By optimizing the website with targeted keywords and high-quality content, we **ranked SBS on Page 1 for over 150+ industry keywords.**

METRIC	BEFORE SEO	AFTER SEO (12 MONTHS)
Monthly Traffic	50-100	15,000+
Keywords on Page 1	0	150+
Monthly Inquiries	2-3	400+ Inquiries

# Backlink Growth



## पेपर मेकिंग मशीन निर्माता



www.sbsmac

सबसे अच्छे पेपर मेकिंग मशीन निर्माता: आपके व्यवसाय  
आदर्श समाधान

## Flexo Printing Making Machine in Delhi



www.sbsmachinery.in

The Best Flexo Printing Making Machine for Your  
Delhi Business

## Paper Die Cutting Machine

www.sbsmachinery.in



How Paper  
Way in C

## Bio-Degradable Bag-Making Machine



www.sbsmachinery.in

Biodegradable Bag-Making Machine  
Manufacturers in India: A Step Towards Sustainable  
Packaging

# Content Marketing Strategy



sbsmachinery.in

<https://sbsmachinery.in/top-10-paper-cup-making-mac...>

## Top 10 Paper Cup Making Machines in Delhi

20 Dec 2024 — K.K. Engineering

paper cup-making machines, offers

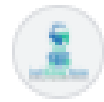


sbsmachinery.in

<https://sbsmachinery.in/product-category/paper-cup-...>

## Paper Cup Making Machine

SBS Machinery Pvt Ltd is a Delhi based reputed firm engaged in manufacturing, importing and ...  
ine, Bio- ...



sbsmachinery.in

<https://sbsmachinery.in/product/bio-degradable-bag-...>

## BIO-DEGRADABLE BAG MAKING MACHINE (CUTTING & ...

Eco-Friendly Manufacturing: Specially designed for sustainable production practices. High-Spe



sbsmachinery.in

<https://sbsmachinery.in/product-category/offset-bag-...>

## Offset Bag Printing Machine

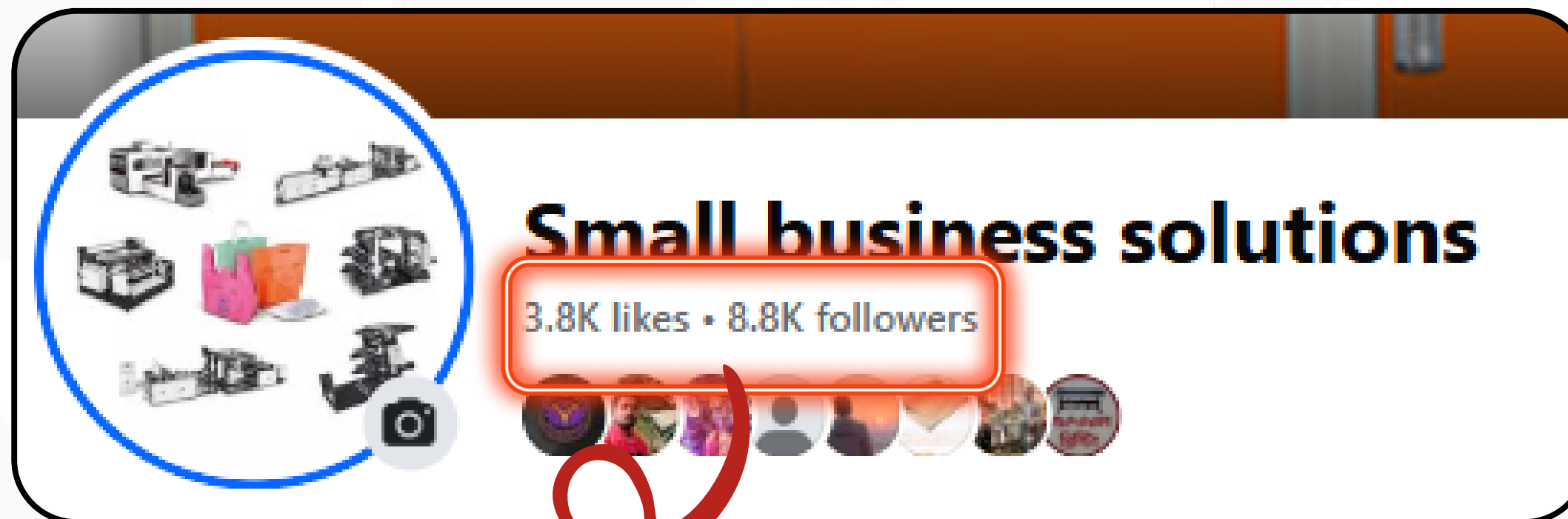
Offset Bag Printing Machine · Best offset paper making machine manufacturer in delhi · Best Flexo  
Printing Making Manufacturer in Delhi · Best Non-Woven Bag Making ...

**SERP Ranking**

# **SOCIAL MEDIA PRESENCE**



# FACEBOOK



**8.8k Followers**

**3.8k likes**



## Views

Views ⓘ

89.1K ↑ 23.1%

From followers ⓘ 4% 0%

From non-followers ⓘ 96% 0%

## Net interactions

Content interactions ⓘ

671 ↑ 233.8%

From followers ⓘ 22 ↑ 340%

From non-followers ⓘ 649 ↑ 231.1%

## Reach

Facebook reach ⓘ

55.6K ↑ 1%

From followers ⓘ 999

From non-followers ⓘ

## Follows

Follows ⓘ

13 ↑ 18.2%

Unfollows ⓘ 5 ↑ 25%

Net follows ⓘ 8 ↑ 14.3%



## PAPER CUP MAKING MACHINE ||...

13 February 03:52

👁 2.2K

❤ 8

👤 0

➦ 0



## MOMOS MAKING MACHINE (ROUND...

23 February 04:10

👁 34.1K

❤ 245

👤 1

➦ 5



# INSTAGRAM



sbs\_manufacturers

Follow

Message



439 posts

5,467 followers

28 following

Small Business Solution Company

@sbs\_manufacturers

Business service

Deals in all types of Non woven bag & Paper bag Machine , Paper Cup & Paper plate Machine , All Food processing machine... more

RZ-1 GROUND FLOOR, GALI No. 17, RAGHU NAGAR, PANKHA ROAD, OPPOSITE JANAK CINEMA BUS STOP, NEW DELHI -110045, Delhi, India 110045

[www.sbscompany.in](http://www.sbscompany.in)



पेपर Cup बनाने का काम कैसे शुरू करें



1.6M

food\_unlock\_network and sbs\_manufacturers  
Original audio

food\_unlock\_network Momos बनाकर Business शुरू  
पूरा सेटअप, 2 मशीन सारे काम कर देगी 🤖🔥  
10w See translation

kadarkhan\_7520 🙌❤️  
10w 1 like Reply

lalitfastfood1 Hii  
10w 2 likes Reply

ashishg601 Kya rate hai machine ka  
9w 1 like Reply See translation  
— View replies (1)

avinashkoli3187 कीमत भी बताया करो  
9w 1 like Reply See translation  
— View replies (1)

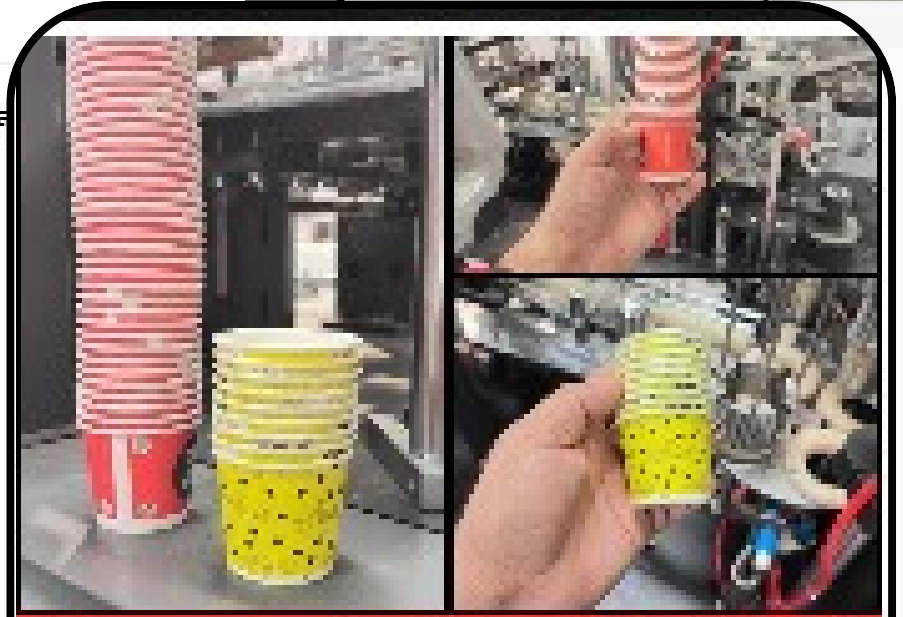
vishalkumar67182 Machine kitne ki hai  
6w Reply See translation  
— View replies (1)

cool\_shital612 Modak aur Momo dono bana sakte hai  
Machine ka rate kya hai?

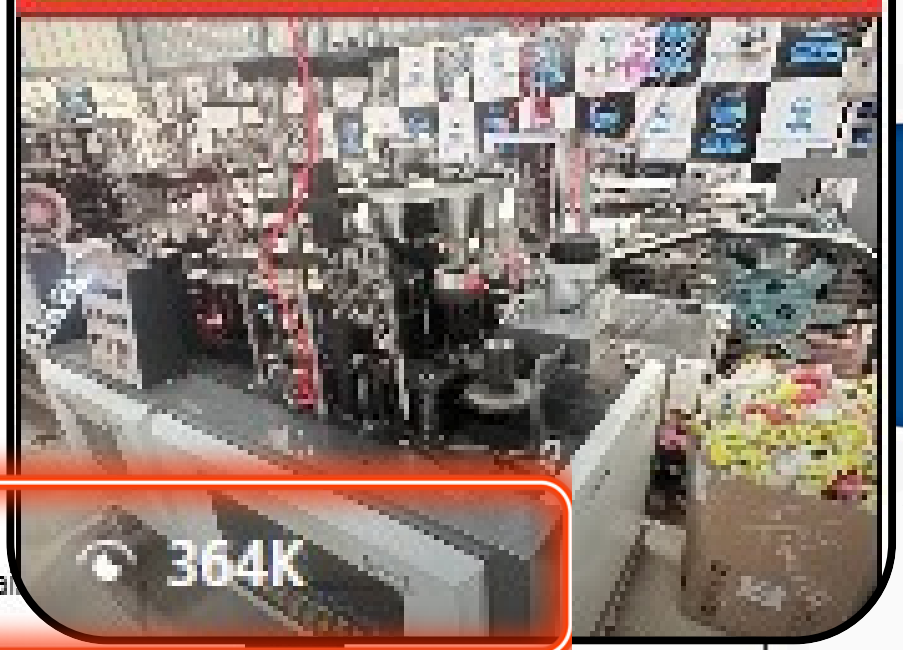


3,015 likes  
December 27, 2024

Add a comment...



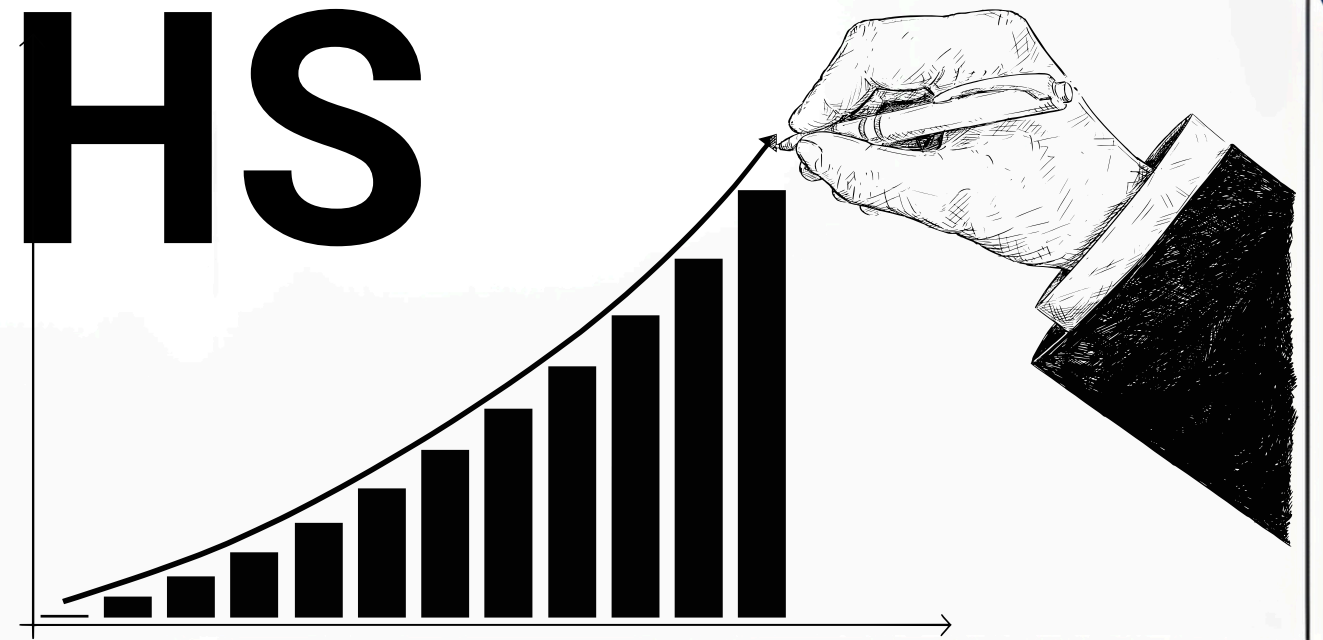
पेपर Cup बनाने का काम कैसे शुरू करें



364K



# JOURNEY BEYOND 12 MONTHS



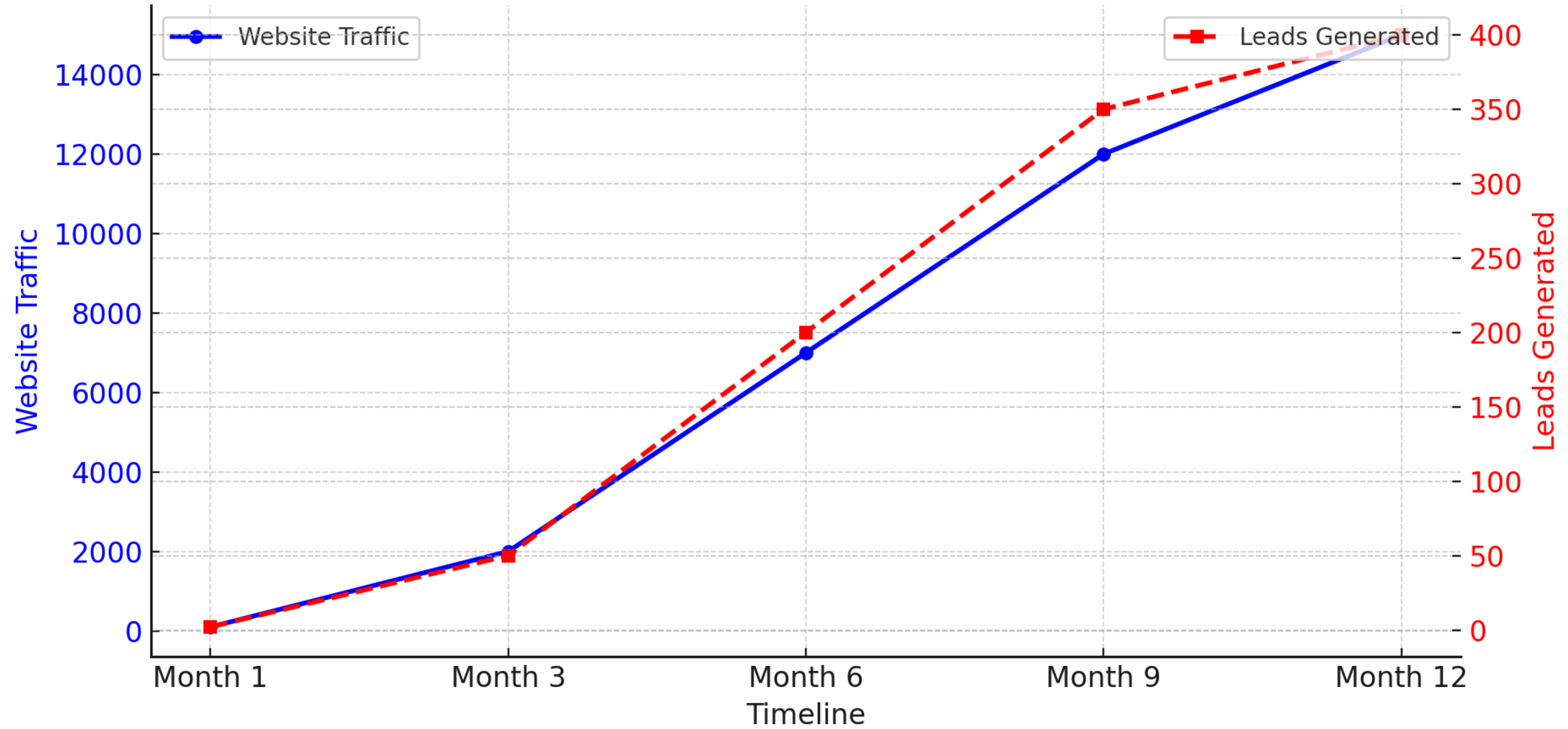
# JOURNEY BEYOND 12 MONTHS

After the initial success, we continued to scale and refine SBS's digital presence with more advanced strategies.

**PHASE 5  
CONTINUOUS  
GROWTH  
(MONTH 13-18)**

- **Advanced Google Ads Campaigns**
- **Local SEO Optimization**
- **Marketplace Listings Expansion**
- **Consistent Blog Publishing**

## SBS Growth Timeline (Traffic & Leads)



# CONCLUSION

SBS Machinery Pvt. Ltd. is proof that SMEs can thrive online with the right digital marketing strategies.

Through a combination of SEO, Google Ads, Marketplace Listings, and Content Marketing, SBS went from zero visibility to industry authority in just 12 months – and continues to grow exponentially.