

Digital Transformation for a **Fitness Retail Chain**



The Challenge

Bring about a facelift to the existing digital presence of the fitness retail chain and crack the online sales to open up new revenue streams for their business.

Establish a presence in the major metros with a closer customer-connect and dot the country with 100+ dealer network.

The Solution

Niyati worked with the client to understand their audience segments and mapped their product and service offerings to meet diverse needs. Apart from revamping their digital presence with an enhanced corporate website and a standalone e-commerce website, we delivered a customized backoffice administration module to report sales intelligences by city, by product category and also generate sales patterns over a year to plan their advertising and marketing campaigns.

As part of the audience engagement activity in the social media, Niyati built a Facebook Application to create a fan following and integrated interest-and-need based product recommendations ... delivered on email and mobile.

Key Digital Activities



- Responsive E-Commerce
- SEO
- SEM
- SMO
- Social Media Apps and
- Sales Analytics

About Niyati Technologies

Niyati is a fast-growing solution provider of information technology, user experience and branding services for global enterprises, start-ups and businesses of all sizes. Through its 'Digital DNA' approach to business problems, Niyati enables enterprises extract the most out of their digital investments. Founded in 1999, Niyati's digital domain expertise spans diverse industries. The corporate headquarters and Offshore Development Centre is located in Chennai, India and it has a regional presence in Singapore and Dubai.

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