



CLIENT
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STORY

NEOVERSE EMPOWERS AABSHAR

At a Glance

Aabshar partnered with NEOVERSE to enhance its digital footprint, boost sales, and advance its water conservation mission. The goal was clear: create compelling B2C and B2B campaigns to drive orders and forge impactful partnerships.

Key Results

NEOVERSE' campaigns achieved a 10x increase in social media engagement, driving record sales for Aabshar. Secured partnerships with multinational corporations resulted in substantial orders for water-saving nozzles, impacting critical community spaces and saving 100K+ liters of water.



10x increase in social media engagement, driving record sales



4.3B liters of water saved through Aabshar

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Client Overview

Aabshar, a pioneering water-saving company dedicated to advancing initiatives for water conservation, specializes in innovative hardware solutions. Their flagship product—a nozzle designed to dramatically reduce water consumption—is instrumental in fostering a sustainable future.

Challenge

Aabshar engaged NEOVERSE to bolster its digital presence, drive sales, and further its mission of water conservation. The primary objective was to create impactful B2C and B2B campaigns that resonated with the target audience, resulting in increased orders and meaningful partnerships.



Targeted Digital Campaigns



Compelling Content Strategy



Corporate CSR Partnerships

Approach

NEOVERSE' approach encompassed precise social media targeting, customized B2B tactics, and strategic collaborations with CSR partners. This multifaceted strategy aimed to drive sales while advancing Aabshar's water conservation mission by leveraging digital channels and impactful partnerships.

B2C Campaigns

Targeted Social Media Campaigns:

Leveraged demographic segmentation on platforms like Instagram and Facebook to reach water-scarce regions in Pakistan.

Compelling Content Strategy:

Utilized engaging content and persuasive messaging to directly promote sales of Aabshar's water-saving nozzles.

Strategic Donation Initiatives:

Executed campaigns to collect contributions for installing nozzles in critical community spaces such as mosques, schools, and hospitals.

B2B Lead Generation

Tailored Campaigns:

Developed and implemented customized campaigns aimed at raising awareness and generating leads on LinkedIn within multinational corporations, highlighting the cost-saving benefits of Aabshar's products.

Conversion Facilitation:

Successfully converted leads, resulting in significant orders for Aabshar's water-saving nozzles to be used in corporate settings.

CSR Partnerships

Strategic Collaborations:

Forged partnerships with influential social media figures and multinational corporations to align with their CSR and Sustainable Development Goals (SDG)

Community Impact Focus:

Leveraged partnerships to install Aabshar's nozzles in various community spaces, contributing to environmental and social impact goals.

Results

Sales and Engagement

10x Increase in Engagement:

Achieved a substantial increase in engagement on Instagram and Facebook.

Record-breaking Sales:

Generated record-breaking sales for Aabshar within a week of targeted B2C campaigns.

B2B Success

Secured Substantial Orders:

Obtained multiple leads from multinational corporations resulting in substantial product orders.

Promotion of Water-Saving:

Enabled corporations to adopt water-saving practices in alignment with Aabshar's mission.

Community Impact

Water Conservation Milestones:

Facilitated the installation of water-saving nozzles in mosques, schools, and hospitals through donation campaigns and CSR partnerships.