

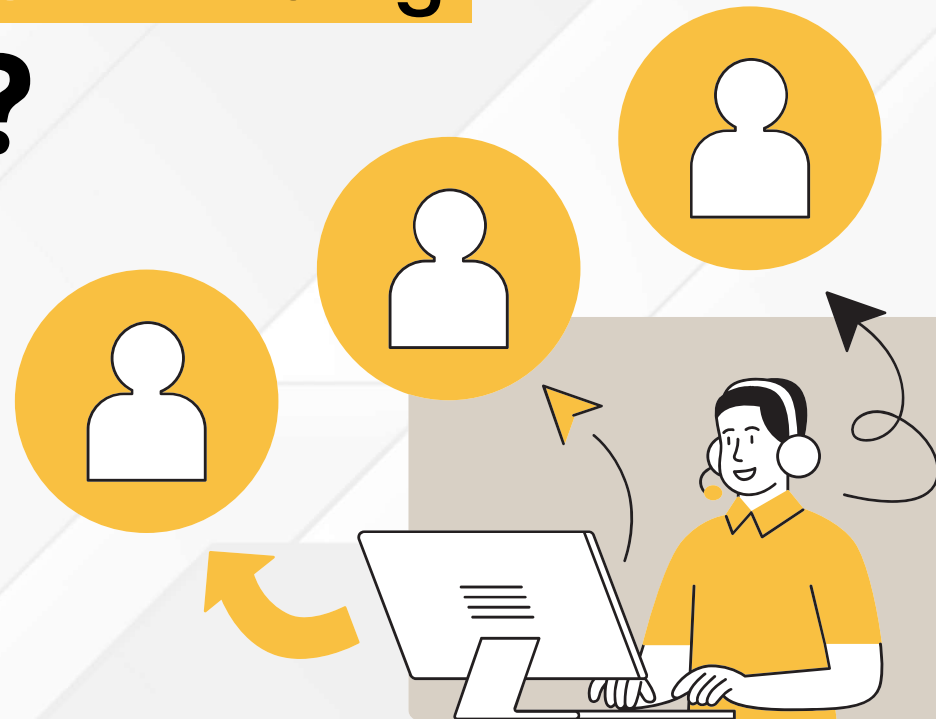


How Peonies Digital

Helped Deliver Delights in Finding

NEW CLIENTS?

WWW.PEONIESDIGITAL.COM



CASE STUDY

DELIVER DELIGHTS BY DEEPTI ARORA



Deliver Delights[™]
For mamma For babies



WWW.DEEPTI-ARORA.COM



[@DELIVERDELIGHTSS](https://www.instagram.com/DELIVERDELIGHTSS)

A Lactation Consultant | Infant Nutritionist |
Postpartum Healer

WWW.PEONIESDIGITAL.COM



CHALLENGES



01. Inactive Social Media Accounts



02. Absence of Sales Funnel



03. No Collaterals for Promotions



04. Missing Theme and Optimization in Account



05. No Action Plan for Launching a "Special Service"



WWW.PEONIESDIGITAL.COM



SOLUTIONS



WE OPTIMISED THEIR SOCIAL PROFILES (INSTAGRAM & LINKEDIN)

Deliver Delights
Supporting first-time professional mothers with newborn babies to Realize their Dreams & Have It All with ease & grace.
Wellness and Fitness Services • Gurgaon, Haryana
160 followers

Deepti Arora · 1st
Certified Lactation Consultant | Certified Infant Nutritionist | Postpartum Coach | Founder - The Breast Room™ - Lactation Speciality Centre | Coach at Mums at Work™
Talks about #babies, #mother, #newparents, #breastfeeding, and #healthyeating
Apollo Cradle - Gurgaon
Gurgaon, Haryana, India
For Mamas For Babies
897 followers · 500+ connections

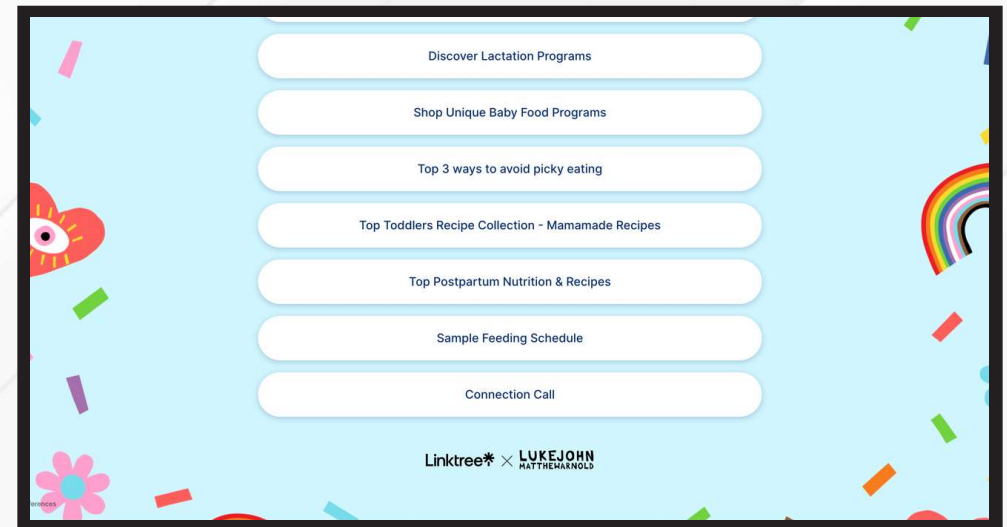
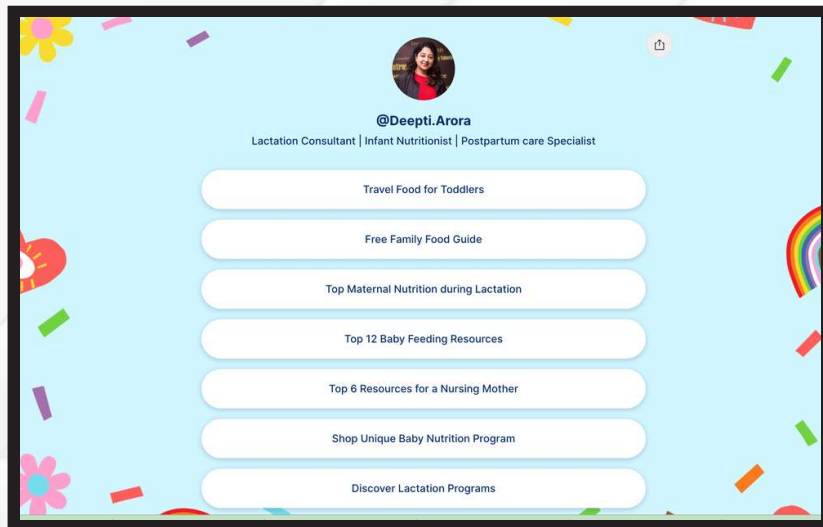
deliverdelightss ✓
418 Posts | 551 Followers | 817 Following

Deepti Arora | Lactation Consultant | Postpartum Coach
Lactation Consultant | Post-Partum Healer | Infant Nutritionist
Helping New Parents
Ex Apollo Cradle Member
11 + years of Work Ex.
Book 1:1
linktr.ee/Deepti.Arora



WWW.PEONIESDIGITAL.COM

REDESIGNED THEIR LINK TREE PAGE AND OPTIMISED IT.



WWW.PEONIESDIGITAL.COM

**WE PLANNED HER COMEBACK BY
POSTING AN INTRODUCTION
VIDEO DISCUSSING WHO SHE IS
AND WHAT SHE DOES.**



WWW.PEONIESDIGITAL.COM





THEN, WE PREPARED A CONTENT STRATEGY CLOSELY

RELATED TO A NEW PARENT'S DAY-TO-DAY CHALLENGES.



1



2

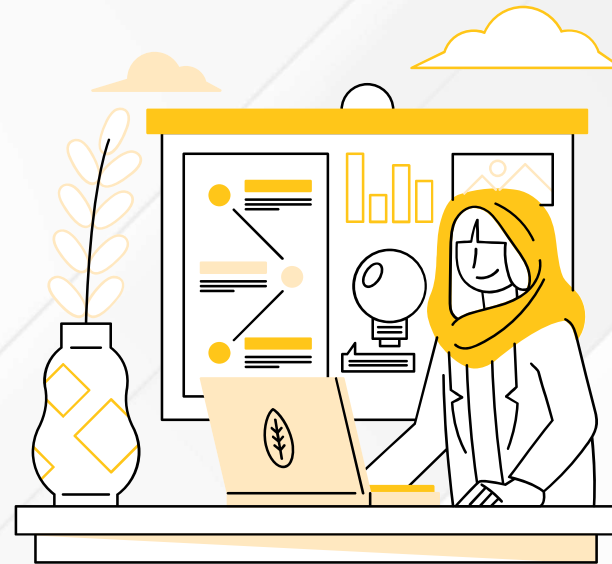
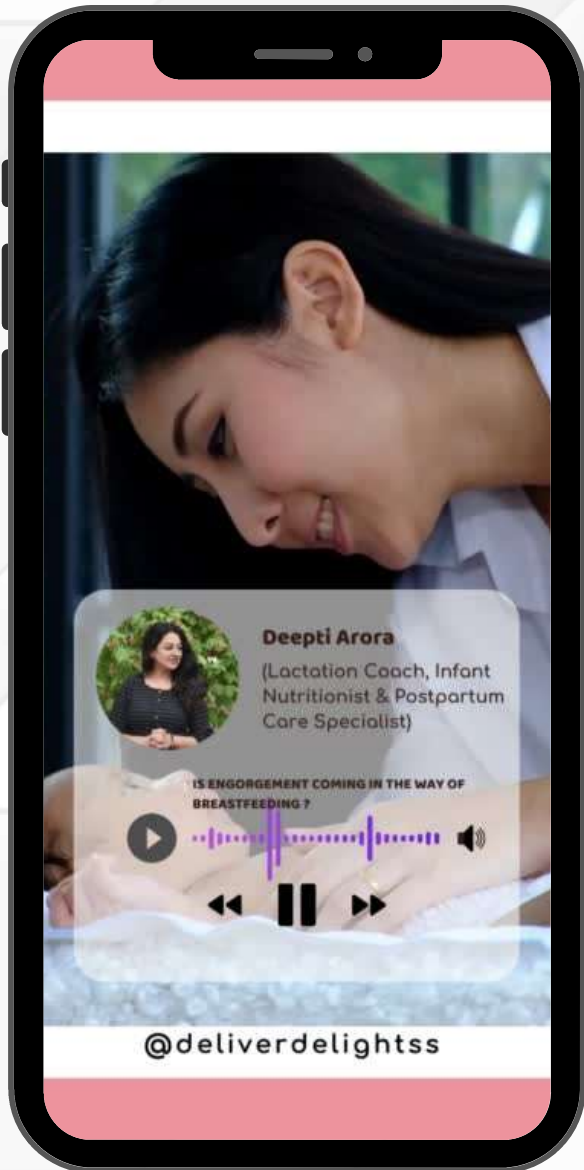


4



5

WWW.PEONIESDIGITAL.COM



WWW.PEONIESDIGITAL.COM



WE CRAFTED CONTENT TO HIGHLIGHT HER SERVICES :



WWW.PEONIESDIGITAL.COM



EXAMPLE 2



Deliver Delights®
FOR MOMS & BABIES

WORKING MOTHER STORY

DEEPTI ARORA
LACTATION COACH, INFANT NUTRITIONIST
& POSTPARTUM CARE SPECIALIST

@deliverdelightss

1

Deliver Delights®
FOR MOMS & BABIES

Meghna was scuffling and coping with a stubborn toddler, an active work-from-home style job, and a calm partner who travels for months, and she showed signs of suppressed emotions. And there he comes, a baby, who was somehow trying to fit in the small family.

She was aware of the ceaseless battle inside her, and showing up, fear, doubts, and suppressed anger, "When will there be freedom" and "Why only me", thoughts were fluttering over her head.

DEEPTI ARORA
LACTATION COACH, INFANT NUTRITIONIST
& POSTPARTUM CARE SPECIALIST

@deliverdelightss

2

Deliver Delights®
FOR MOMS & BABIES

She was hardly breastfeeding her little preemie and was fearful of a very hard-to-handle toddler (the little girl was not happy with the little sibling) All were looking for love, understanding and a rhythmic life.

Meghna called up and said, I know you are a Postpartum Care specialist, I want you to help me. I was able to see her heart crying. Her job was at stake, she was not experiencing happy joyous relationships with kids and was cursing herself, for why she gave birth to an another child. I can feel the pain.

DEEPTI ARORA
LACTATION COACH, INFANT NUTRITIONIST
& POSTPARTUM CARE SPECIALIST

@deliverdelightss

3

Deliver Delights®
FOR MOMS & BABIES

She want a wonderful life, with both the kids, deeply bonded, her partner and herself experiencing the trust and understanding and she see her as a leader at home and at work. She lit the lamp...

We began the joyous journey of creating the rhythmic life for her together, gave her the golden key to her golden life, and here is what we created today. She is so happy and lam so happy for her. It's so much more possible for you too, let's create the rhythmic life together. It's a golden Journey.

DEEPTI ARORA
LACTATION COACH, INFANT NUTRITIONIST
& POSTPARTUM CARE SPECIALIST

@deliverdelightss

4

Deliver Delights®
FOR MOMS & BABIES

CONSULT WITH YOUR
'BEST FRIEND'
TODAY!

DEEPTI ARORA
(LACTATION COACH, INFANT NUTRITIONIST
& POSTPARTUM CARE SPECIALIST)

"Creating rhythmic life"

Talk to Deepti and book your Golden Hour Session at

+91 98102 83445

@deliverdelightss

5

WWW.PEONIESDIGITAL.COM

Results



1000+

GROWTH ON
LINKEDIN



130%

INCREASE IN
DM



25000+

ACCOUNTS
REACHED



40%

HIKE IN
CONVERSIONS



WWW.PEONIESDIGITAL.COM



Then we built a Sales Funnel for

Deliver Delights.



We crafted a beautiful experience for new parents by offering a GOLDEN Hour Session in a Giveaway Slot.

To all the participants, we pitched our services embedded aesthetically in the Service PDF.

WWW.PEONIESDIGITAL.COM



Deliver Delights®
For mamma For babies

BRINGING JOY TO NEW PARENTS

Gifting free 2 Hours of Golden Time every day for all new mothers to bring all the challenges related to their baby (0-1 year).

We will discuss everything about, breastfeeding, baby meals, or postpartum healing and working together, for you to experience confidence, and courage, and have a blueprint for a magical 2023

DEEPTI ARORA
(LACTATION COACH, INFANT NUTRITIONIST & POSTPARTUM CARE SPECIALIST)

@deliverdelightss

FREE

Words By Client



Received Given



Deepti Arora · 1st

Certified Lactation Consultant | Certified Infant Nutritionist | Postpartum Coach | Founder - The Breast Room™ - Lactation Speciality Centre | Coach at Mums at Work™

May 3, 2023, Deepti was Payal's client

I am in love with Payal's wisdom. She is a nice human being, dedicated to her work, and passionate about Business Creation, Brand Building, Customer Relationships, Digital Marketing, and many more. She has shown great work about my business for 9 months. I am happy with her dedicated work and commitment.




WWW.PEONIESDIGITAL.COM

**DO YOU ALSO WANT TO
TRANSFORM YOUR BUSINESS?**



CONTACT US :

 **+91 9582-626-519**

VISIT OUR WEBSITE:

WWW.PEONIESDIGITAL.COM

FOLLOW US ON :

