

# A Case Study Presentation by Seven Boats

(Business: Optical Store)



**SEVEN BOATS**<sup>®</sup>

Sail on it. Grow with it.

## Business Name: i2i Optic

**Brief About the Project:** i2i Optical today is renowned in Mauritius for range of branded lenses, contact lenses, sunglasses & frames. From examining eye to helping choose suitable frames and lenses, they aim to provide professional yet friendly care. They are the most preferred and trusted destination in Mauritius for eye care. i2i Optical is one of the premium partners of 'Seiko Optical', Germany.

In April 2016 they wanted us to make i2i Optical a brand name by maximizing the brand visibility & giving awareness of their different products & services through Digital Marketing. They also wanted us to engage people with the business & generate interest in it's product catalogue with innovative idea, handle queries & respond with prompt action, generate leads in terms of footfall in store & build online reputation.

**Age of the project till date: 2 years 3 months**

# The case as presented to us

Year: April, 2016

Project statement: i2i Optical presented an un-professional looking product based website (not ecommerce). Not much online presence. Not much awareness about the business

Objective: **Increase brand visibility**, website traffic, lead (enquiry), **engagement in brand pages**, retain traffic, improve user experience to grow business, **respond to queries & comments** on social media channels, **online positive reputation building**, building an authoritative online presence in Mauritius, developing a new product based website later with a new domain, creating & managing new facebook page later as per their business expansion plan opening new branch

Target Audience: Broad, the entire Mauritius

Their Online Presence:

- 1) Website was there with url - i2ioptic.com but that was not professional looking
- 2) Facebook business page was there but it was poorly optimized & managed with no proper content strategy
- 3) No presence in other social media platforms like YouTube, LinkedIn, Twitter, etc
- 4) No ranking in Search Engine
- 5) No visibility on any other online channel

# Strategic Digital Marketing Mix: (AACRO Model)

Objective	Strategy		Action
Grabbing attention	<b>Activation</b> - Reaching maximum people with less effort		Website re-development, Facebook business page optimization, LinkedIn Company page creation, Twitter account creation, <b>Creating brand materials &amp; social media creatives</b>
Getting traffic	<b>Acquisition</b> - Engaging target audience		Search Engine Optimization, Search and Display ads from Google Adwords, Social Media Marketing with Facebook engagement Ads, creative & innovative social media content strategy, Blogs, articles, video, infographics, Email Marketing, <b>Creating lucrative lead funnel by social incentives, Google My business page creation (local map listing)</b>
Making the transaction happen	<b>Conversion</b> - Converting leads to customer		Call to action button, enquiry form, contact number, messaging, email, <b>Facebook page like &amp; boost post ads</b> , Creating Facebook shop section, Cross platform integration
Keeping the business	<b>Retention</b> - Bringing visitors/customers back		Analytics driven strategies, Content Marketing, Reviews & Ratings
Improving user experience	<b>Optimization</b> - Give something new to remain in people's mind		<b>ORM, Response management, Offering new things like discount during festivals, occasions, referral commission, etc</b>

# Creativity & Design

## Social Media -



i2i Optical shared a product.

May 4 · 🌐



ene montire vogue Rs 3140 instead rs 6280, or ene montire Giordano Rs 1990 instead Rs 3980. and ena lezot again.

And not finished, or win ene discount Rs 1900 Lor Bann Glass Brand Seiko. Grab Gold Gone!!!

Double Bonanza Li Kot I2i Optical, impasse impasse, the Remy, Portuis, or call nou hotline 8956.

See original · [Rate this translation](#)

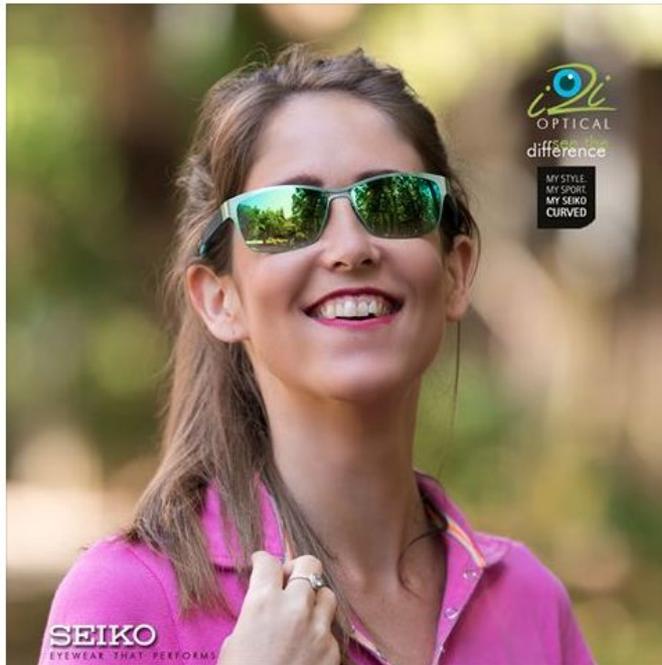


'annee la pou Eid, i2i optical faire no double bonanza.Check ca!!

Send Message

👤 394

64 Comments 22 Shares 49K Views



MY STYLE  
MY SPORT  
MY SEIKO  
CURVED

Seiko Curved Fashion Frame

€175.00

ucts/171128222220889/?rid=15025]

See Details



MY STYLE  
MY SPORT  
MY SEIKO  
CURVED

# Creativity & Design:

## Social Media -

Labour Day marks not just the triumph of worker's spirit but a renewal of fertile goddess of creativity and human dignity. Wishing You Happy Labour Day  
#i2ioptical #LabourDay #MayDay



i2i Optical

April 27 · 🌐

3D printing on glass is a game changer. Experience wide range of elegant bold stylish 3D eyewears at i2i Optical.  
#i2ioptical #seethedifference #3DEyewears



CM9036 CI



👍👎🗨️ 2.1K

73 Comments 12 Shares

Elegant bold  
stylish 3D design



# Creativity & Design:

## Social Media -

OBEX™ mirror lenses deliver high-focused performance, tinted lenses especially good for driving.

So what are you waiting for?

Soak up the sun!

Drop in i2i optical Curepipe today and check out our new Land Rover collection. Grab a pair of sleek sunglasses!

#i2ioptical #LandRoverSunglass #seethedifference



918

4 Comments

Drop in i2i optical Curepipe today and check out our new Land Rover collection. Grab a pair of sleek sunglasses!  
#i2ioptical #LandRoverSunglass #seethedifference



i2i Optical

Optician

895

Shop Now

94 Comments 1 Share

Drop in i2i optical Curepipe today and check out our new Land Rover collection. Grab a pair of sleek sunglasses!  
#i2ioptical #LandRoverSunglass #seethedifference



i2i Optical

Optician

1.4K

Send Message

84 Comments 5 Shares



# Innovative campaign idea (video):

## Social Media -

Lekran television, ordinator ek tablet emet la limier bleu ki fatig ou lizie. Protez ou lizie avec verre seiko super resistant blue. Kot i2i optical, nou promo double bonanza offert ou 50% discount lor bann montir linet ek plus une remise de Rs 1,900 sur vos verres Seiko. Credit facility available through cim finance as from Rs 4500. Conditions applicables . ... See More  
See Translation



Lekran television, ordinator ek tablet emet la limier bleu ki fatig ou lizie. Protez ou lizie avec verre seiko super resistant blue. [Get Directions](#)  
730 17 Comments 45 Shares 79K Views

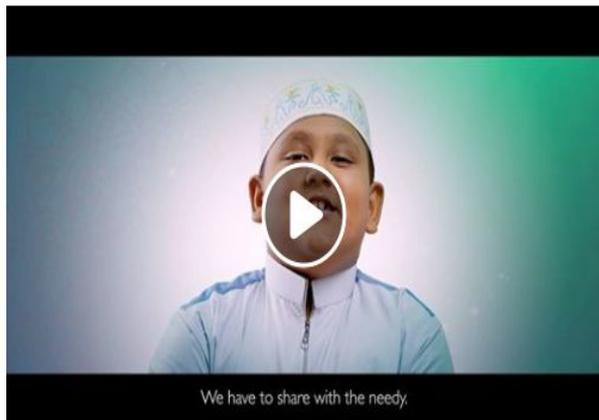
With purity and timelessness in mind, Von Arkel offer frames of incomparable innovation, designed and developed in the very cradle of birth of watchmaking. Von Arkel is a brand of eyewear with unique, complex and magical hinges. Directly derived from the watchmaking industry, they embodies the identity and the signature of the brand. This Swiss Made element distinguishes ourself from our competitors with a clever, enhancing and functional approach. Our patented hinges are... See More



Von Arkel eyewear now in mauriitus [Send Message](#)  
486 74 Comments 15 Shares 40K Views

i2i Optical Curepipe  
June 12 at 4:15 PM · 🌐

Ferdibien Bizin Contigner After Ramadan. Eid Mubarak!



Ferdibien bizin contigner après Ramadan. [Get Directions](#)  
1.1K 42 Comments 78 Shares 76K Views

# Innovative campaign idea (video):

## Social Media -

Lekran television, ordinator ek tablet emet la limier bleu ki fattig ou lizie. Protez ou lizie avec verre seiko super resistant blue. Kot i2i optical, nou promo double bonanza offert ou 50% discount lor bann montir linet ek plus une remise de Rs 1,900 sur vos verres Seiko. Credit facility available through cim finance as from Rs 4500. Conditions applicables . ... See More See Translation



i2i Optical Double Bonanza Offer Send Message

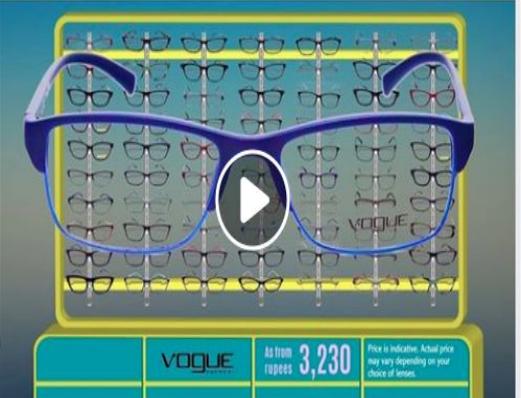
👍👍👍 107

**2 Comments 9 Shares 7.8K Views**

A few more days to enjoy the grab or gone offer. Double Bonanza this is your mount 50 % plus a RS 1,900 discount on your seiko glasses. Enjoy it

#i2iOptical #DoubleBonanza #GrabOrGoneOffer #FerDiBien #SeikoEyeWear

⚙️ See original · Rate this translation



Encore quelques jours pour profiter de l'offre GRAB or GONE. Send Message

👍👍👍 505

40 Comments 25 Shares 87K Views

**87K Views, 25 Shares, 40 Comments**

i2i Optical  
May 13 · 🌐

i2i optical wishes everyone Ramadam Kareem  
"Ramadan li pa selma garde Roza li osi ene moi partaz ek tolerans"  
#i2iOptical#SeeTheDifference #ramadankareem#Ferdibien



Ramadhan li pa selma garde roza, li osi ene moi partaz ek tolerans Send Message

👍👍👍 9.3K

415 Comments 910 Shares 393K Views

**393K Views, 910 Shares, 415 Comments**

# Innovative campaign idea (video):

## Social Media -

Wearing good glasses is like being reborn. I2i Optical wishes you a happy Easter party.  
#i2iOptical #i2iOpticalCurepipe #SeeTheDifference #HappyEaster #EasterEgg #JoyeusesPaques

See original · Rate this translation



Porter de bonnes lunettes c'est comme renaître. i2i Optical vous souhaite une joyeuse fête de Pâques.

Send Message

1.6K

26 Comments 112 Shares 168K Views

i2i Optical  
March 22 · 🌐

For Easter we are pleased to extend the offer of 50 % until March 31, 2018. I2i Optical wishes you happy Easter.  
#i2iOptical #i2iOpticalCurepipe #SeeTheDifference #joyeusespaques #happyeaster #GRABorGONE

See original · Rate this translation



182

12 Comments 13 Shares 76K Views

**76K Views, 13 Shares, 12 Comments**

i2i Optical  
March 12 · 🌐

Take advantage of the Grab or Gone offer to equip you with Seiko Super Resistant blue Protect your eyes with Seiko Super-Resistant Blue glasses. Exclusively at i2i optical. 50 % discount on all our frames and sunglasses. Hurry up! Don't miss this opportunity or you'll regret it! #Grab or gone #i2ioptical #seethedifference #graborgone



Grab or Gone offer extended till 31st march

Send Message

1.6K

72 Comments 216 Shares 189K Views

**189K Views, 216 Shares, 72 Comments**

# Innovative campaign idea (video):

## Social Media -



Porter de bonnes lunettes  
c'est comme renaître.

159K views • 3 months ago



Offer Grab or Gone extended  
until 31st march 2018 .

356K views • 3 months ago



**i2i Optical**

2,663 subscribers

SUBSCRIBED 2.6K

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Uploads ▾

PLAY ALL

≡ SORT BY



Von Arkel Now Exclusively  
Available at i2i Optical

45K views • 3 days ago



Lekran television, ordinateur  
ek tablet emet la limier bleu...

126K views • 1 week ago



Stay Tuned | Exciting News is  
on the Way.

19K views • 2 weeks ago



i2i Optical cleaning solution

58 views • 2 weeks ago



Unique Monsieur Malin ... à  
suivre

13K views • 7 months ago



i2i Optical Renovation

101K views • 8 months ago



Jingle Divali 2017

74K views • 8 months ago



Divali 2017 DB offer 1

458K views • 9 months ago

# Innovative campaign idea (video):

## Social Media -



Apel i2iOptical lor 8956 pu  
pls detail.  
54K views • 5 months ago



I2i Optical wishes you a very  
beautiful and happy new ye...  
198 views • 6 months ago



I2i Optical wishes you a very  
beautiful and happy new ye...  
71K views • 6 months ago



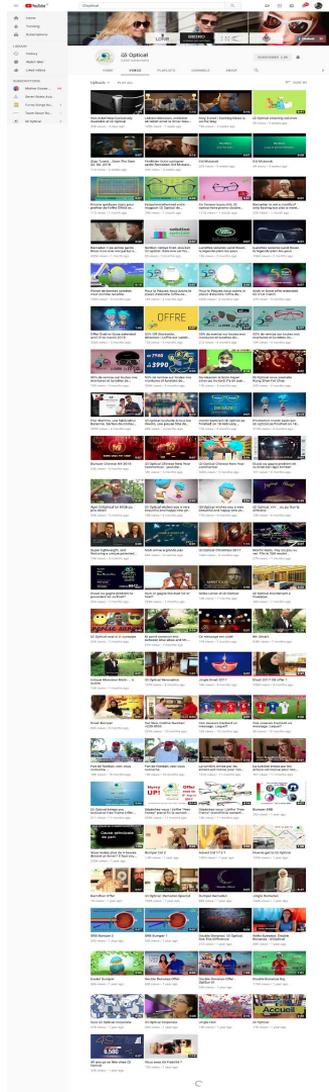
Super lightweight, and  
featuring a unique patented...  
74K views • 6 months ago



Noël arrive à grands pas  
66K views • 6 months ago



i2i Optical Christmas 2017  
166K views • 6 months ago





# Few Social Media & Content Marketing Ideas We Gave

<b>Polls</b>	<b>Facebook live</b>	<b>Tag a friend</b>	<b>Meme</b>	<b>Store videos</b>	<b>Free eye check up offer</b>
<b>Cross promoting video ads</b>	<b>Behind the scene story</b>	<b>Graffiti board (customer of the month)</b>	<b>Blogs (Effect of blue light on eye, Sunglass buying guidance, etc)</b>	<b>Educate buyers program(lens buying tips )</b>	<b>Customer interaction initiative via facebook messenger</b>
<b>Response management</b>	<b>Occasion based social theme (Ramadan, Ugadi, Cavadee, Divali, Holi, Chinese Spring Festival, Maha Shivaratree, Ganesh Chathurti, etc)</b>	<b>Feedback zone</b>	<b>Ad landing pages</b>	<b>Eye care tips</b>	<b>Influencer marketing (portraying brand ambassadors and news online )</b>
<b>Did you know facts</b>	<b>Brand story telling</b>	<b>Info graphics design</b>	<b>Contest around Mother's day, Father's day, etc</b>	<b>Facebook page like contest (Like page &amp; win 1 frame of choice)</b>	<b>Showcasing products in Facebook shop section</b>

# Execution

**How we got traffic? ->**

- 1) From Search Engine Marketing (SEO & Google Ads)
- 2) Referral traffic from Social Media Marketing (SMO & SMM)
- 3) Content Marketing with blogs, articles, video, infographics

**How we got engagement? ->**

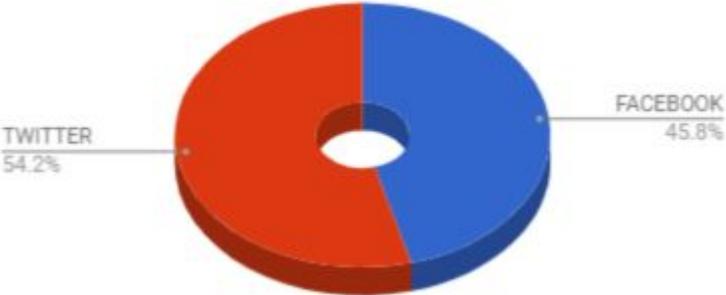
- 1) Social Media page optimization & management with content calendar
- 2) Posting as per page insight & boosting for likes & engagement

**How we got conversion? ->** Optimizing conversion through ORM, Data analytics, Research, Client feedback, Prompt response, Experimentation on landing pages, Trying various lead capturing mechanism

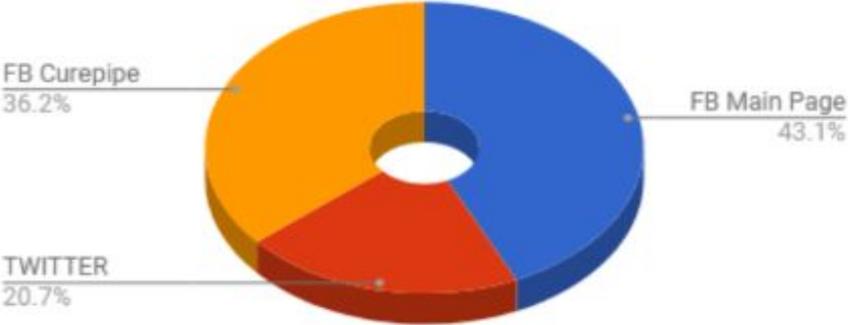
**How we got returning visitors? ->** Content marketing (Blogs, Videos, Infographics)

# Execution: Social Media Marketing

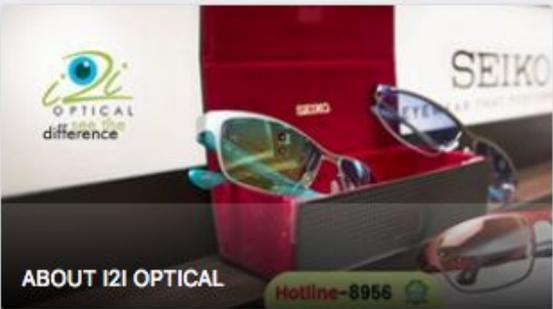
SOCIAL MEDIA MARKETING (ORGANIC)



SOCIAL MEDIA MARKETING (ORGANIC)



# Execution: Social Media Response Management



**ABOUT I2I OPTICAL** Hotline-8955

**i2i Optical Port Louis**

An eye examination is more than a vision test. From examining your eye to helping you choose frames ...

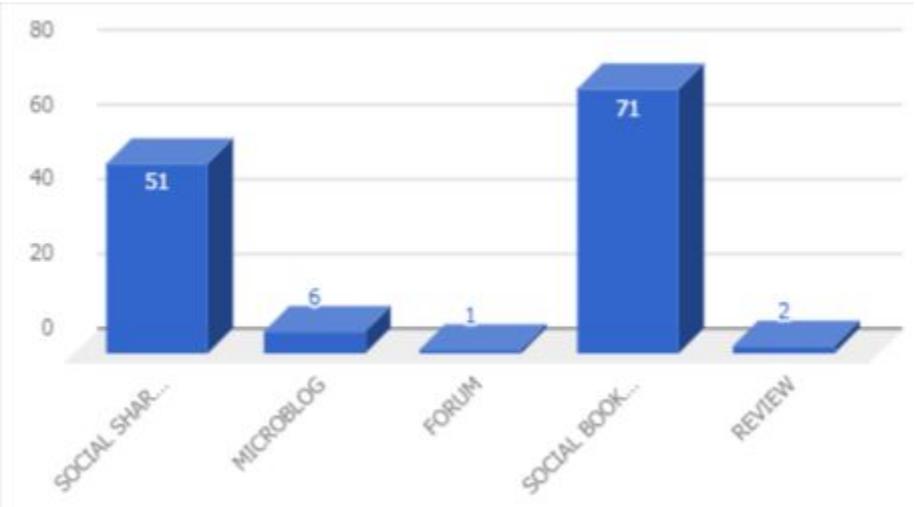
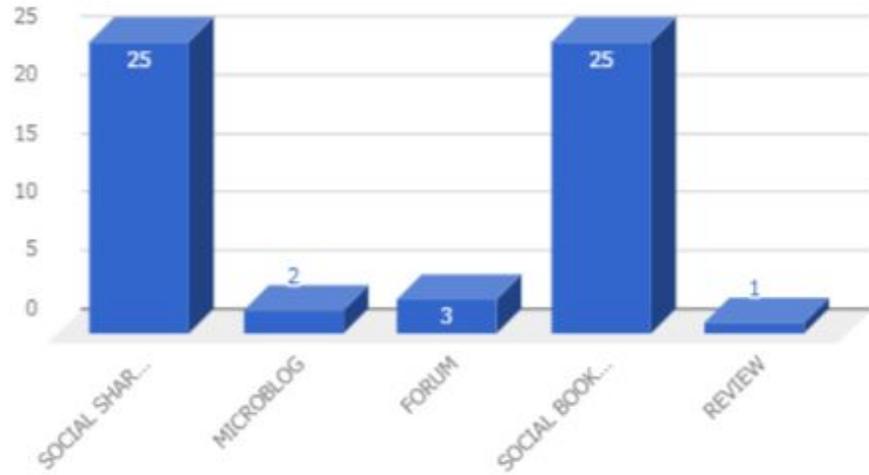
[See More](#)

 **Very responsive** to messages

**Community** [See All](#)

-  **Invite your friends** to like this Page
-  97,562 people like this
-  97,698 people follow this

# Execution: Content Marketing



# Result

## Keyword Ranking

### Optician in Mauritius | Eye care specialist Mauritius | i2ioptic

[i2ioptic.com/](https://www.i2ioptic.com/) ▼

Are looking for optician in mauritius, i2ioptic is the best eyecare clinic that offers customized glasses, branded sun glass, seiko lenses, contact lens.

### Which is the most popular optical store in Mauritius? - Quora

<https://www.quora.com/Which-is-the-most-popular-optical-store-in-Mauritius>

Oct 4, 2016 - Eyewear adds as much to your personality as clothes or shoes. Inversely too, they can take away from your style quotient as well! That is why you must choose ...

i2i Optical: Is it a fraud **optical store** or company in ... 3 answers 13 May 2017

Which is best **eye** care center in **Mauritius**? 16 answers 12 May 2016

More results from [www.quora.com](https://www.quora.com)

### Farouk Hossen Opticians – The Optician of Mauritians

[www.faroukhossen.com/en/](http://www.faroukhossen.com/en/) ▼

Eye Test. Comprehensive Eye Exams. Contact Lenses Examination. Complete Optical Services. Eye Test ... 21 Optical Facilities in Mauritius and Rodrigues. null ...

### Optical Store in Mauritius | Optical Shop | Seiko Lenses Authorized ...

[i2ioptic.mu/](https://www.i2ioptic.mu/) ▼

i2iOptical is a leading **Optical Store** in Mauritius. We sell SEIKO Lenses, LDNR Sunglasses, Eye Respect Glasses, Contact Lenses at attractive price.

### i2i Optical - Home | Facebook

<https://www.facebook.com/i2ioptical/> ▼

★★★★★ Rating: 4.7 - 528 votes

i2i Optical, Port Louis, Mauritius. 97439 likes · 2761 talking about this · 65 were here. i2i Optical is a newly launched **optical** showroom in Mauritius...

### i2i Optical Curepipe - Home | Facebook

<https://www.facebook.com> › Places › Curepipe, Mauritius › Accessories Store

★★★★★ Rating: 4.9 - 28 votes

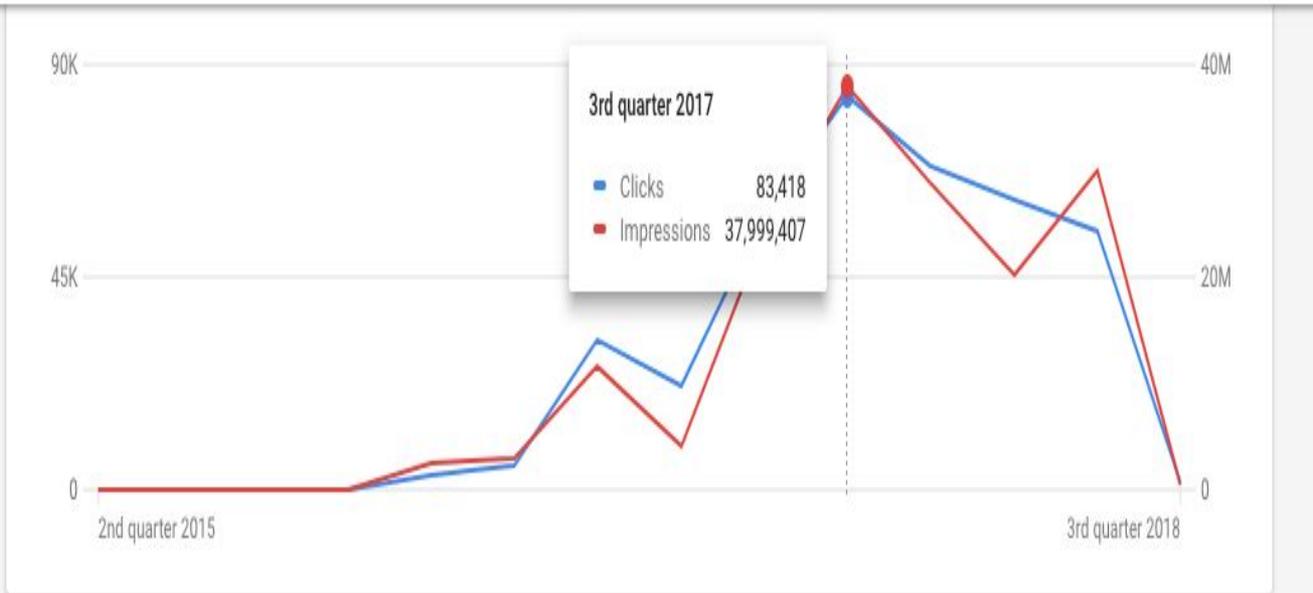
# Result

## Keyword Ranking

### Overview

All time

Jun 22, 2015 - Jul 4, 2018



# Result:

## Keyword Ranking

KEYWORD	SEARCH ENGINE	RANK	POSITION
opticians in Mauritius	GOOGLE.MU	2	Monitoring
optician in Mauritius	GOOGLE.MU	3	Monitoring
optical center in Mauritius	GOOGLE.MU	1,2,3	Monitoring
optical centers in Mauritius	GOOGLE.MU	1,2	Monitoring
best optical centers in Mauritius	GOOGLE.MU	1,2	Monitoring
top optical centers in Mauritius	GOOGLE.MU	1,2	Monitoring
leading optical centers in Mauritius	GOOGLE.MU	1,2,3,4	Monitoring
leading opticians in Mauritius	GOOGLE.MU	1,2	Monitoring
leading optician in Mauritius	GOOGLE.MU	1,2	Monitoring
best optician in Mauritius	GOOGLE.MU	1,2	Monitoring
best eye care clinic in Mauritius	GOOGLE.MU	1,4,5,6,7	Monitoring
top eye care clinic in Mauritius	GOOGLE.MU	1,2,3,4	Monitoring
eye check up clinic in Mauritius	GOOGLE.MU	1,2,3	Monitoring
top eye check up clinic in Mauritius	GOOGLE.MU	1,2,3	Monitoring
best eye check up clinic in Mauritius	GOOGLE.MU	1,2,3	Monitoring
eye health check up clinic in Mauritius	GOOGLE.MU	1,2,3,5	Monitoring

# Result:

## Keyword Ranking (Local rank)

### LOCAL SEARCH / GOOGLE PLACES RANKING

KEYWORD	SEARCH ENGINE	RANK	POSITION
optical center in Mauritius	GOOGLE.MU	1	Monitoring
optical centers in Mauritius	GOOGLE.MU	1	Monitoring
best optical centers in Mauritius	GOOGLE.MU	1	Monitoring
top optical centers in Mauritius	GOOGLE.MU	1	Monitoring
leading optical centers in Mauritius	GOOGLE.MU	1	Monitoring

best optician in Mauritius	GOOGLE.MU	1	Monitoring
best eye care clinic in Mauritius	GOOGLE.MU	3	Monitoring
top eye care clinic in Mauritius	GOOGLE.MU	2	Monitoring
top eye check up clinic in Mauritius	GOOGLE.MU	1	Monitoring
best eye check up clinic in Mauritius	GOOGLE.MU	1	Monitoring
eye clinic in mauritius	GOOGLE.MU	2	Monitoring
eye specialist in mauritius	GOOGLE.MU	2	Monitoring

# Result:

## Keyword Ranking (Local rank)

optical stores in mauritius

All Maps Images News Videos More Settings Tools

About 1,03,00,000 results (0.74 seconds)



Map data ©2018 Google

Rating Hours Visit history

**i2i Optical**  
4.8 ★★★★★ (32) · Optometrist  
18, Remy Ollier St · +230 212 5637  
Closed · Opens 9:30AM Thu



# Result:

## Keyword Ranking (Local rank)

frames suiting every face ...

**About Us**  
We bring you a variety of exclusive frames – be it about making you ...

[More results from i2ioptic.com »](#)

**i2i Optical - Home | Facebook**  
<https://www.facebook.com/i2ioptical/>  
★★★★★ Rating: 4.7 - 528 votes  
#i2ioptical#see the difference #VonArkel#Switzerland#watchmaking. 23K Views. LikeCommentShare. Most Relevant. Priyamvada Aubeeluck, Frederic Rujbally, ...

**Optical Store in Mauritius | Optical Shop | Seiko Lenses Authorized ...**  
[i2ioptic.mu/](https://i2ioptic.mu/) ▼  
i2iOptical is a leading Optical Store in Mauritius. We sell SEIKO Lenses, LDNR Sunglasses, Eye Respect Glasses, Contact Lenses at attractive price.

**Videos**

Clear vision in any situation.

2:40

3:47

1:05

**Seiko - Eyewear That Performs | i2ioptical Mauritius**

**Videos - i2iOptic**

**Seiko Road Clear Coat** >

**i2i Optical** ★ [Website](#) [Directions](#)

4.8 ★★★★★ 32 Google reviews  
Optometrist in Port Louis, Mauritius

**Address:** 18, Remy Ollier St, Port Louis, Mauritius  
**Hours:** Closed · Opens 9:30AM Thu ▼  
**Phone:** +230 212 5637

[Suggest an edit](#)

**Know this place? Answer quick questions**

**Questions & answers** [Ask a question](#)

**Q:** How can i put an appointment?  
(2 answers)  
[See all questions \(6\)](#)

**Reviews from the web**

4.7/5 Facebook · 528 votes

**Popular times** ⓘ [Wednesdays](#) ⇅

Time	Frequency
9a	Low
10a	Medium-Low
11a	Medium
12p	High
1p	High
2p	Medium-High
3p	Medium
4p	Low-Medium
5p	Low
6p	Very Low
7p	Very Low
8p	Very Low
9p	Very Low

# Result:

## Analytics

FROM	TO	IMAGE	PLATFORM	REMARKS
01.5.2018	31.05.2018		Google Analytics	(i2i.com) Audience Overview Analytics Indicates more new visitors to the website (see pie-chart)
01.5.2018	31.05.2018		Google Analytics	(i2i.mu) Audience Overview Analytics Indicates more new visitors to the website (see pie-chart)
01.5.2018	31.05.2018		Google Analytics	(i2i.com) Location Analytics More visibility in Mauritius. Next in USA

# Result:

## Analytics

01.5.2018

31.05.2018



Google Analytics

**(i2i.com)**  
**Acquisition Overview**  
**Analytics**  
We are getting more traffic from Paid search, we will improve more on direct and organic search.

01.5.2018

31.05.2018

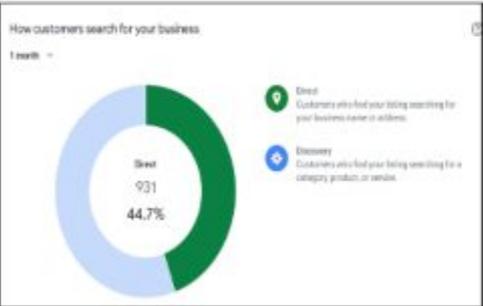


Google Analytics

**(i2i.mu)**  
**Acquisition Overview**  
**Analytics**  
We are getting more traffic from Paid search, we will improve more on direct and organic search.

# Result:

## Analytics

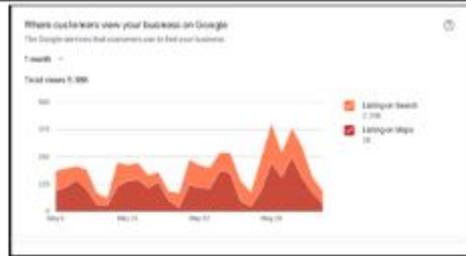
01.5.2018	31.05.2018	 <p>How customers search for your business</p> <p>1 result</p> <ul style="list-style-type: none"><li><b>Direct</b> (931, 44.7%) Customers who find your listing searching for your business name or address.</li><li><b>Discovery</b> (1153, 55.3%) Customers who find your listing searching for a category, product, or service.</li></ul>	Google Business Page <a href="https://www.google.com/search?q=i2ioptic.com">i2ioptic.com</a>	Direct Customers who find your listing searching for your business name or address.
01.5.2018	31.05.2018	 <p>How customers search for your business</p> <p>1 result</p> <ul style="list-style-type: none"><li><b>Direct</b> (171, 45.5%) Customers who find your listing searching for your business name or address.</li><li><b>Discovery</b> (203, 51.1%) Customers who find your listing searching for a category, product, or service.</li></ul>	Google Business Page <a href="https://www.google.com/search?q=i2ioptic.mu">i2ioptic.mu</a>	Direct Customers who find your listing searching for your business name or address.
01.5.2018	31.05.2018	 <p>How customers search for your business</p> <p>1 result</p> <ul style="list-style-type: none"><li><b>Discovery</b> (1153, 55.3%) Customers who find your listing searching for a category, product, or service.</li><li><b>Direct</b> (931, 44.7%) Customers who find your listing searching for your business name or address.</li></ul>	Google Business Page <a href="https://www.google.com/search?q=i2ioptic.com">i2ioptic.com</a>	Discovery Customers who find your listing searching for a category, product, or service.

# Result:

## Analytics

01.5.2018

31.05.2018

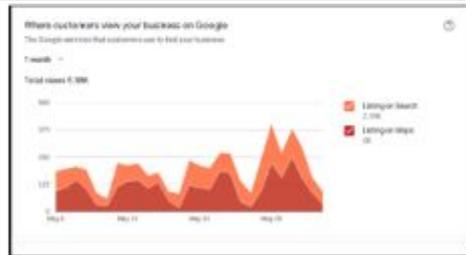


Google Business Page  
([i2ioptic.com](https://www.google.com/maps/place/i2ioptic.com))

The Google Insights services that customers use to find your business on web and Where customers view your business on Google.

01.5.2018

31.05.2018



Google Business Page  
([i2ioptic.mu](https://www.google.com/maps/place/i2ioptic.mu))

The Google Insights services that customers use to find your business on web and Where customers view your business on Google.

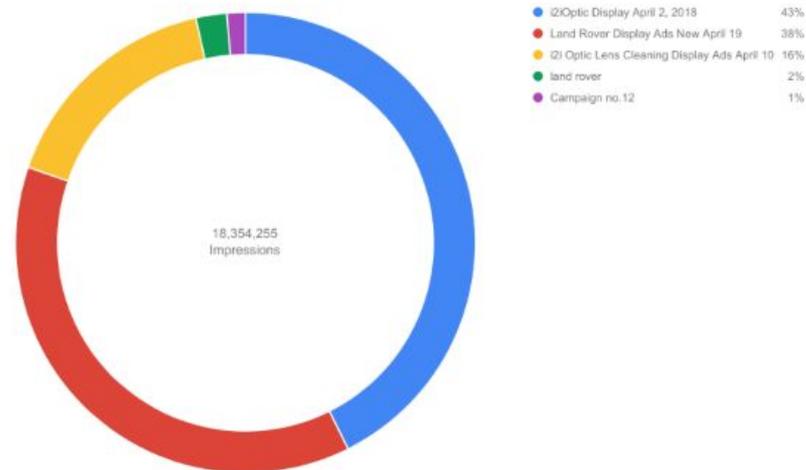
# Result:

## (Google Adwords Ad Campaigns)

Campaign type	Impr.	Interactions	Interaction rate
	162,533,2...	8,663,668 clicks, enga	5.33%
Video	592,923	345,800 clicks, views	58.32%
Video	57,318	12,168 views	21.23%
Display	29,389	445 clicks, enga	1.51%
Video	249,582	71,956 views	28.83%
Video	169,551	51,443 views	30.34%

### Impressions Got from Google Ad Campaigns in April 2018

April 2018



Ad ↑

Video ad 1

Ad group	Status	Ad type	Impr.	Views	View rate	Avg. CPV
Ad group #1	Campaign paused	Video ad	585,043	343,627	58.74%	₹0.09

**Result:**

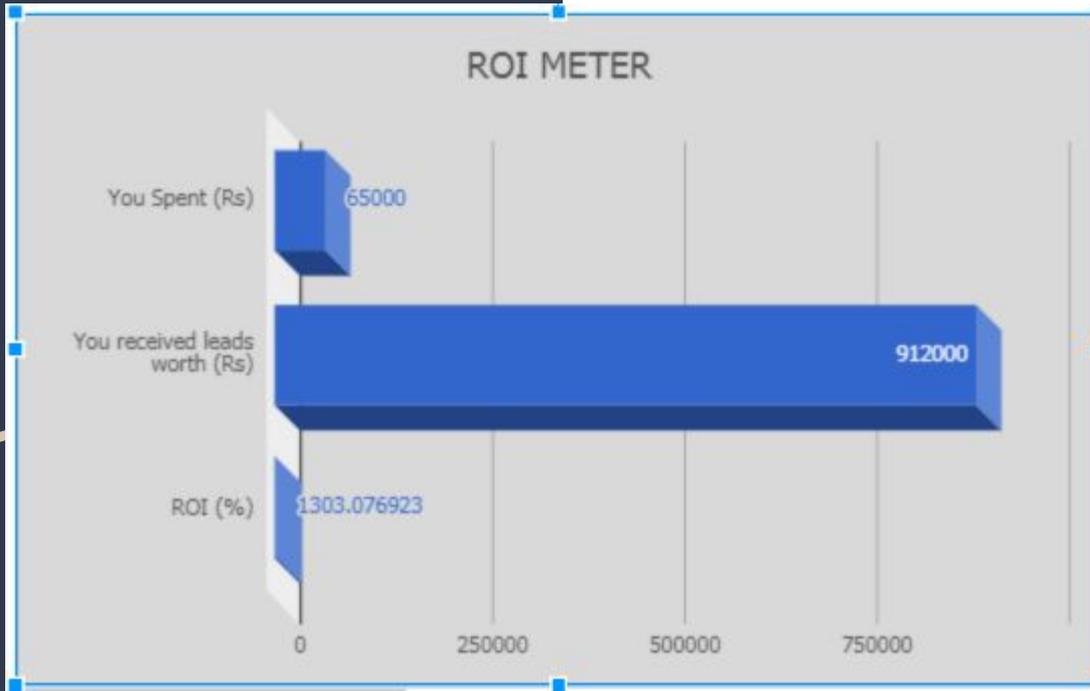
**(Social Media Engagement)**

**What we  
achieved with i2i  
Optical's Social  
Media content**

**250K Video Views,  
150 Shares,  
250 Comments,  
450 Likes,  
150 Reactions  
on an average**

# Conclusion

Our one-line success story for this project is - We have made i2i Optical a brand in Mauritius. The client is quite happy with our effort as they are getting around 1300% average monthly ROI. They have gone on to further intensifying our involvement by increasing project value & also awarded additional projects of handling website SEO, ORM & Social Media Marketing of their new branches in Mauritius.



# Few Words of Appreciation from the Owner of i2i Optical, Mauritius



**See the testimonial here:**

<https://www.7boats.com/customer-feedback/>

Thank You for Watching this Presentation



**SEVEN BOATS<sup>®</sup>**

Sail on it. Grow with it.