



Transforming Revenue Growth for Noraville Green



Client Overview

Noraville Green is a nursery and bamboo garden center based in NSW, Australia. Before partnering with Nagu Technologies, they generated a monthly revenue of \$8,000 to \$10,000 AUD and sought to expand their reach [cite: 1, 2].

Executive Summary

Nagu Technologies implemented a targeted, data-driven digital marketing strategy on a limited advertising budget, leading to a 3X increase in monthly revenue within 60 days, continuous partnership retention, and successful expansion into a full-range nursery [cite: 3, 35, 36, 38].

3X

Revenue Growth (\$10k to \$32k VAUD)

150%

Ad Budget Scaled (\$2k to \$5k)

60

Days to Reach Goal

Challenges

- 1. Low Brand Awareness**
Limited online visibility and strong competition in the local NSW market [cite: 8].
- 2. Budget Constraints**
Modest allocation of \$2,000 AUD per month for marketing activities [cite: 9].

3. Customer Targeting Issues
Difficulty identifying and reaching the ideal, high-intent customer base [cite: 10].

4. Inefficient Channels
Minimal return on engagement from previous Google and Meta advertising efforts [cite: 11].

Solution & Strategic Rationale

The strategy prioritised capturing high-intent purchase traffic first through Google Search and Shopping campaigns, while Meta platforms supported remarketing, seasonal demand, and brand recall.

70% Allocation

Google ADs

Search & Shopping: Targeted high-intent keywords "Bamboo online", "Large Bamboo plants" — with detailed product catalogue.

Performance Max & Display: Automated bidding and visual banners for seasonal promotions.

30% Allocation

Instagram and Facebook ADs

Targeted homeowners, eco-conscious consumers, and small-scale landscapers.

Leveraged carousel ads, Instagram Stories, and Reels for time-limited promotions.

Conversion Rate Optimization & Audience Segmentation

1. Conversion Optimisation:

Enhanced landing page loading speed, implemented clear CTAs, and added trust elements such as customer testimonials and reviews.

2. Audience Segmentation:

Precise behavioural insights used to segment and target high-potential regional areas across NSW.

3. Advanced Analytics:

Implemented full conversion tracking to measure revenue impact and campaign performance in real time.

Results & Key Takeaways

3.2X

Scaled monthly revenue from \$10,000 to \$32,000 AUD within the first 2 months [cite: 35]

Inventory Expansion

Allowed business operations to expand from niche bamboo into a full-range nursery [cite: 38].

Flexible Model

Provided managed dedicated marketing resources with senior oversight and flexible billing without full-time hiring or restrictive contracts [cite: 4, 6, 43, 50].