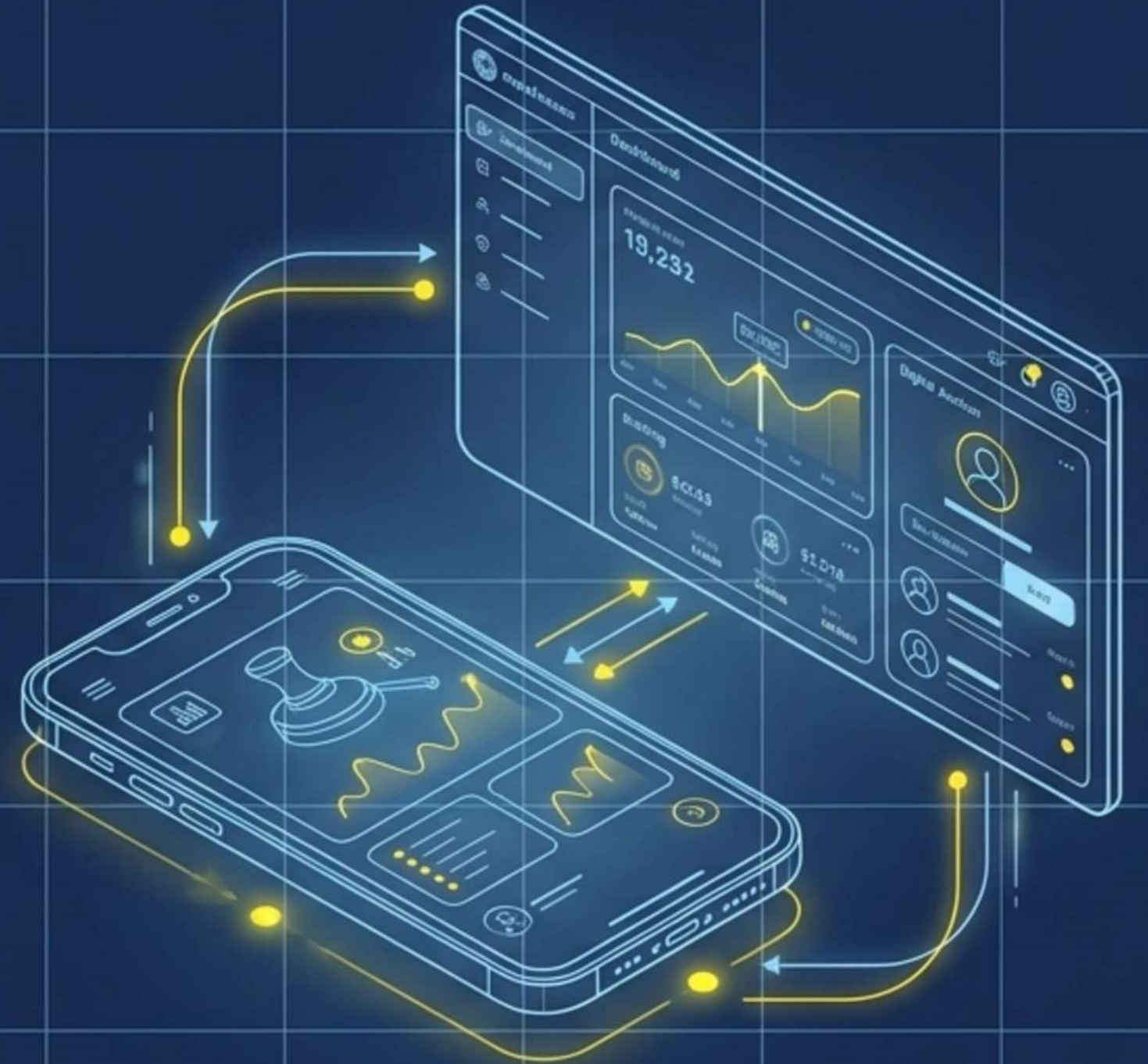




# ARCHITECTING DIGITAL GROWTH FROM A COLD START

A full-funnel blueprint for transforming zero awareness into active market engagement.





# THE CLIENT AND THE FRICTION

## STATUS PANEL

### THE PRODUCT

Bharat Auction House (BAH) is an online auction platform and mobile app designed for individuals and businesses to buy and sell items through bidding.



### THE BASELINE

Zero awareness, an educational void regarding digital bidding, and a completely cold start for user acquisition.

# DIAGNOSING THE BARRIERS TO ENTRY

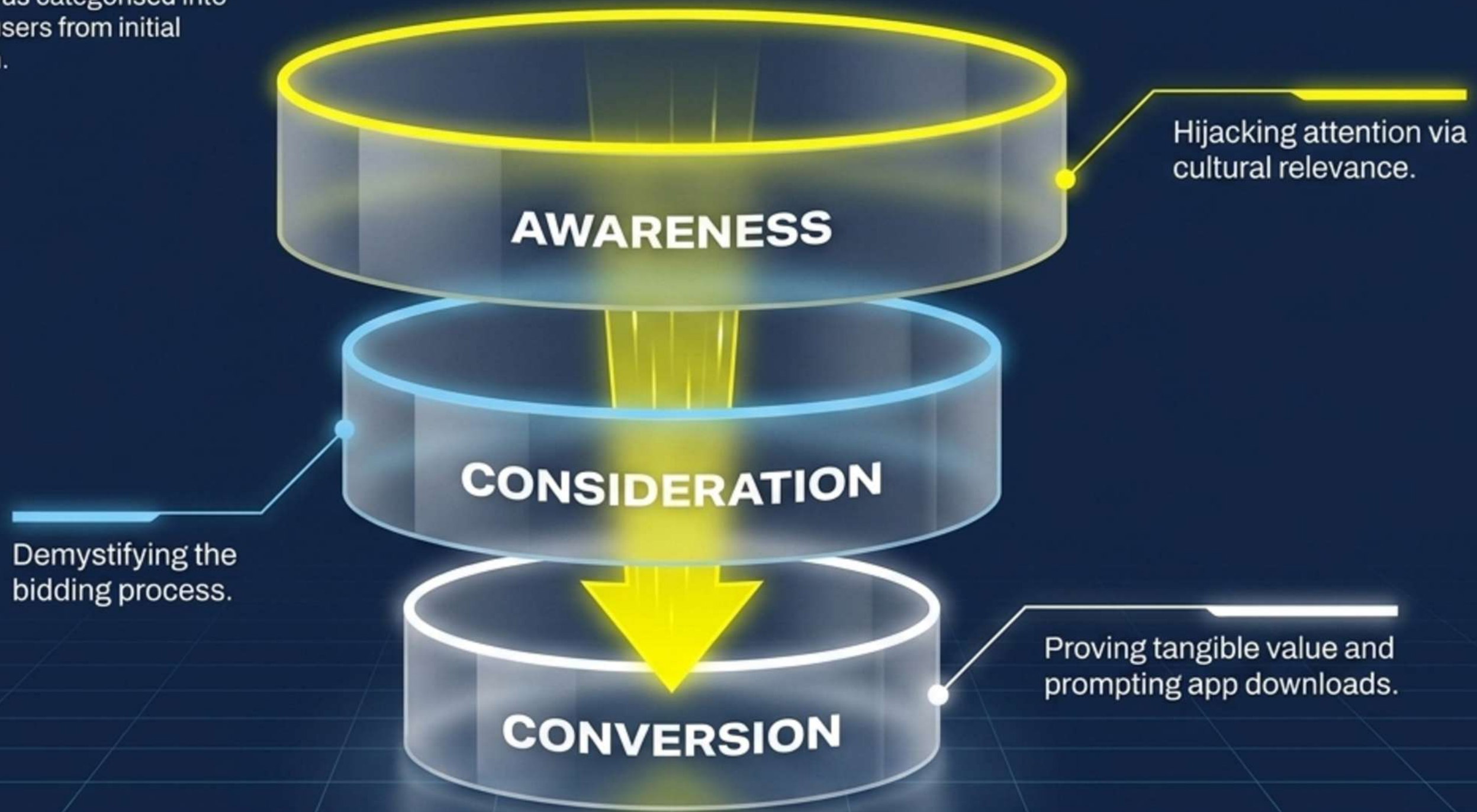
Growth required systematically dismantling user friction. We mapped each business problem to its underlying psychological barrier to engineer specific creative solutions.

## PROBLEM-TO-SOLUTION MATRIX



# THE STRATEGIC PLAYBOOK

Generating live users requires a sequenced digital architecture. Content was categorised into three distinct pillars to guide users from initial awareness to final transaction.



# Top of Funnel: Breaking the Ice

## Breaking the

To capture attention in a crowded feed, the strategy leveraged relatable cultural archetypes to introduce the concept of timing in auctions.

1

Humour and familiar visual cues lower the barrier to entry.

2

Reframing a complex financial concept into everyday language.

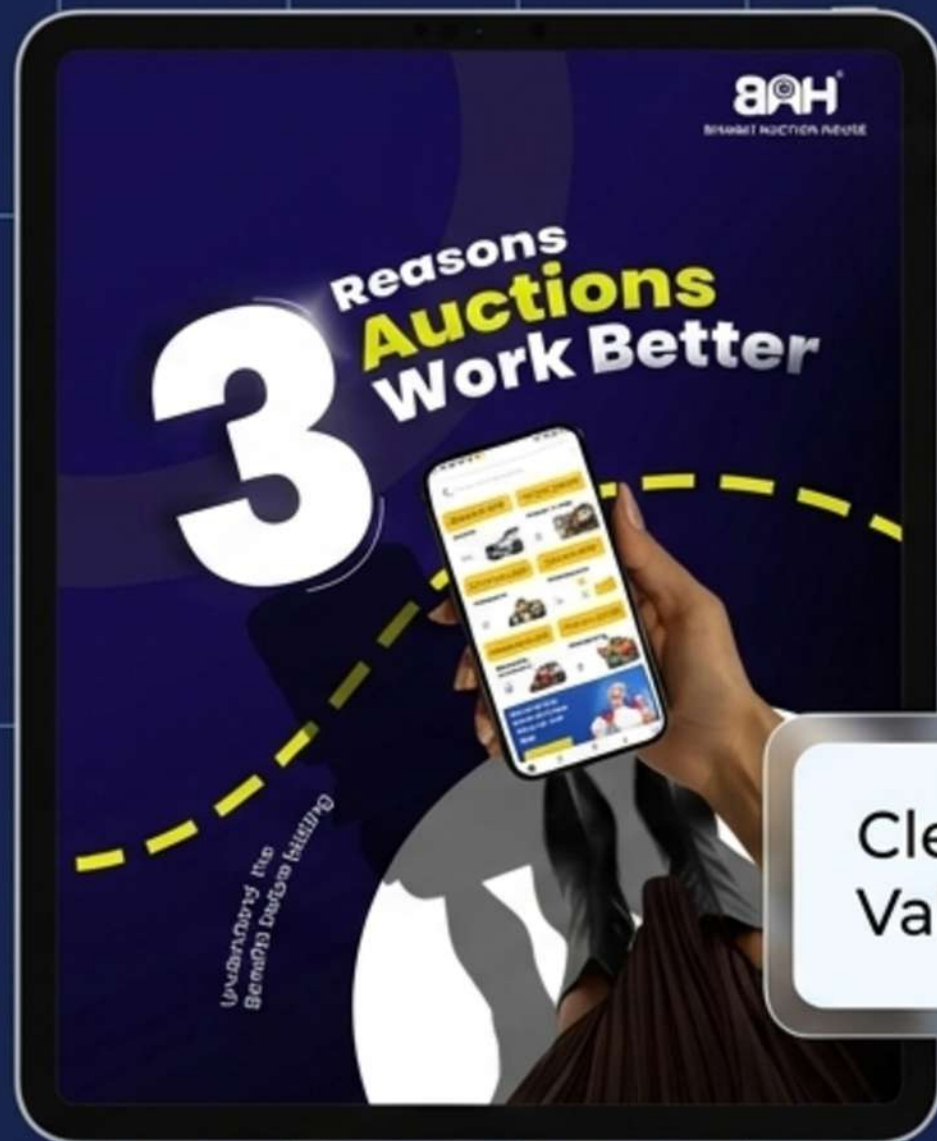
**Sahi SAMAY pr  
sahi bid lagao  
aur win karo**

**BAH**  
BIDDAT AUCTION HOUSE

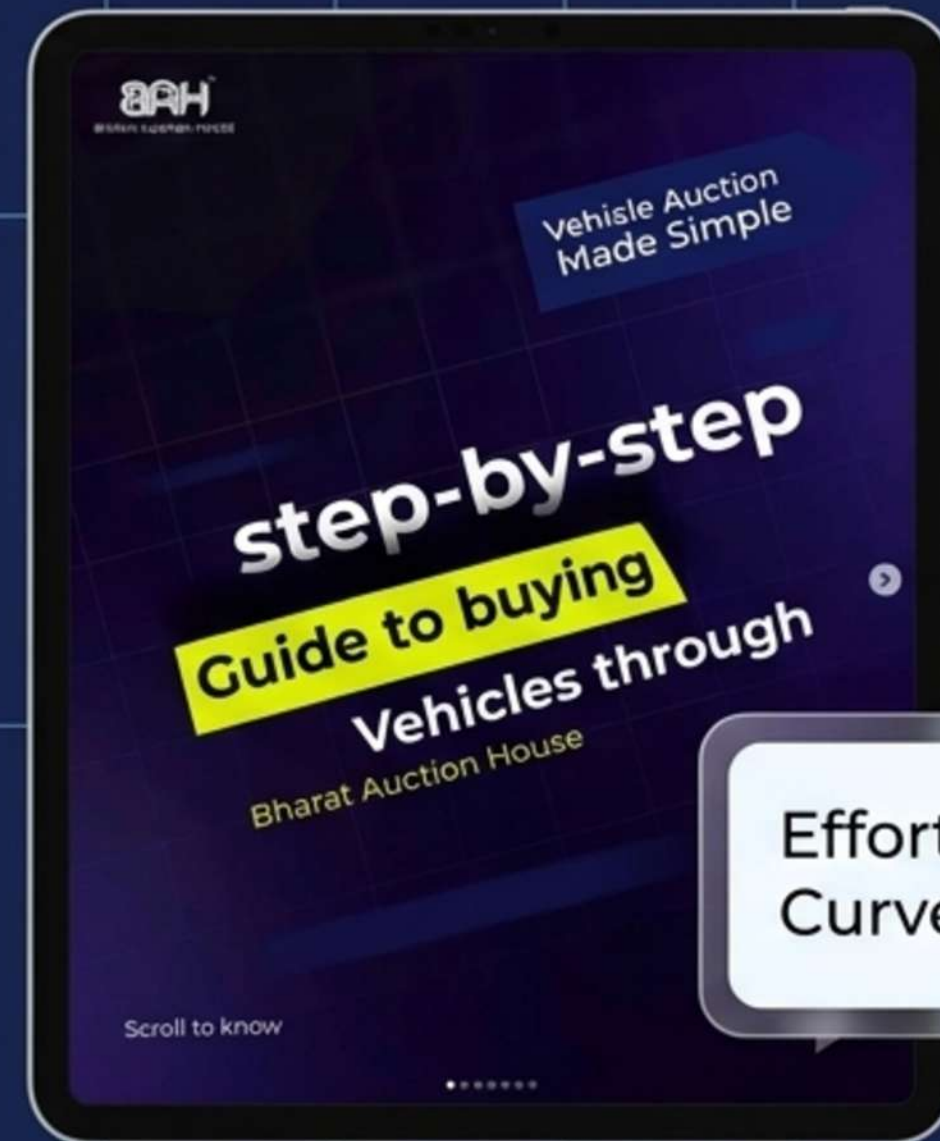


# MIDDLE OF FUNNEL: ENGINEERING UNDERSTANDING

Converting curiosity into intent requires education. We deployed structured carousel formats to break down the mechanics and benefits of digital bidding.



Clear Typography & Value Proposition



Effortless Learning Curve via UI Previews

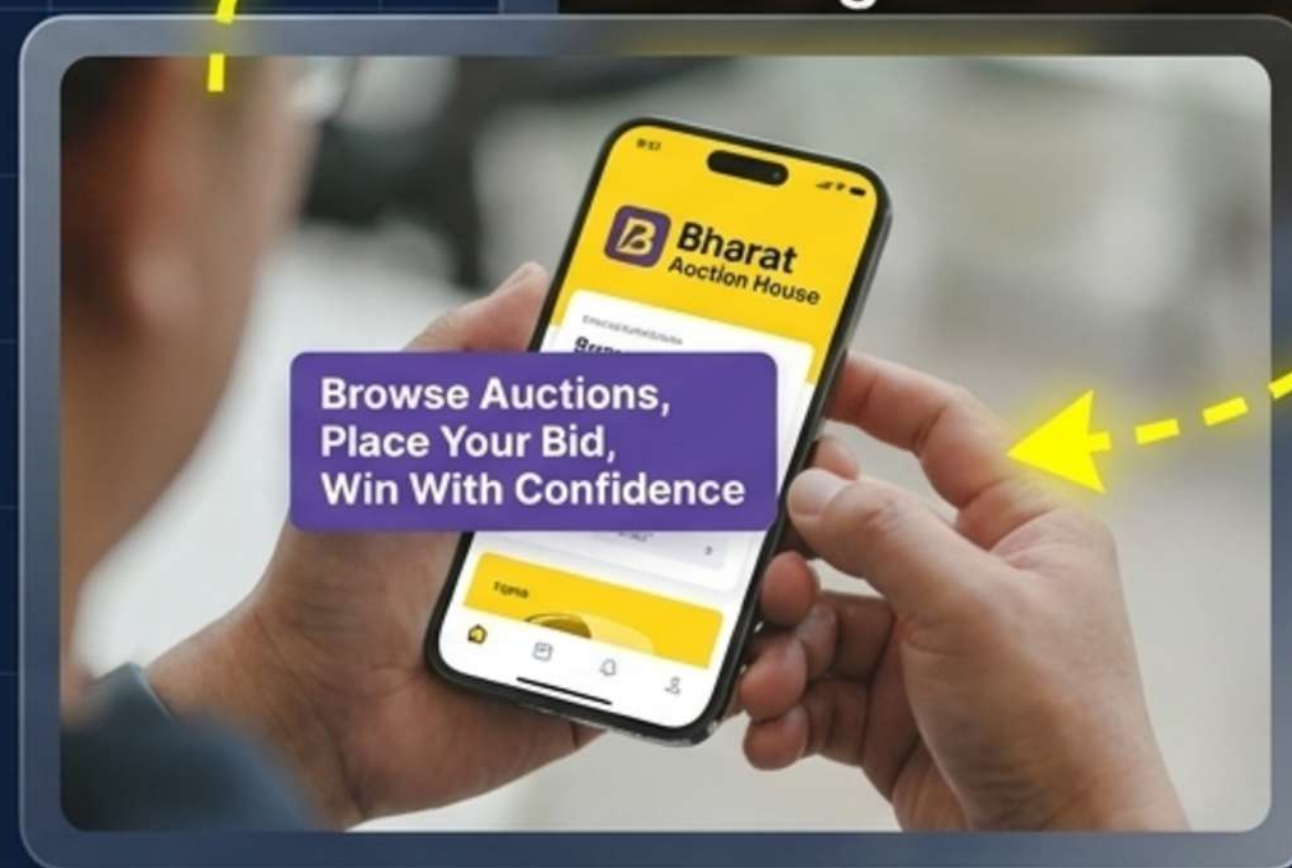
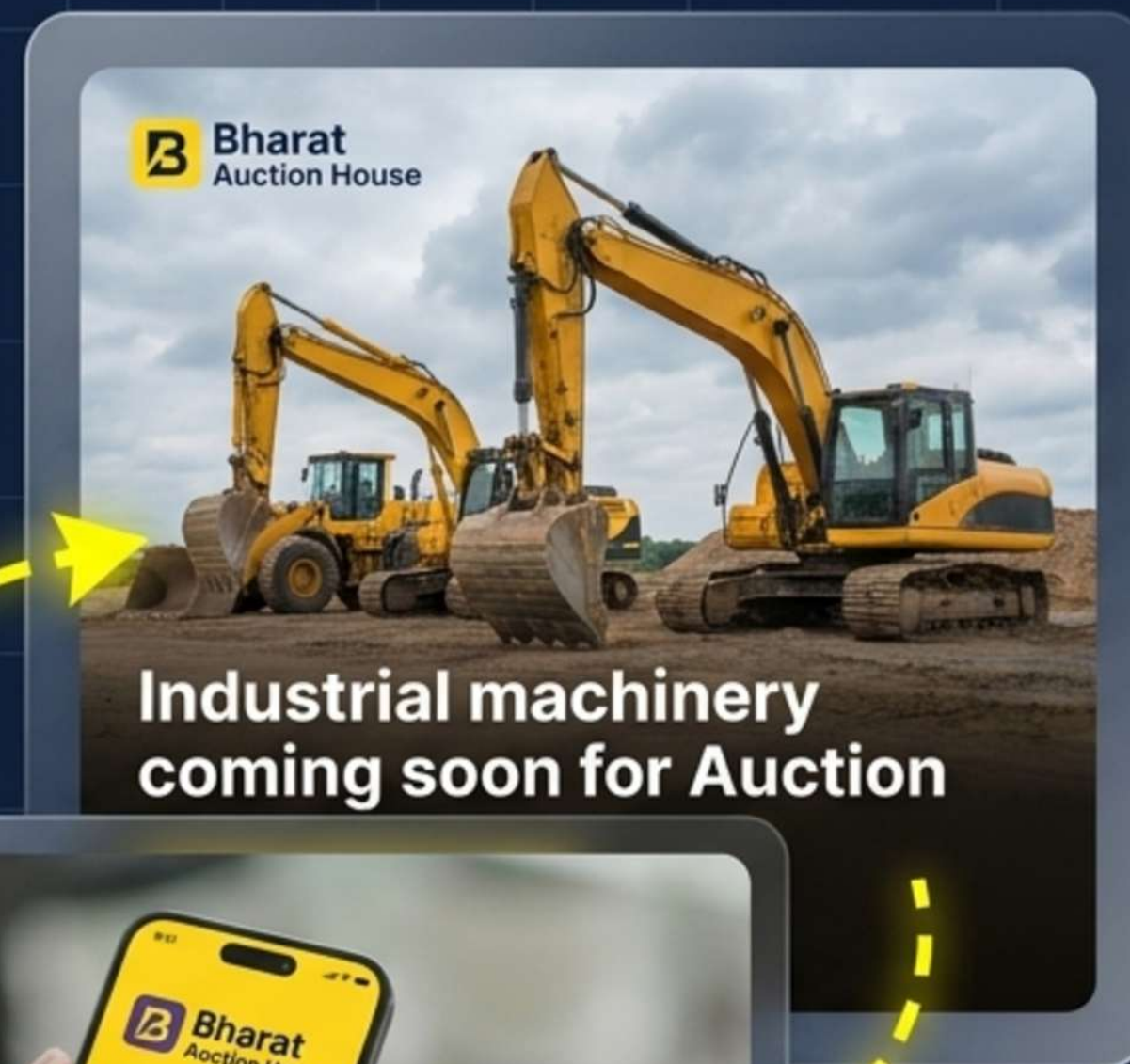
# Middle of Funnel: Targeted B2B Persuasion

For high-value seller acquisition, the messaging shifted from broad education to specific financial pain points, addressing asset depreciation directly.



# BOTTOM OF FUNNEL: DRIVING THE CONVERSION

Trust is built on tangible inventory. To activate dormant audiences, we showcased high-value physical assets alongside seamless digital interfaces.



# The Journey to Scale

Turning abstract trust into concrete digital opportunity. A single,

unified platform accommodating everything from consumer vehicles to heavy industrial land.



# The 6-Month Growth Dashboard

Scale Achieved in < 6 Months

Creative strategy is only as good as its quantitative output. By pairing a high-output organic content engine with targeted performance marketing, we achieved rapid market penetration.

Organic Push

186k

↑ 60% Increase in Views

Reach

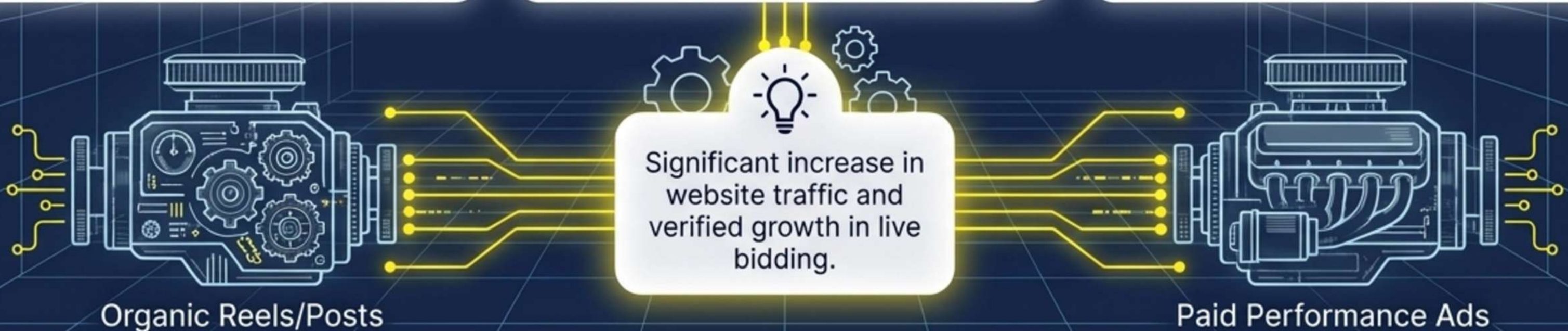
39k

↑ 50% Increase in Reach

Engagement

2.8k

Content Interactions



# THE AUTOFOCUSS ADVANTAGE

True digital growth occurs when analytical strategy dictates creative execution.

We build the digital architectures that turn cold audiences into active market participants.



**autofocuss**

**innovate. create. scale.**