MD HYGIENE PRIVATE LIMITED

Building a Structured Marketing System for an Established Hygiene Manufacturer

Marketing Partnership · March 2024 – Present

A founder-led engagement building the digital marketing infrastructure behind an already-established manufacturing business — connecting brand, demand generation, lead capture and sales follow-up into a more structured operating system.

FOUNDER EXPERIENCE — PRE-RENDLETON ENGAGEMENT

MD HYGIENE MANUFACTURING FACILITY

02 THE BUSINESS

An established offline business, positioned for a digital layer

MD Hygiene is a manufacturer of baby diapers and sanitary napkins, operating across both business and consumer markets in India under a portfolio of established product brands. By the time this engagement began, the company already had manufacturing capability, working distribution relationships and a genuine offline presence in its core regions.

BUSINESS

Baby diapers · Sanitary napkins

MODEL

B2B and B2C

CUSTOMERS

Distributors, retailers and direct consumers

MARKETS

Gujarat, Rajasthan, Madhya Pradesh, Maharashtra, Delhi

> The company already had a business. The opportunity was to build a digital marketing infrastructure capable of supporting that business with the same ambition it had built offline.

MD HYGIENE OPERATIONS TEAM

WHAT WAS MISSING

Manufacturing, distribution and offline sales were already working. What the business had not yet built was a digital marketing operation of the same standard.

03 THE CHALLENGE

From an established offline presence to structured digital demand

Before the engagement, digital enquiries relied significantly on established channels such as IndiaMART and Alibaba, and the company's website served a basic, largely informational role. The gap was not a lack of products or business capability — it was the absence of a structured digital marketing operation around a business that already worked.

01

Limited digital presence

A basic website and minimal brand presence outside of the channels the company already relied on for enquiries.

02

Limited owned acquisition infrastructure

Demand generation relied significantly on third-party marketplaces, with limited owned digital channels supporting acquisition.

03

Limited marketing and follow-up structure

No consistent process for capturing, routing and following up on enquiries as they arrived.

STRATEGIC OBJECTIVE

Build brand credibility while creating a repeatable system for generating, responding to and managing customer demand.

04 THE STRATEGIC SHIFT

From individual channels to an integrated marketing system

Rather than treating advertising, search visibility, the website and sales follow-up as separate functions, the engagement connected them into a single, structured marketing operation — one where activity in one channel was designed to support the next.

THE CENTRAL IDEA

The objective was not to run advertising campaigns in isolation. It was to design a system in which discovery, response and follow-up worked as one continuous process.

01
Brand

02
Digital presence

03
Paid + organic discovery

04
Lead capture

05
Automation

06
Sales response

07
CRM + follow-up

08
Commercial opportunity

05 WHAT THE ENGAGEMENT COVERED

Marketing strategy, acquisition and operating infrastructure

01

Brand & digital presence

Strengthened the company's digital presence and established a stronger foundation online.

02

Performance marketing

Managed Meta and Google advertising to build awareness and generate enquiries.

03

Search visibility

Introduced SEO as a longer-term channel for discoverability beyond paid media.

04

Marketing automation

Structured the movement from enquiry to WhatsApp and email communication through to sales response.

05

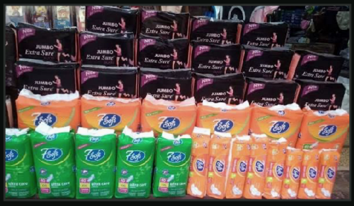
Lead management

Built and coordinated a marketing team, and a structured process for progressing enquiries.

06

Multi-channel acquisition

Connected Meta, Google, IndiaMART, Alibaba, WhatsApp and email into one acquisition system.



Product portfolio across the 7Soft, 24 Care, Extra Sure and Extra Soft brands, supporting distributor and retail demand.

06 THE OPERATING SYSTEM

Designing the journey from attention to a commercial conversation

The objective was to ensure that marketing activity did not end the moment a prospect submitted an enquiry. This system created a clearer line between acquisition, response, sales follow-up and ongoing customer development.

WHERE AWARENESS BEGAN

- **Meta & Google** — paid discovery and awareness
- **SEO & content** — organic search visibility
- **IndiaMART & Alibaba** — B2B marketplace presence

AWARENESS
Meta · Google · SEO · Marketplaces

Discovery

Enquiry

Automated response

WhatsApp / email

Sales team

CRM

Follow-up

Commercial opportunity

07 EVIDENCE

A stronger growth trajectory

BEFORE

~5–7%

Annual company growth, prior to the engagement

AFTER

~17–20%

Company-reported annual growth following implementation

According to company-reported figures, annual growth increased following the implementation of the broader marketing system, alongside the company's existing business operations. The engagement coincided with stronger brand visibility, increased customer enquiries and expanded distributor and retailer opportunities.

- Stronger brand credibility
- More customer enquiries
- Expanded distributor & retailer opportunities
- More structured lead management
- Stronger digital presence
- A more repeatable marketing operation

Growth figures are based on company-reported annual growth. Detailed revenue, lead volume and advertising data remain confidential and are not disclosed in this document.

08 THE FOUNDER'S ROLE

A founder-led marketing partnership

Beginning in March 2024, Rendleton's founder worked independently with MD Hygiene as a marketing partner, leading the company's marketing strategy and coordinating the people and channels behind its marketing operation.

THE ENGAGEMENT COMBINED

- Strategy
- Performance marketing
- SEO
- Digital presence
- Automation
- Lead generation
- Marketing operations

A NOTE ON TIMING

This engagement began before Rendleton was established. It represents the founder's previous independent experience, and forms part of the practical grounding behind Rendleton's approach today.

Have a similar challenge?

Let's discuss the problem before deciding on the solution.

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