

CASE STUDY FOR SOCIAL MEDIA MARKETING

Campaign: Blog Promotion, Social Media Marketing

Client Introduction

The Social Media Marketing Case Study features a customer US based Software Company, asked us to build traffic and nurture a Facebook and Twitter Community for his blog, we took it as a challenge.

The Blog on sustainability, economics, education, veganism and other topics, aims to create thought-leadership about gentler ways of living in harmony with the Earth.

Challenge & Strategy

As the blog did not focus on any single topic, but rather covered a multitude of topics, we decided to target a broad category of audience through a targeted Facebook ad campaign and build a large platform of fans. Our Facebook content included status updates from the blog posts, along with relevant image quotes and third-party content.

Our social media content included images from the client's list of projects as well as third party content and images/links to our client's articles in traditional media.

Key Results

Over a period of 18 months, we brought our Facebook ads up to a Click through Ratio (CTR) of 2.7% and lowered the Cost per Click to Rs 3, at a budget of less than Rs.5000 per month.

We were able to build a Facebook community of 45,488 fans over 18 months, with Facebook ads that had a Click through Ratio (CTR) of over 10% and a Cost per Click (CPC) of Rs. 5, at a budget of Rs. 3000 a month.

We also built a Twitter community of over 21,000 followers. As a result, the traffic to the blog doubled from 1000 to 2000 visits a month and 3601 users registered for blog updates.

This demonstrates the ability of a blog and social media presence to grow, not only visibility online, but also thought leadership and expert status through blog content being picked up by traditional media.

Discuss your Projects with Experts

To find out what inbound and social media marketing can do for your business, contact our experts through mail info@tech2globe.com or Skype **info.tech2globe** or visit our website <http://www.tech2globe.com/>