

# CASE STUDY FOR SOCIAL MEDIA MARKETING

## Client Introduction

This Social Media Marketing Case Study featured an Indian based customer who has a “**Home Furnishing**” business, named: **SASSOON FAB**; manufacturer & offers products’ related to the wide range of the Bed, Bath and other stuffs.

The client has also a wide variety of products for Kids and, got an official brand license & certification from:



The client wanted to drive the user’s engagement and nurture the social media growth especially on the Facebook & Instagram along with Pinterest and increase the sales of course. One of the business partners of Sassoon Fab also has a connection with a Bollywood actress and influencer, named: Neha Malik so they also wanted to use somewhere in the marketing to create a brand awareness (well, this was a long-ensuing event).

The business has already an offline store and partners were ready to be invested in the Social Media Ad Campaigns.

## Challenge & Strategy

### Challenges we faced!

After signed the contract, we have assigned our team to research on the competitors first and, decode their growth of success journey and keep maintain an eye on their ad promotions. Along with, we have conducted an audit and performed an optimization activity with all the required information.

The biggest challenge for us is website (sassoon.co), as the website required to make some changes and to make the checkout process easy, but it was a challenging to convince client for website revamp.

Previously, client has very low rate of engagement on the social platforms, so another challenge is to create and build user's engagement on the social media platforms by driving the different concept (& as client said focus on the Facebook and Instagram majorly).

### Strategies we drive Organically:

- We were invested our time in to create promotional or post copies and assigned the Banners Creation work to the Designers.
- We set a time to update post when most of the targeted audience were active.
- After that we shared the information or post in the groups or community to gain the maximum exposure.
- Messenger Marketing was another activity that we were doing on the regular basis.
- Performed followers increase activity on the Instagram with the help of multiple hashtags.
- Created short promotional and product's-oriented videos.

### Strategies we drive through Ad Campaigns:

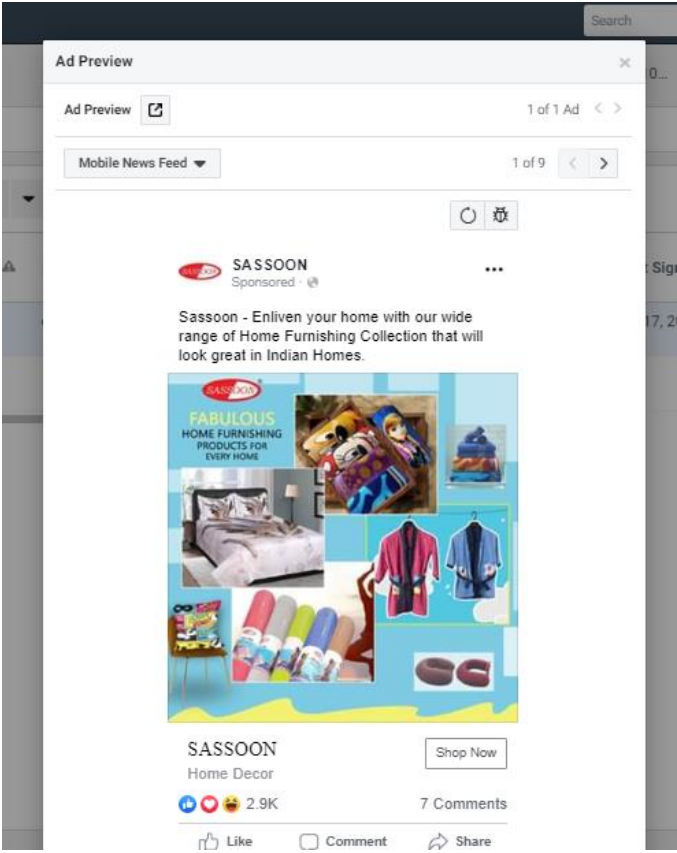
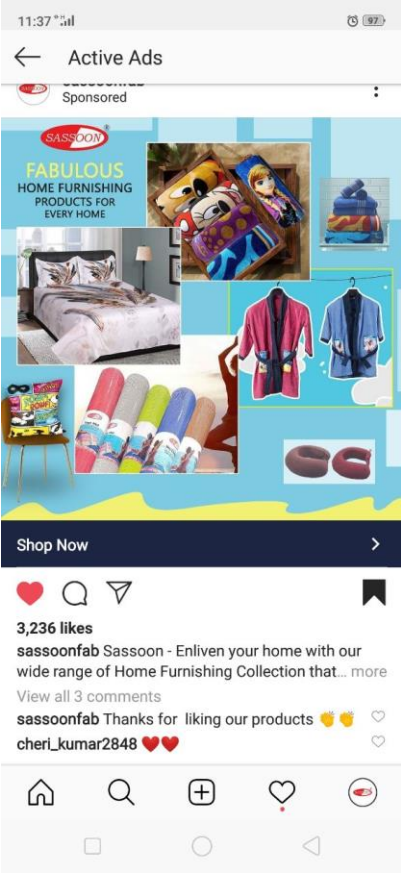
- Performed Influencer Marketing to market the products, our major target to close the deal with Moms Influencers and Home Decorators. It was challenging for us to find Indian Moms Influencers as the rate is very low.
- Here, we also used the name and fame of known influencer "Neha Malik" (as we highlighted above) to market the Sassoon. And, after having the long discussion with client, we finally concluded that the client delivers the 2 iPhones 11 to Neha Malik, in the reward of shout-out.



- Now, we were ready to be invested in other Social Media Ad Campaigns and start with the Facebook & Instagram Ads.
- Also, we've created a Short Promotional Videos to run ads on the YouTube.
- To build the user's engagement, we have launched some Giveaways and run ads as well.

# Key Results

Over a period of 18 months, we brought our Facebook ads up to the Cost per Click to Rs.3.4 on an average, at a budget of approx. Rs.50,000 per month and generated over 10,000 leads per month.



We were able to build a Facebook community of 11,000 likes (approx.) & 6,000 fans (approx.) organically on the Facebook & Instagram.

## 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](mailto:info@tech2globe.com) or skype info.tech2globe or visit our website <http://www.tech2globe.com/>