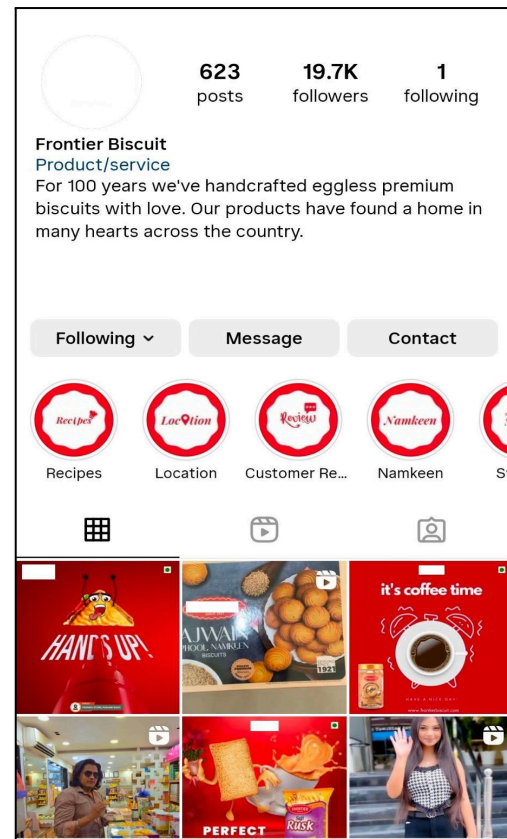
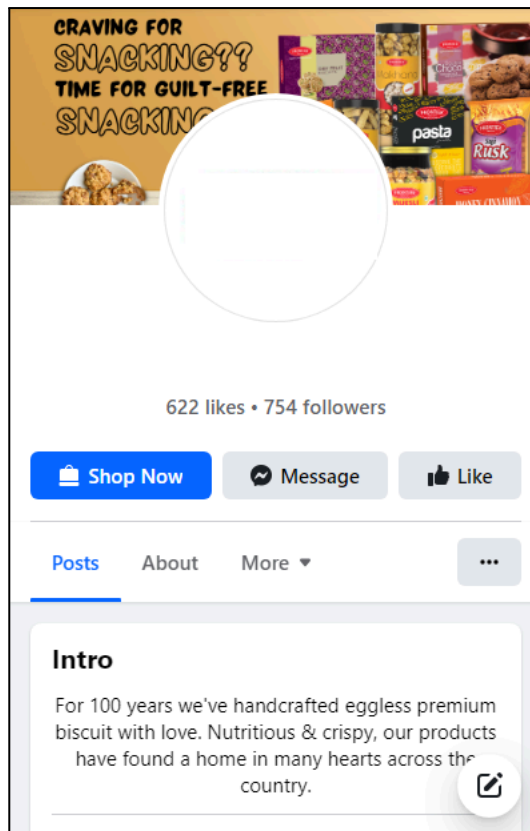


Case Study - Levering Social Media Marketing for Success of Food Brand

Industry: Food - D2C



Introduction

Tech2Globe had the privilege of partnering with our esteemed client, Frontier, to enhance their digital presence and outreach through Social Media Optimization (SMO) and Social Media Marketing (SMM) strategies. Frontier, a dynamic company in the D2C Food & Snacks Industry, recognized the growing importance of digital platforms in engaging with their audience and sought our expertise to navigate this space effectively.

Challenges

Frontier faced several challenges in its Social Media endeavors:

1. **Limited Online Visibility:** Despite offering high-quality products/services, Frontier struggled to gain adequate visibility on social media platforms.
2. **Engagement Issues:** Existing social media channels lacked active engagement, failing to attract and retain the target audience effectively.
3. **Competitor Dominance:** Competitors have established a strong presence on social media, posing a significant challenge for Frontier to stand out in the crowded digital landscape.

Solutions

To address Frontier's challenges, Tech2Globe proposed a comprehensive solution encompassing the following key elements:

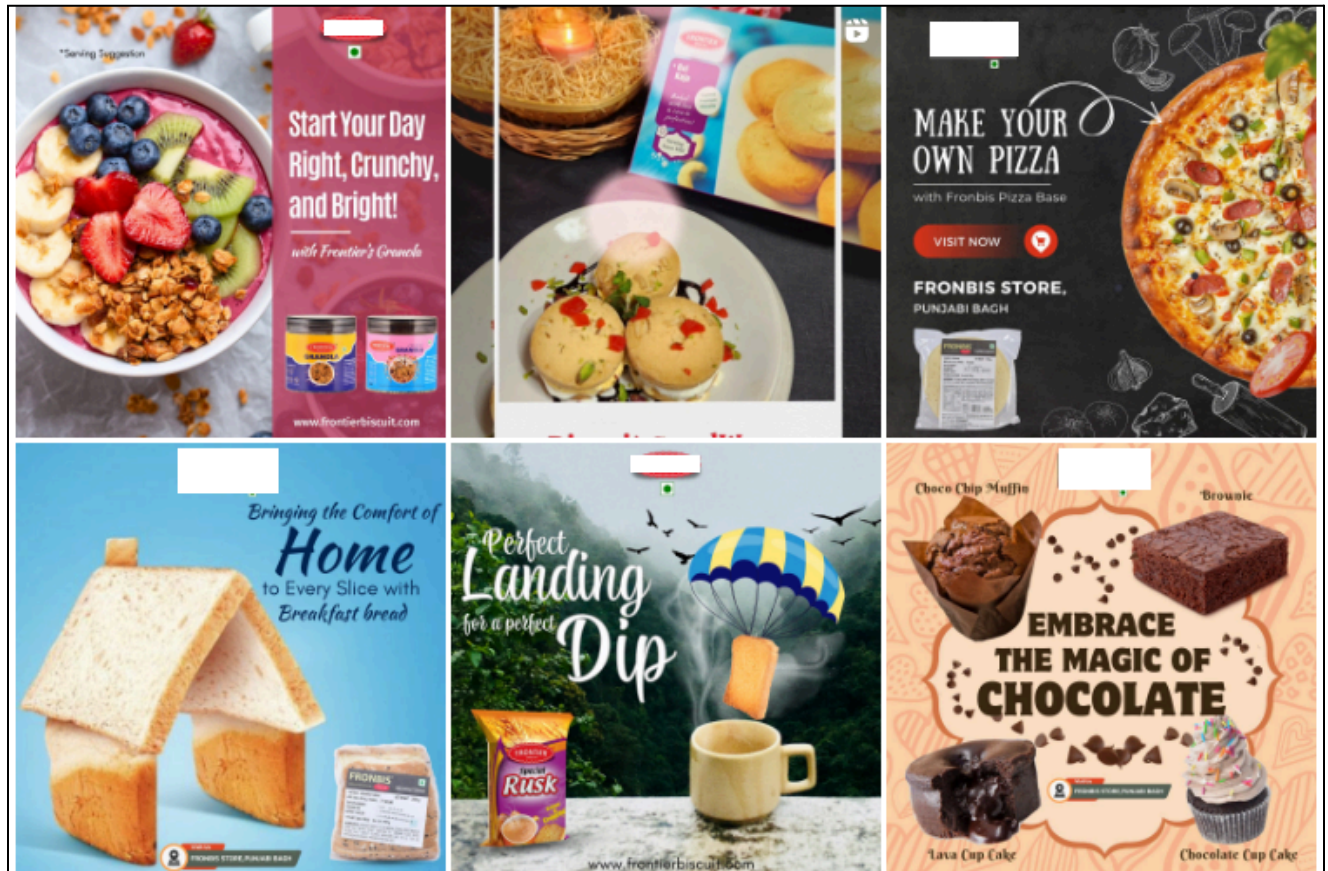
1. **Market Analysis:** Conducted in-depth research to understand Frontier's target audience, industry trends, and competitor strategies.
2. **Optimized Content Creation:** Developed engaging and relevant content tailored to resonate with Frontier's audience, focusing on highlighting unique selling points and brand values.
3. **Platform Selection:** Identified the most suitable social media platforms based on Frontier's target demographic and business objectives.

4. **SMO Techniques:** Implemented SMO techniques such as profile optimization, hashtag usage, and community engagement to enhance Frontier's visibility and reach.
5. **SMM Campaigns:** Executed targeted SMM campaigns to increase brand awareness, drive website traffic, and generate leads.
6. **Analytics and Optimization:** Regularly monitored campaign performance using analytics tools and made data-driven adjustments to optimize results.

Social Media Strategy

Tech2Globe devised a multi-faceted Social Media Strategy tailored to Frontier's unique requirements:

1. **Content Strategy:** Developed a content calendar outlining themes, topics, and posting schedules to maintain consistency and relevance.
2. **Engagement Tactics:** Encouraged audience interaction through polls, quizzes, and user-generated content, fostering a sense of community around the Frontier brand.
3. **Visual Storytelling:** Leveraged visually appealing content formats such as videos, infographics, and animations to convey Frontier's message effectively.
4. **Paid Advertising:** Utilised targeted ads on platforms like Facebook, and Instagram to expand Frontier's reach and drive conversions.
5. **Cross-Promotion:** Collaborated with complementary brands and influencers to broaden Frontier's audience and enhance credibility.

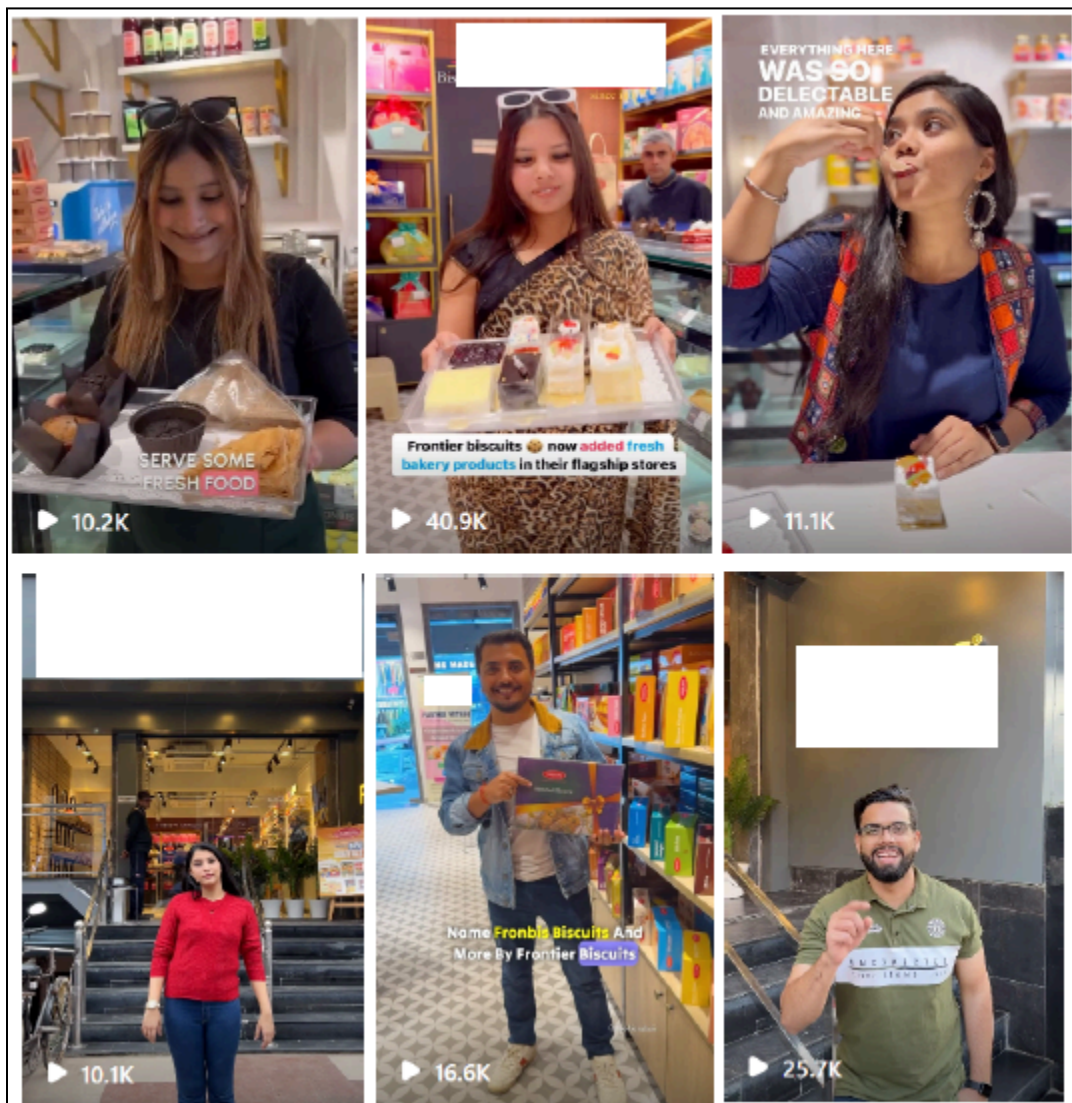


Influencer Marketing

Recognizing the influence of key opinion leaders in shaping consumer behavior, Tech2Globe implemented an influencer marketing strategy for Frontier:

1. **Influencer Identification:** Identified influencers aligned with Frontier's brand values, target audience, and campaign objectives.
2. **Partnership Development:** Established mutually beneficial partnerships with influencers through personalized outreach and negotiation.

3. **Content Collaboration:** Co-created compelling content with influencers, leveraging their authenticity and influence to amplify Frontier's message.
4. **Campaign Tracking:** Monitored influencer campaign performance using relevant metrics to gauge effectiveness and ROI.
5. **Long-term Relationships:** Fostered long-term relationships with top-performing influencers, ensuring ongoing advocacy and brand endorsement.



Results

Through our collaborative efforts with Frontier, Tech2Globe achieved remarkable results:

- 1. Increased Brand Awareness:** Frontier experienced a significant boost in brand visibility and recognition across social media platforms.
- 2. Enhanced Engagement:** Audience engagement metrics, including likes, comments, and shares, witnessed a substantial improvement, indicating increased brand interaction and affinity.
- 3. Improved Website Traffic:** SMM campaigns resulted in a notable surge in website traffic, contributing to enhanced lead generation and conversion rates.
- 4. Positive ROI:** The digital marketing initiatives yielded a positive return on investment, demonstrating the effectiveness and efficiency of the implemented strategies.
- 5. Influencer Impact:** Influencer collaborations contributed to widening Frontier's reach and fostering authentic connections with the target audience, driving brand loyalty and advocacy.

Social Media Insights:

Instagram:

Insights	April (2022)	January (2024)	% Change
Followers	456	19.9K	+4270.83%

Impressions	4,583	1,873,875	+40787.5%
Account Reached	2,447	1,474,809	+60170.1%
Account Engaged	136	1,126	+727.941%
Content Interaction	78	402	+415.385%
Profile Activity	103	2,426	+2255.34%
External Link taps	29	3,856	+13196.6%

Month Wise Performance:

Insights	April-Sep'22	Oct'22-Mar'23	Apr-Aug'23	Sep'23-Jan'24
Followers	2,484	8,453	14.5k	19.9K
Impressions	15,456	62,856	1,339,742	1,873,875
Account Reached	9,816	48,921	88,978	1,474,809
Account Engaged	715	1,016	1,532	2,026

Content Engagement	456	3,059	5,741	7,526
Profile Activity	396	1,062	1,532	2,426
External Link taps	421	1,263	2,676	3,856

Facebook:

Insights	April (2022)	January (2024)	% Change
Total Followers	103	721	+600%
Reach	6,593	1.2M	+99.9818%
Engagements	153	1,263	+725.49%

Website Clicks	26	3,523	+13450%
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Month Wise Performance:

Insights	April-Sep'22	Oct'22-Mar'23	Apr-Aug'23	Sep'23-Jan'24
Total Followers	145	351	553	721
Reach	40,569	1,26,256	5,46,236	1.2M
Engagements	183	425	886	1,263
Website Clicks	153	526	1,263	2,026

Social Media Ads:

Total No. of Ad Campaigns (Last 6 Months)

Insights	Sep	Oct	Nov	Dec	Jan	Feb
Reach	524,097	1,115,533	1,503,869	2,130,002	2,686,056	1,283,164
Impressions	1,002,252	1,480,625	1,856,746	3,438,373	3,941,528	1,423,380
Link clicks	9,898	9,040	10,541	17,695	13,996	5,113
CPR (Rs.)	3.29	4.75	5.58	5.3	4.63	4.19

Amount Spent (Rs.)	7,545.28	10,686.78	13,297.49	20,098.06	15,678.31	5,733.13

In conclusion, Tech2Globe's strategic approach to social media optimization, marketing, and influencer partnerships empowered Frontier to overcome digital marketing challenges,

achieve measurable results, and establish a formidable presence in the competitive landscape.

This case study serves as a testament to the transformative power of innovative digital marketing strategies in propelling business growth and success.