

JustLuxe (www.JustLuxe.com)

Affluent lifestyle guide

JustLuxe is a luxury portal which has information and latest update on anything that you want to make your lifestyle luxurious with. Providing you with latest trends in fashion to the extensive travel guide from the exclusive gadgets in the market to the speediest cars, you will find it all here, what you can call as luxury of life.

Campaign objectives:

- Use FaceBook as a brand building platform
- Network with its affluent audience
- Provide regular updates to its fans and keep them engaged

Approach:

- FaceBook marketing strategy development
- Content strategy development
- Designing custom FaceBook page
- Update strategy
- Visitor engagement
- Monitoring and management checklist development
- Regular review and refining strategy

Results:

- Increase in number of fans: 98%
- Increase in post views: 423%
- Increase in number of comments: 335%

CryoBanks India (www.CryoBanksIndia.com)

Leader in stem cell banking in India

CryoBanks International is a pioneer in the collection, isolation, processing and storage technologies for cord blood stem cells. In India, the operations began in the year 2006 as a joint venture between CryoBanks International USA and RJ Corp. CryoBanks International India are the market leaders in the collection, processing and banking of umbilical cord blood stem cells. The company is focused on providing high quality services into processing, and storage of umbilical cord blood stem cell for family use as well as public donation purpose.

Campaign objectives:

- Improve user engagement
- Enhance brand awareness
- Increase fan base and likes of the page
- Integration of fan page with other social media platforms

Approach:

- FaceBook marketing strategy development
- Content strategy development
- Fan base number improvement
- Social participation
- Visitor engagement
- Monitoring and management checklist development

Results:

- Increase in number of new fans: 6,671%
- Increase in post views: 1,380%
- Increase in number of comments: 271%

SummitSoft Corporation (www.SummitSoftCorp.com)

Small business software producer

Summitsoft Corporation is a leading publisher of productivity software, creating innovative business solutions for small businesses. The range of products offered encompasses a wide range of utility for professionals as well as home users. With expertise in graphic designing of logos and fonts, they also provide a range of efficient and user friendly software for enhanced functioning.

Campaign objectives:

- Improve user engagement
- Enhance brand awareness
- Increase fan base and likes to the pages

Approach:

- FaceBook marketing strategy development
- Content strategy development
- Designing custom FaceBook page
- Sweepstake management
- Visitor engagement
- Monitoring and management checklist development

Results:

- Increase in number of new fans: 2000%
- Increase in post views: 470%
- Increase in number of comments: 187%

El-Live Productions (www.El-Live.com)

Music for life

El-live an platform for musicians from round the world to come and join in. To be the musician one always wanted. They specialize in creating, developing, managing and booking bands to perform overseas specifically for 5 star hotel chains in Asia. They have an array of seasoned singers and musicians that make the occasions musical.

Campaign objectives:

- Use FaceBook as a brand building platform
- Enhance visitor engagement
- Generate leads from FaceBook pages
- Manage FaceBook pages for all bands

Approach:

- FaceBook marketing strategy development
- Content strategy development
- Designing custom FaceBook page for lead capture
- Visitor engagement

Results:

- Increase in number of new fans: 550%
- Increase in post views: 639%
- Increase in number of comments: 102%

Best Travel Store (www.BT-Store.com)

Best airline search and booking engine

Best Travel Store is a travel agency, focused to provide travelers with the lowest possible airfares, not available throughout other mainstream reservation systems, by developing unique and advanced airfare search technology. When you purchase with Best Travel Store, you are assured to buy the best deals on the market from a company that has served hundreds of thousands of domestic and international air travelers through its own extremely efficient search engine since 2002.

Campaign objectives:

- Use FaceBook as a brand building platform
- Enhance visitor engagement
- Generate leads from FaceBook pages

Approach:

- FaceBook marketing strategy development
- Content strategy development
- Designing custom FaceBook page
- Sweepstake management
- Discount coupons
- Regular review and refining strategy

Results:

- Increase in number of new fans: 457%
- Increase in post views: 109%
- Increase in number of comments: 112%