

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:

Enhance brand image through social media marketing

Campaign elements:

- Facebook marketing
- Twitter marketing
- Web 2.0 property creation
- Forum participation
- Blogging
- Blog creation

Results:

- Increase in traffic from referring websites: 201%
- Increase in social mentions: 403%
- Increase in number of fans: 98%
- Increase in number of followers: 266%
- Increase in post views: 423%
- Increase in number of comments: 335%

Veria (www.Veria.com)

Products for healthy life

Veria is a health and wellness portal based in US, providing comprehensive information and products for natural and healthy lifestyle through provides expert advice, articles and shows, and is working to grow a community of health-conscious people to generate health awareness and natural life style.

Veria launched a special promotional program for holiday season and required a strong presence on social media to generate awareness and sales during this period.

Campaign objectives:

Generate sales leads for various products during festive season through social media marketing.

Campaign elements:

- FaceBook marketing
- Community participation
- Product submission
- Deal and coupon submission
- Classified submission
- Free site listings

Results:

- Increase in number of website clicks: 120,000
- Increase in number of page views: 50,000
- Increase in number of product purchase: 800
- Increase in traffic from referring website: 80,000

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:

Enhance brand image and improve user engagement through social media marketing.

Campaign Elements:

- FaceBook marketing
- Twitter marketing
- FaceBook ads
- Blogging
- Blog and forum participation

Results:

- Increase in traffic from referring websites: 131%
- Increase in social mentions: 210%
- Increase in number of fans: 678%
- Increase in number of followers: 121%
- Increase in post views: 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:

Enhance brand image and improve user engagement through social media marketing.

Campaign Elements:

- Facebook marketing
- Twitter marketing
- Mobile websites
- Sweepstake management

Results:

- Increase in traffic from referring websites: 200%
- Increase in social mentions: 200%
- Increase in number of fans: 230%
- Increase in number of followers: 266%
- 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:

Enhance user engagement and generate quality lead through social media marketing.

Campaign Elements:

- FaceBook marketing
- Twitter marketing
- MySpace marketing
- Blog and forum participation
- Job classified submission

Results:

- Increase in number of website clicks: 200%
- Increase in number of page views: 256%
- Increase in number of musician applications: 176%
- Increase in traffic from referring website: 185%