In A Very Highly Competitive Exhibition
How We Made Sure Our Client Was Talk Of The Town!

Summary

Our client, an emerging jewellery brand, with an ultimate goal to achieve desired walk-ins and footfalls at a highly competitive jewelry exhibition in Mumbai.

The soul intention was to showcase their design and product line so that they get business tie ups and partnerships.

Industry

Jewellery & Lifestyle

BRAND & BEYOND

Challenging Objective:

- Highly competitive exhibition with global exhibitors
- Setting up of Meeting with potential buyers / Partners
- Promotion of our Client's brand in a controlled environment / set event protocols

What did we do?

Our Strategy:

- Micro-targeting relies on quality research and information to be effective. This strategy was adopted to maximize the visibility of the brand. Hence, taking into consideration the multiple touch points our target audience is exposed to, we devised an all-encompassing digital marketing strategy with the below mentioned platforms.

- Social Media focusing on Facebook, Instgram & Twitter was very essential as these platforms are rich source of high and relevant traffic that is influential enough to create brand awareness and user engagement.

- SMS & Email Drip Campaigns for setting up of Meetings & Brand Stall awareness, Whatsapp Marketing to showcase brand video that we made

- The social media campaigns with an elegant and quirky twist brought out the real essence and from Facebook posts to whats app and sms marketing, our strategy was completely consumer-centric that enhanced the customer engagement with the brand .

Vital Statistics:

- Our Social Media Post fetched a Reach of 78,199 on Facebook, 117376 on Instagram and 24,753 impressions on Twitter in 28 days through organic campaigning with Zero Paid Media Investment.

Social Channel	Post Metrics	July	August
Facebook	Reach	9386	78,199
	Engagement	631	8,122
	Likes	294	4,263

Social Channel	Post Metrics	July	August
Instagram	Impression	24926	160082
	Reach	18718	117376
	Likes	2100	13716

Social Channel	Post Metrics	July	August
Twitter	Impression	5706	24753
	Engagements	427	1181
	Likes	174	558

Our Achievement:

- We did achieve the desired targets of walkins and footfalls at the exhibition event.

- Our client was successful in generating business tie ups and partnerships through our targeted meetings & partnership campaigns