

With An Arpu Of \$8200, We Helped Our Client Design Over 50 Homes Through Digital Acquisition



Challenging Objective:

Be super active on social platforms, awareness about the brand, reach out to the relevant people, generate potential leads for the business, etc

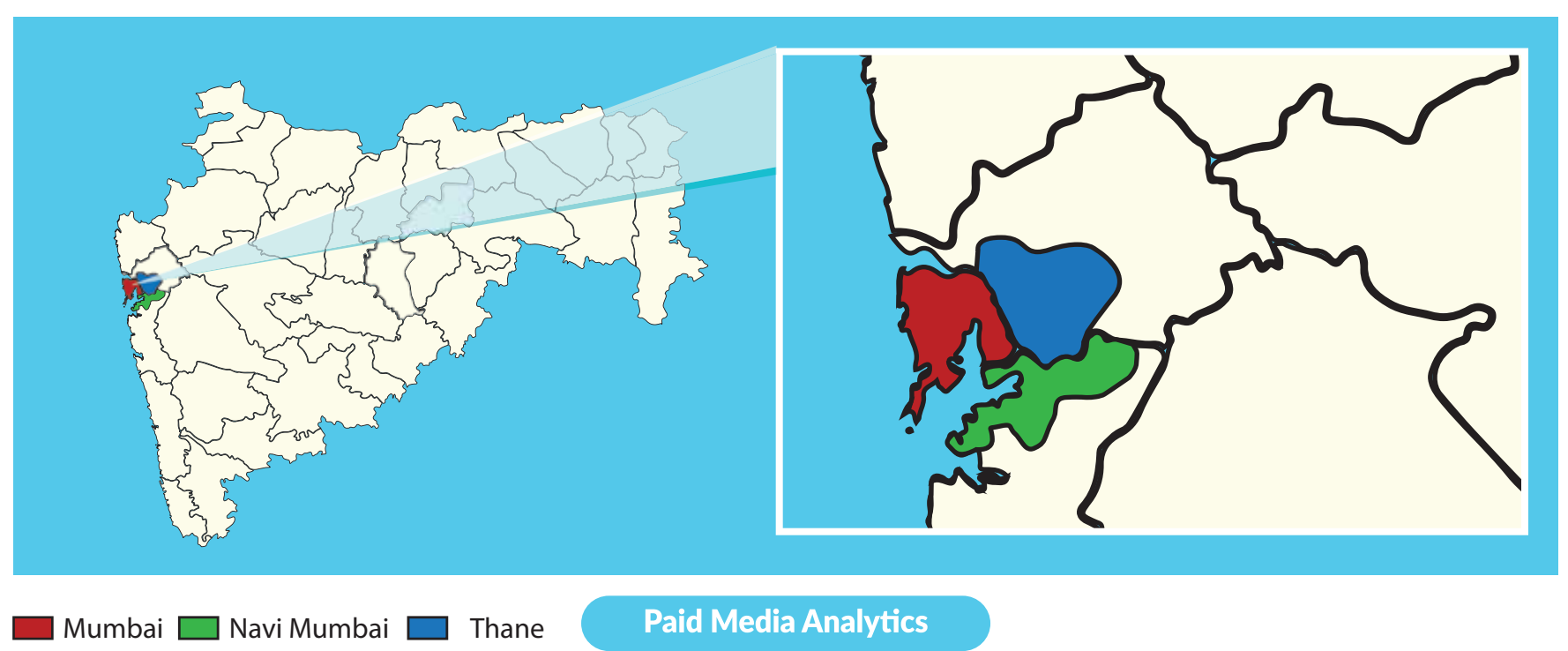
Result-oriented Solution:

Our immediate approach towards them was to give a BIG boost to the overall social media presence with running multiple campaigns as per the occasions, offers, etc. Later on, re-target this existing audience and keep them updated about the latest happenings at the client's end. Another second quick approach was the marketing part, through which we acquired enough genuine leads with a conversion rate of around 20% and this was entirely connected to a single trackable dashboard to make the process easier.

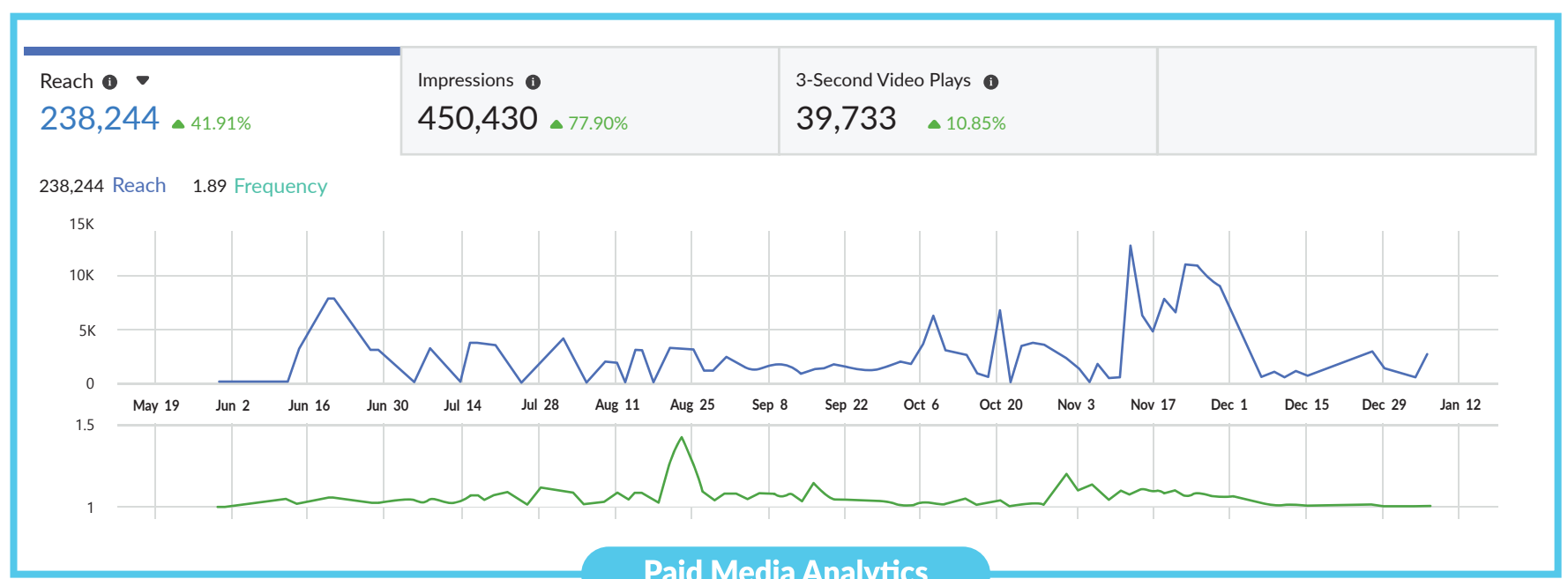
Fruitful Output:

- **Social Connected and Active all the time.**
- **Generated 450+ trackable genuine leads till date.**
- **120% Conversion Rate.**
- **One-click access to the progress reports.**
- **Insightful dashboard with real-time data.**

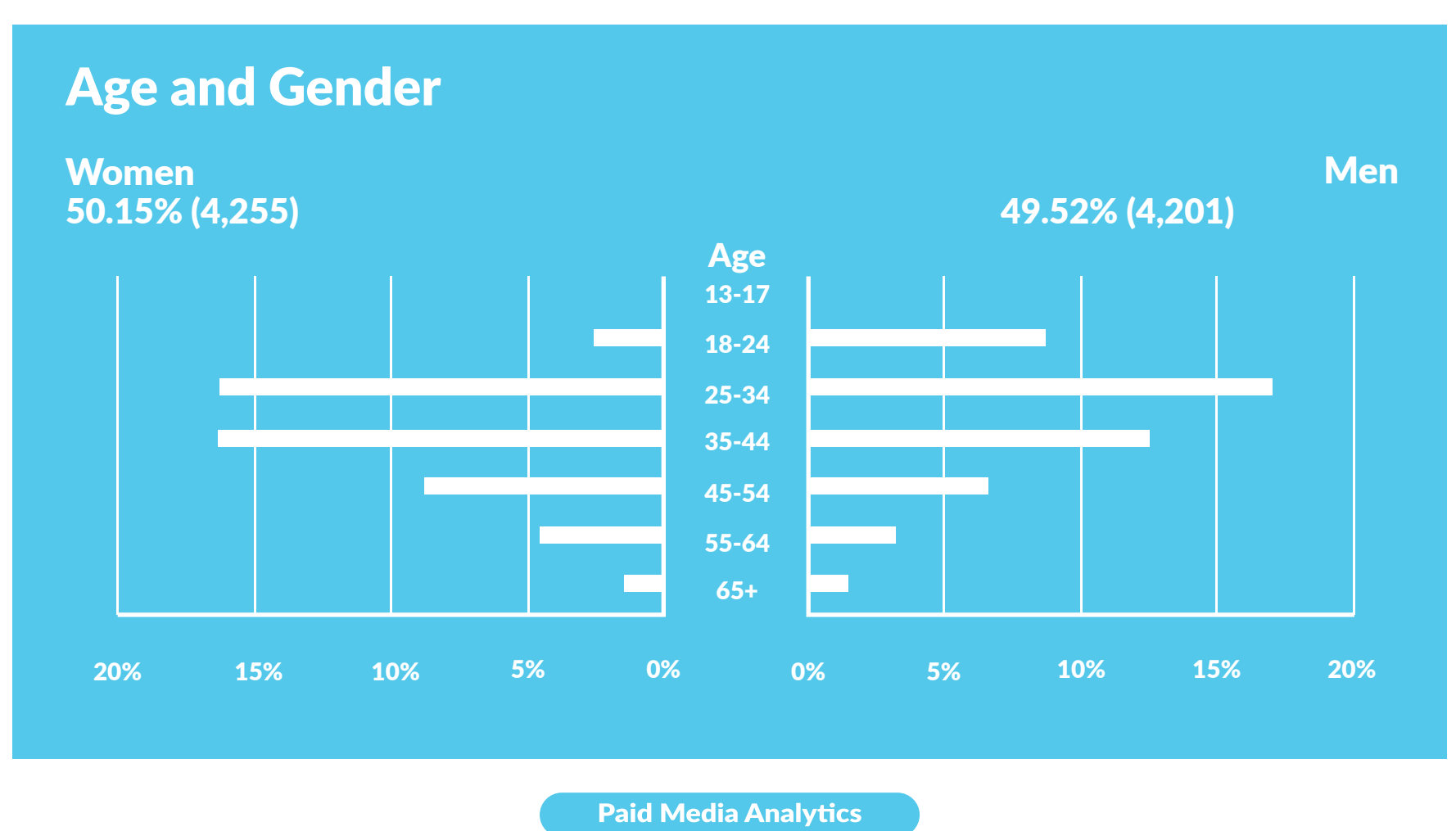
Targeted Location



Video Campaign Insights



Demographics



Acquired Leads

Objective	Results	Reach
Video Views 4 Campaigns	5,436 ThruPlays	30,424
Post Engagement 3 Campaigns	5,411 Post Engagements	12,652
Traffic 3 Campaigns	5,411 Like Clicks	9,798
Lead Generation 11 Campaigns	426 ▲ 49.5% On-Facebook Leads	188,454 ▲ 13.4%

Approx. 49% growth in the leads in since when the campaign started

Summary

The nature of business was quite demanding as everybody wants their home to look classy and this makes the competition quite high. Their aim was to beat the competition and stand out of the crowd by reaching out to the people via different social platforms and build a strong online presence.

Industry

Interior Designer Industry