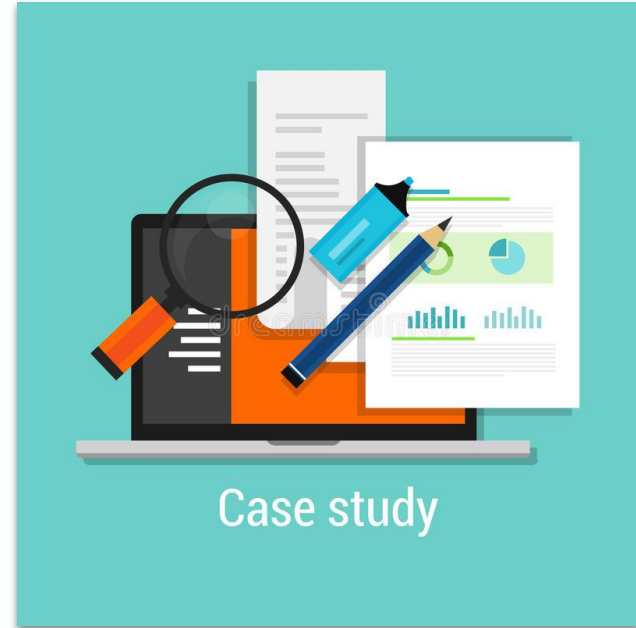


A Case Study of How Digital Marketing Helped to Pull Shoppers into Stores and Scored High Engagement Through Social Media.



Build a strong digital presence and relevant audience base on Facebook

Run Lead Generation Campaigns on Facebook

Retail brands continue to mature digitally, using technology and the wealth of data available to more effectively connect and engage with connected consumers..

Odyssey

Solution:

Build a strong digital presence to the existing page and targeting relevant audience on Facebook based on interest and behaviours.

Initiated Branding Campaign to enlight particular products to drive sales.

Challenge Faced:

Client want us to target audience based out in the following location adyar, thiruvanmaiur and coimbatore for their prouduct sales.

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Product Promotions:

- ❖ CD'S.
- ❖ School Bags.
- ❖ Merchandise
- ❖ Hand Bags.
- ❖ Earphones
- ❖ Book's.

Build a strong digital presence and relevant audience base on Facebook

Campaign Type - Reach

Run Lead Generation Campaigns on Facebook

CIA - Call Now

Ad Type - Carousel Ads

Target - Parent's with 5 - 14 year old childrens,
Interest in Minions, Cars, Disney, Chip and dale,
cartoons.



Reached - 2+ Lakhs People

Results - 14% increase in sale than
previous month.

Build a strong digital presence and relevant audience base on Facebook

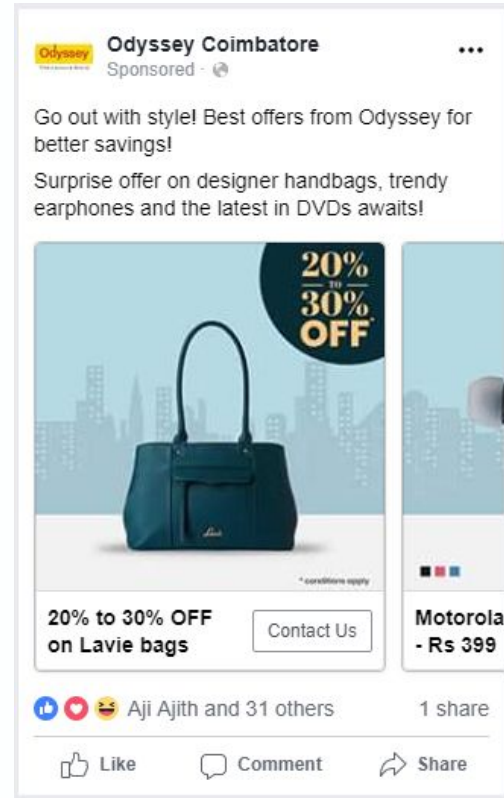
Campaign Type - Branding

Run Lead Generation Campaigns on Facebook

| Results | Reach | Impressions |
|--------------------------|-------------------|--------------------|
| 6,450 Estimated a... | 183,402 | 509,534 |
| 9,270 Estimated a... | 229,357 | 556,132 |
| 15,500 Estimated a... | 408,332 People | 1,065,666 Total |

Reached - 4+ Lakhs People

Results - 11% increase in sale than previous year.



Screen Shot of the Ads itself