

SOCIAL MEDIA EXPERT GAINS 45,488 FACEBOOK FANS AND DOUBLES WEBSITE TRAFFIC TO CEO'S BLOG



Campaign: Blog Promotion through Social Media Community

When the CEO of Mastek, a well-known software company, asked us to build traffic and nurture a Facebook and Twitter Community for his blog, we took it as a challenge.

This [new-age blog](#) on sustainability, economics, education, veganism and other topics, aims to create thought-leadership about gentler ways of living in harmony with the Earth.

Challenge & Strategy

As the blog did not focus on any single topic, but rather covered a multitude of topics, we decided to target a broad category of Indians through a targeted Facebook ad campaign and build a large platform of fans to whom we could eventually announce the launch of the CEO's upcoming book in 2014.

Our Facebook content included status updates from the blog posts, along with relevant image quotes and third-party content.

CASE STUDY: THE NEW CONSTRUCTS BLOG

Key Results:

We were able to build a ***Facebook community*** of 45,488 fans over 18 months, with Facebook ads that had a Click Through Ratio (CTR) of over 10% and a Cost per Click (CPC) of Rs. 5, at a budget of Rs 3000 a month.

We also built a ***Twitter community*** of over 21,000 followers. As a result, the traffic to the blog doubled from 1000 to 2000 visits a month and 3601 users registered for blog updates.

To find out what inbound and social media marketing can do for your business, contact Priya Florence Shah at [8080050038](tel:8080050038) or [020-41205676](tel:020-41205676) or e-mail at priya@blogbrandz.com



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