CASE STUDY

Digital
Marketing

Redefine Your Marketing
Strategy.

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16 YEARS

Zoondia
innovating the Future

SMM

Category: **SMM - Pre Launch & Post Launch Activity**

Location: **Global**

Business Background:

The first social media &marketplace platform designed specifically for all disciplines, athletes, and sports enthusiasts around the globe
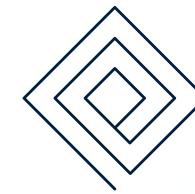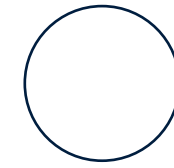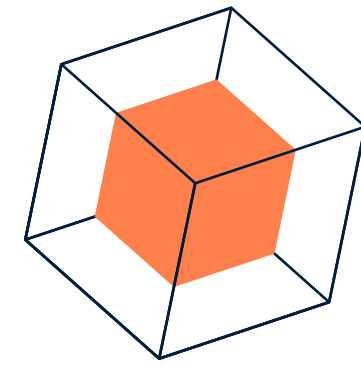
The aim of this project is to enhance online visibility and refine the digital marketing strategy to boost sales by utilizing social media

Market Competitors:

Focusing on sports and fitness enthusiasts worldwide.
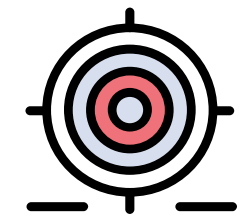
Project Goal:

The goal of this project is to enhance online visibility and optimize the digital marketing strategy to boost sales by utilizing social media marketing and fostering effective organic audience engagement.

Strategy:

- ⊙ Develop a comprehensive social media marketing strategy
- ⊙ Establish a robust global brand presence
- ⊙ Generate high-quality mentions and backlinks
- ⊙ Enhance audience acquisition with targeted efforts
- ⊙ Boost website traffic through social media platforms
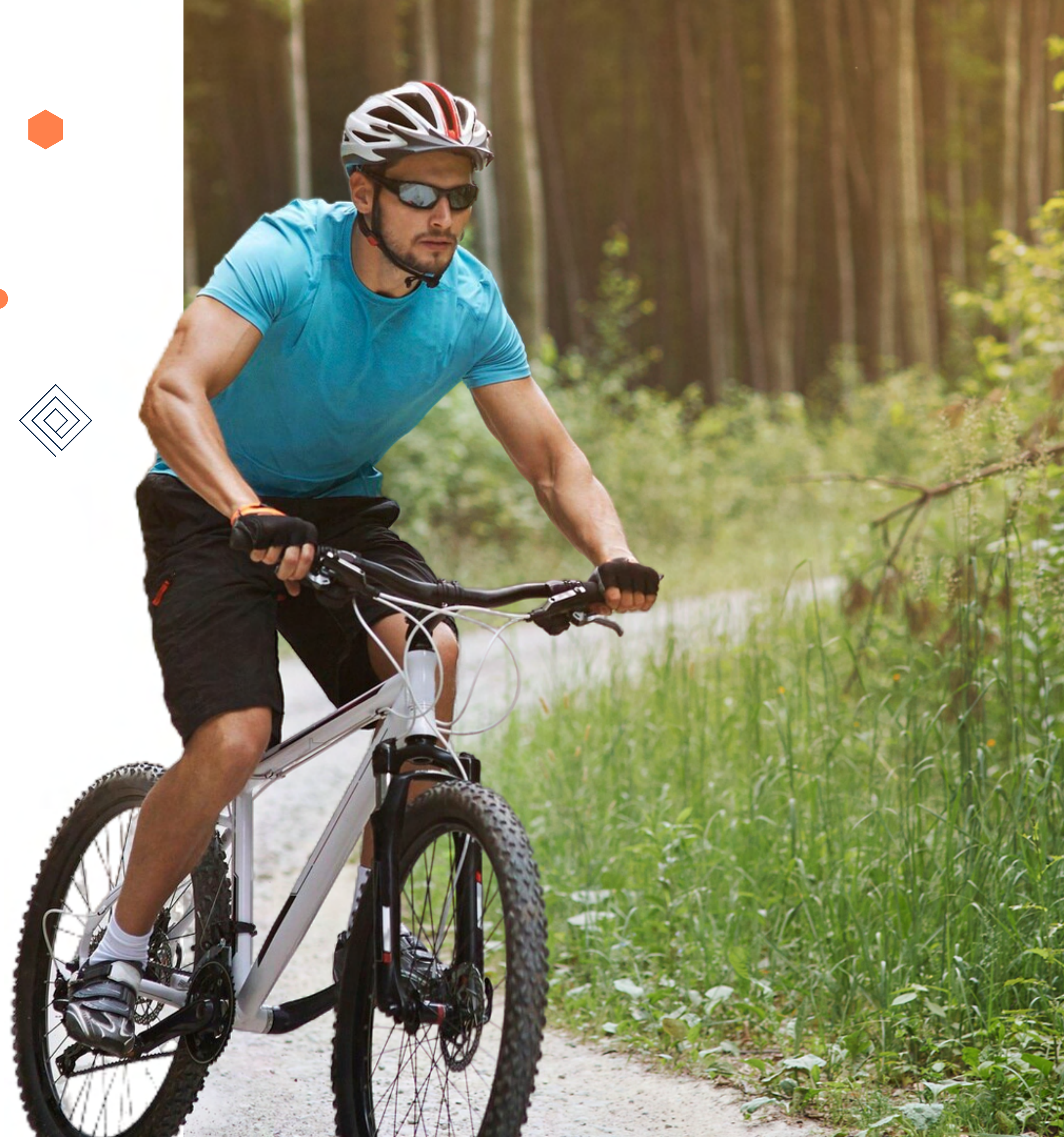
Results:

Following the launch, the client reported the subsequent organic results.

Before

Facebook Page Reach

215

Instagram Reach

0

After

Facebook Page Reach

4,340

Instagram Reach

11,484

Learnings:

A successful launch plan involves initiating your marketing efforts well before the launch date. Take advantage of the latest features on social networks to captivate your audience. Always strategize to attract new followers, drive sales, and convert your current audience into customers.

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THANK YOU

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