

CASE STUDY

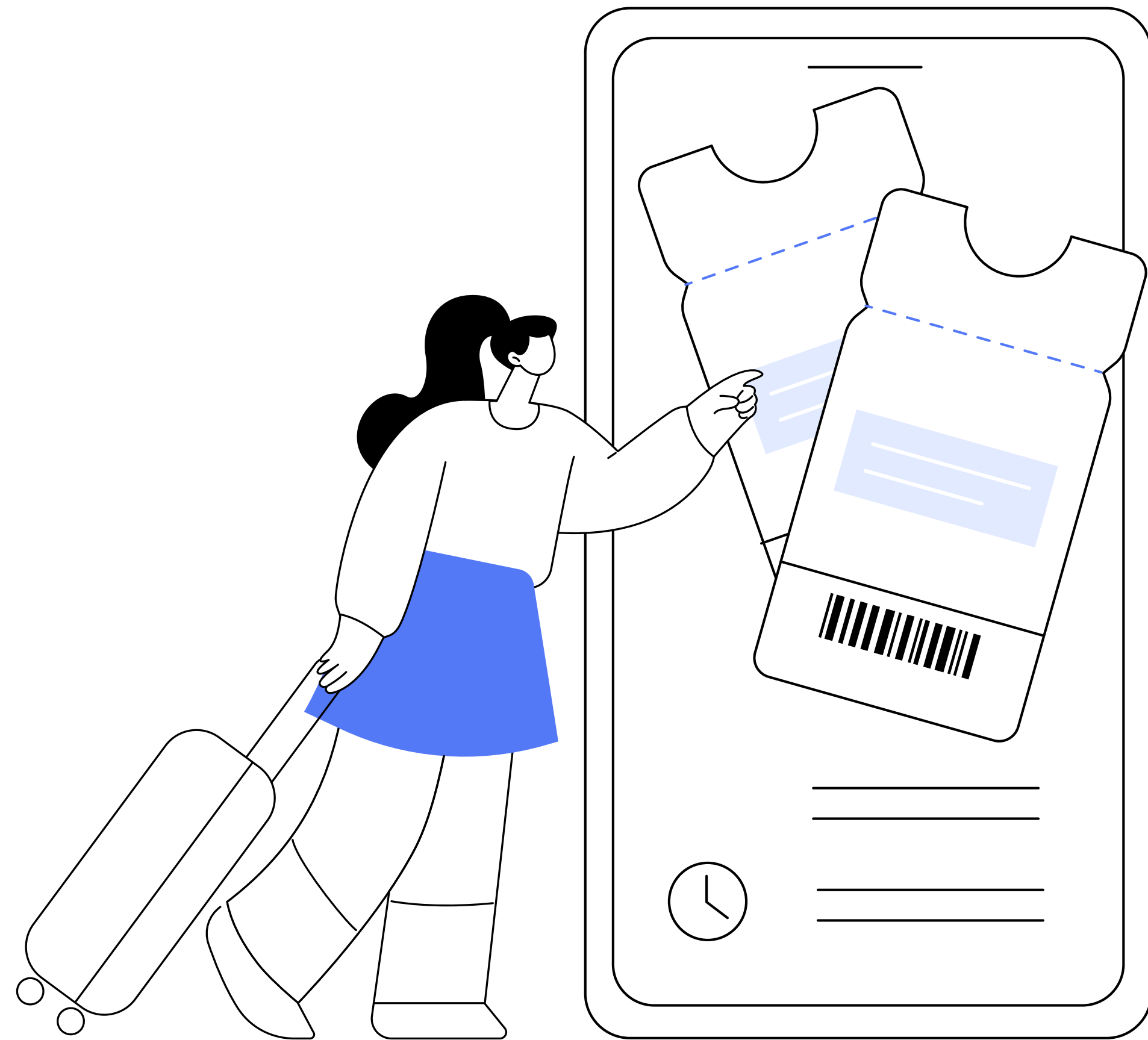


# Digital Marketing

Redefine Your Marketing  
Strategy.

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# SMM

CASE STUDY NO:

5

Category: **SMM - Pre Launch Activity**

Location: **Qatar**

## Business Background:

A robust management tool for booking various venues all in one place. As the world's leading venue booking company, it aims to create a platform where customers can find and explore venues of all types.

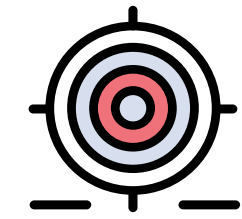
● Android App

● iOS App

## Market Competitors:

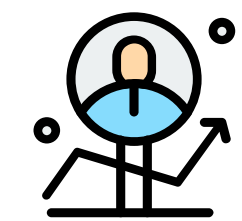
Initially focusing on Qatar, with plans to expand globally later.





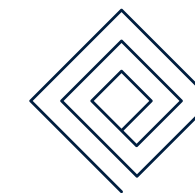
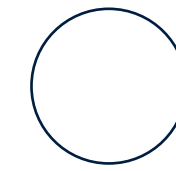
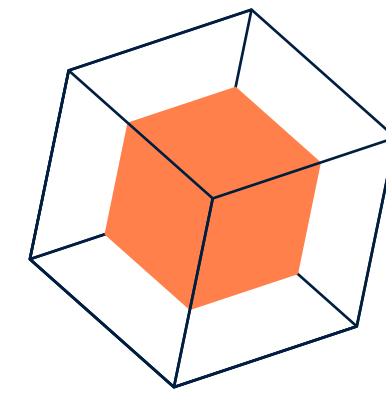
## Project Goal:

Pre-launch marketing takes place before the official product or service launch, aiming to increase brand awareness and build digital engagement.



## Strategy:

- Formulate a comprehensive content marketing strategy for social media
- Establish an initial brand presence in Qatar
- Grow social media follower count
- Enhance engagement with target audiences using distinctive hashtags



## Results:

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

### Before

Facebook Page Reach	Instagram Reach
187	0

### After

Facebook Page Reach	Instagram Reach
5,432	12,584

## Learnings:

Instagram users appreciate high-quality content, which helps them explore a company's visual identity. A well-crafted Instagram content strategy is crucial for achieving a brand's marketing objectives.



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