



Effectively Using Social Media for Brand Launch, Awareness and Promotion

CLIENT OVERVIEW

The client is a newly-formed greeting card business venture located in the UK.



BUSINESS NEED

To create brand awareness, the client has to compete with the major greeting card companies and several local brands and online greeting card sites in the UK market. To achieve success, they have to:

- Launch and promote the brand through social media
- Create a captive community of potential customers on social media
- Benefit from the social brand equity of the artists associated with the products



CHALLENGE

- Major greeting card companies with a strong presence in the market
- Several local brands with physical stores
- Competition from other established greeting card sites



⇒ SOLUTION

- Created a brand presence in the top 5 social media platforms of the world and grow the brand's popularity
- Designed, set-up and managed related social media elements such as client's blogs and interact with other blogs
- Participated in forums, discussion boards, community answers, etc. for cross-platform popularity
- Used attractive and popular tags on social media pictures, comments, and interactions to boost the SEO
- Setting up the stage for CRM via social interaction



BENEFITS

- Launched and promoted the brand presence across several social media channels
- Created and nurtured a captive community for the client's business
- All-time high viral reach of nearly 40,000 people
- Potential reach via the client's Facebook page 416,890 people
- Increased client's rankings in SERPs

PROCESS

Facebook, Twitter, Google+, Pinterst

- Designing and setting up the brand page as well as a non-brand community page with SEO Page
- Encaging /partnering with other similar-interest pages
- Sourcing & sharing articles, videos, trivia, news, and events

Blogs

- Theme/topical posts including photos and videos
- Creating and running generation section
- Tracking, monitoring to comments and feedbacks

Website

- Integrating social media presence with the site content
- Creating cross-platform links with the social presence of the brand

Lumina Datamatics Facts



Engagement across 4 continents

3 of Top 5 retailers as customers 2 Billion data points transformed annually for e-retailers Specialized content, data, and analytics solutions provider

eretail@luminad.com www.luminadatamatics.com Asia Europe North America Bengaluru, Chennai, Mumbai, Noida, Puducherry Munich

Norwell, MA