

About Client: Client is a leading pet retailer in US

Client situation: Client was looking for a specialized agency to manage its social media presence and at the same time keep track of competition's activity on social media

What we did: Our solution had following elements:

- We benchmarked client's social media activity with that of competition in terms of followers, activity, retweets, posts etc.
- We managed Facebook, Twitter, Instagram and LinkedIn accounts of clients for content designing and updation
- We monitored activities related to social media campaigns as well in terms of click-throughs and sales generation
- We prepared a monthly and quarterly report for social media activity

Outcome

- Social media activity garnered 7500 additional followers and led to multiple online enquiries