



JR Digital Marketing  
Services Pvt. Ltd



## CASE STUDY 2021

Presenting you the one of our client Bebaak Bawarchi's Social Media Marketing Case Study with insights into how their campaign worked and how similar effects can be shown for your business.

Being on all the social media platforms is not necessary, however, it is important to be successful if you exist in one.

### OVERVIEW

We're pleased to report our client's social media profile from August 2021 to October 2021. It has revealed a noticeable **increase in engagement with our content**. We've helped them gain a solid position among the **target audience**, and grew their audience base with **Moment Marketing** and **Influencer Marketing**. As well as **increase in awareness amongst targeted audiences**. We took a step ahead and expanded the marketing with **product photography**, which went really well! This study is intended to provide you with information on what we have done, how we differ from other businesses, and how we may help you, as well as suggestions for how you might enhance your customer relationships.



*These days, people want to learn before they buy, be educated instead of pitched.*

### CHALLENGE

- Visitors migration from competitors
- In essence, We needed to actualize a more cohesive and multi-layered social media marketing strategy. This strategy would better educate and engage with the public about Social Media Marketing, Paid ads etc.
- Making the client understand the dynamics of social media marketing
- Building up a new page as the old page was not responsive



## BENEFITS

Implementing a target-oriented social media marketing strategy will greatly increase your brand recognition, as this will help you be engaged with a broad audience.

Our social media marketing experts can assist you with your campaign. Hire us and let our social media marketing agency boost your brand visibility and integrity!



***Brands are more than their products in today's digital world. Memorable brands are the ones who know how to engage with their target audience effectively through their social media channels. We have curated the best social media marketing strategies for you.***



## SOLUTION

01

### Created social media pages

We promoted the brand on social media pages by adopting various ongoing trends, and creatively engaging posts. As a result, the brand was able to grow their follower base exponentially.

02

### Online Sales generation

Generated quality leads from different platforms with right Keywords. We've created Facebook ads and this has allowed for more people to see what this restaurant offers, and gain more leads. Facebook ads are extremely successful and can help skyrocket your business.

03

### Audience Retention

Created irresistible Offers for better customers Retention. As they needed people to see their work, know who they were, where they were and what they offered that made them stand out amongst all the rest.

## RESULT/ ACHIEVEMENT

**20%**

**Achievement in Sales generating**

**90%**

**Positive reaction from client**

**95%**

**Success rate in engagement and awareness**