



JR Digital Marketing
Services Pvt. Ltd



CASE STUDY 2021

Presenting you the one of our client Jawed Habib Bhojuveer Branch 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

The social media profile of one of our clients from December 2021 to July 2022 was reported with pleasure. It stated that **people were engaging with their content more frequently**. With the use of **Lead Campaigns and Facebook Ads**, we were able to assist them and established a strong presence in the **targeted area**, with an increase in awareness of intended audiences. With **WhatsApp Marketing**, we went one step further and significantly **increased the unisex salon's traffic**. This case study aims to tell you about our accomplishments, and how we differ from other companies, how we can assist you, as well as offer you advice on how to improve your client connections.



“Social media not only snatches your time, but it also teaches you attention deficiency.”

CHALLENGE

1. Making the client familiar with the workings of Social media campaigns.
2. Getting good quality videos from the clients.
3. Communicating with the leads and giving quality leads.
4. Creating individual store reach despite being a branded store.



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!

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We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.

SOLUTION



01

Social media campaign (awareness and engagement for almost all posts)

By incorporating numerous current trends and engagingly creative post, we began running awareness & engagement advertisements on social media pages. As a result, the brand was able to grow their follower base exponentially.

02

Lead generation campaigns (location targeted)

Produced high-quality leads using the proper keywords across the target locations. As a result of our Facebook advertisements, more individuals are aware of the services that this salon offers, and we are generating more leads.

03

WhatsApp marketing of the contact database

We expand our reach and engagement by WhatsApp Marketing. Because WhatsApp Marketing allows to stay in touch with your customers & more than half of WhatsApp users check the app every hour.

04

Increasing old client retention through individual offers on WhatsApp

We Kept our offers relevant and personalized to each individual customer, so the solution given is the most useful for the problems they are facing through the platform of whatsapp Marketing.

RESULT/ ACHIEVEMENT

20%

Achievement in Lead generation

90%

Positive reaction from client

95%

Success rate in engagement and awareness