



JR Digital Marketing  
Services Pvt. Ltd

Parambhoj

SHUDDH SATVIK BHOJAN

## CASE STUDY 2021

Presenting you the one of our client Param Bhoj 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

Whether you specialize in marketing, events, or technology, we can help you. Here's a study reviewing the work we did on behalf of one of our clients. Learn how our team went above and beyond to make sure they could gain a strong position with *their audience and increase their audience size using influencer marketing and moment marketing*. We also helped them *boost awareness for their company among targeted audiences* which involved *adding professional product photography and social media marketing campaigns*. If you want to learn more about our services, please reach out to us today!



***The first rule of social media is that everything changes all the time. What won't change is the community's desire to network.***

### 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!

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***Social marketing eliminates the middlemen, providing brands the unique opportunity to have a direct relationship with their customers.***



## SOLUTION

01

### Social Media Management

Using a variety of current trends and interestingly written pieces, we promoted the brand on social media networks. The brand was able to increase its following significantly as a result.

02

### Online Sales Promotion

With the proper keywords, generated great leads from several channels. Through the use of Facebook advertisements, we have increased both the number of leads and the number of individuals who are aware of the services offered by this restaurant. Facebook advertisements have a great deal of success and can help your company grow rapidly.

03

### Gaining More Audience

For greater client retention, created attractive offers. Since they needed others to notice their work, know who they were, where they were, and what they had to offer that set them apart from the competition.

## RESULT/ ACHIEVEMENT

**20%**

**Achievement in Sales generating**

**90%**

**Positive reaction from client**

**95%**

**Success rate in engagement and awareness**