



CASE STUDY

***Multi-level marketing / Network Marketing** ~ Social media marketing case study by Techdivine Creative Services, campaign delivered for our client.*

Industry – “Network Marketing”

The Campaign: “Increase brand reach, brand monitoring implementation, customer engagement, Knowledge resource platform, customer service platform, brand engagement, events promotion, newsletter subscriptions” using social media marketing.

- Establish profiles across Twitter and Facebook
- Create a Knowledge Resource Center online (KRC) for prospects to know more about the brand, it's product and services.

Core Goals:

- Increase brand reach
- Increase and empower their EVENTS through online marketing and promotions
- LIVE Tweeting / Covering of their EVENTS across countries (Malaysia, Dubai, India)
- Increase brand engagement
- Establish online brand monitoring for brand mentions
- Create a KRC online

Client's Core Industry: 'NETWORK marketing' industry

- Duration: 1 Year

Step 1:

- Understand their competitors and their presence and reach online.
- Understand core Consumer research insights for their targeted demographics and the new demographics they wanted to reach
- Determine using the consumer research insights about the platforms and applications the prospects or end users will feel most comfortable engaging with the brand online.
- **HUMANIZE the brand** with real-time conversations
- Create a strong KRC using a content strategy designed from start
- Encourage more users and existing customers to slowly switch to online platforms instead of relying only on “mobile” communication.

Core Platforms integrated: Twitter, Blog, Facebook

Step 2: Strategy:

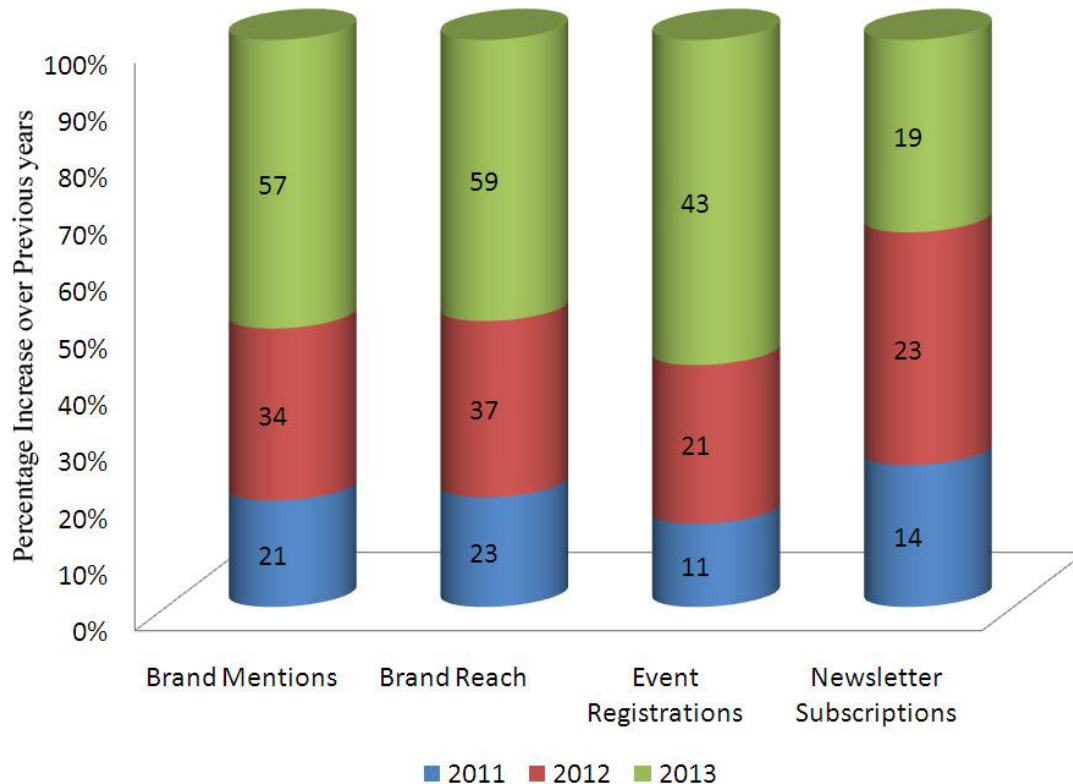
- Create a simply step by step process for their existing customers to slowly switch from using online MOBILE phones for communication via phone calls to using the brands online platforms for direct and real-time communication.
- LIVE covering of their events and planning the most “Humanized brand engagement” techniques and ideas to increase brand engagement during such events.



Goals – Increase Brand reach and Live event mentions and check-ins

- We could screen users engaging with the brand online across demographics and increased brand conversations.
- More number of customers were using the brand's application and offers to avail social media deals online including registering for their Global events.

REAL GOALS METRICS: During a span of 3 years campaigns with us (2011, 2012 and 2013)



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