

SOCIAL MEDIA MARKETING FOR A TECH START-UP

| ABOUT OUR CLIENT ▶

Our Client was the first online e-commerce platform in the world which provided all frequently used products and services a household needs on one app. The app provided virtually whatever a customer wishes for, whether it is products or services (1000+ frequently used products in 16 categories and 200+ frequently used services in 19 categories). Instead of juggling with multiple vendors, shops, service providers and apps, the customer had the freedom to get everything on one app.

| PROBLEM FACED BY OUR CLIENT ▶

The Client start-up was based on a micro-cluster based delivery model. So the client wanted to enhance their brand presence, visibility and commercial awareness only in certain localized geographies.

| OBJECTIVE OF THE PROJECT UNDERTAKEN BY NETILLY ▶

Our objective was to build a community for the brand in specific localized geographies to create brand visibility and eventually increase conversions.

STRATEGY USED



The name of the brand and the logo had a Genie (spelled as Jiny here) which represented the ability of the company to fulfil any wish of the customer in terms of household products or services. Also the company started its services in the Indian city of Faridabad.

So our content approach revolved around narrating a story that has a character named Sunita ji and her relationship with the Jiny. The idea was that prospects, especially housewives could relate to the character and thus engagement could be increased.

The social media creatives were focused primarily on how the Jiny solves each and every day-to-day problem that Sunitaji faces like groceries getting exhausted, need of a driver, necessity of cleanliness at home, etc.

This story where a housewife shares her customer experience got the brand a very good exposure within the targeted geographies. It gained a lot of audience attention.

As per the recommendation, we started with daily posting on social media. The focus was mainly on Facebook as the client business was a B2C one.

APPROACH



The content approach recommended had a daily social media posting which included 1 video, 1 blog and 5 creatives and we agreed upon the following points with the client:

- Content calendar for every week would be shared the previous week for approval
- Post content would be created as per the content calendar
- Post content would be shared with the client using a WhatsApp group one day in advance
- One post daily
- Post time – first half of day

Our story and videos made a difference. Voice over for the videos were also done internally at Netilly. Video posts did great. We continued doing video posts on all platforms.

To get more views we tagged the client team on the posts.

CREATIVES USED



Blogs Promotion



CREATIVES USED

App Promotion



CREATIVES USED

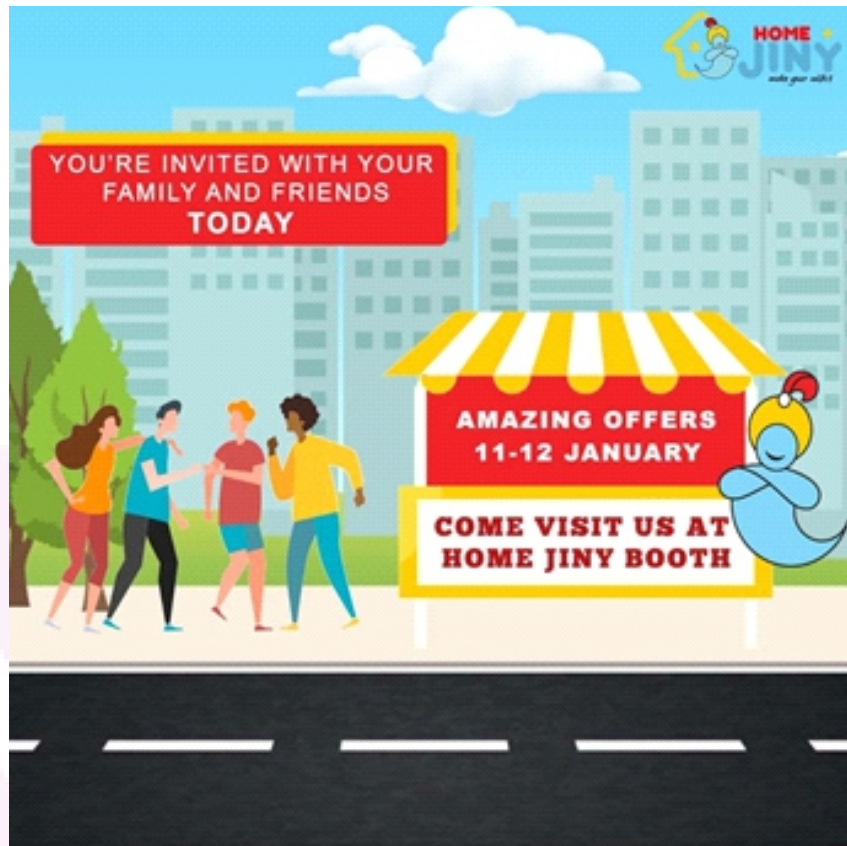
Offers Promotion



CREATIVES USED



Events Promotion



CREATIVES USED



Media Mentions



RESULTS ACHIEVED



Within a span of five months, with consistent social media marketing activities, we were able to increase their followers/subscribers on social media platforms.

Platform	Baseline Followers	After 5 months
Facebook	1058	2057
Instagram	58	141
LinkedIn	53	180
YouTube	0	33