



## Digital Marketing Partner to a leading Indian Conglomerate

Digital Marketing

Social Media Marketing

Analytics

### The Client

The client is an Indian conglomerate holding company headquartered in Mumbai, Maharashtra, India. Reliance owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications.



### Business Challenges

- Campaign optimization to reduce advertisement cost
- Enhance brand's presence over social media
- Boosting posts among the diverse audiences in order to increase post reach/engagement

## Areas of Engagement

- Posting Content (Videos, Photos, News, Links) on Facebook
- Facebook Fan Engagement with comments and replies
- Posting Tweets and Replies on Reliance #FlameofTruth Handle
- Weekly Reports, Monitoring and Performance Analysis
- Posting content so that user can share, connect and engage with more frequently



## Engagement Brief

The client engaged Webdudia as its Digital Marketing Partner to expand its corporate brand influence and reach across the niche audiences and target markets (TGAs) through social websites/channels. Webdunia helped the client in creating social media presence on popular channels like Facebook, Twitter and Youtube and executed tailored Ad Campaigns to establish identity on digital media.

### Account Creation

- Setting Up Page and Profile
- Competitive Analysis
- Page/Account/Channel Optimization
- Daily Updates and Content Postings
- Comments/Fan Engagement

### Content Creation

- Creating Monthly Content Calendar
- Social Postings, including images, links, videos, quizzes and contest
- Creative Designs, including cover images and profile pictures

### Analytics, Reporting & Tracking

- Page/Account Analysis and Insights
- Performance Graphs
- Progress Metrics and KPIs

### YouTube First Watch Campaign

- Creation of "YouTube First Watch" campaign, displaying ad on the first video of the day – a viewer watches
- The ad lasts for 20 seconds and can be set as 'Skip' or 'Non-Skip', depending on the preferences

### Ad Campaigns Creation

- Promotions across different channels as per the budget and targets
- Page Promotions (Increase Likes)
- Post and Tweets Promotions (Increase Engagement)
- Tweeter Account Promotions (Increase Followers)
- Video Promotions on YouTube
- Google Search Advertising
- Campaign Optimization (Keywords, Bidding, Monitoring)
- Target Segmentation (Gender, Age, Interest, Geographic Location)

