



## SOLUTION

- Created a brand presence in the top 5 social media platforms of the world and grow the brand's popularity
- Designed, set-up and managed related social media elements such as client's blogs and interact with other blogs
- Participated in forums, discussion boards, community answers, etc. for cross-platform popularity
- Used attractive and popular tags on social media pictures, comments, and interactions to boost the SEO
- Setting up the stage for CRM via social interaction

## BENEFITS

- Launched and promoted the brand presence across several social media channels
- Created and nurtured a captive community for the client's business
- All-time high viral reach of nearly 40,000 people
- Potential reach via the client's Facebook page – 416,890 people
- Increased client's rankings in SERPs

## PROCESS

### Facebook, Twitter, Google+, Pinterest

- Designing and setting up the brand page as well as a non-brand community page with SEO Page
- Encaging /partnering with other similar-interest pages
- Sourcing & sharing articles, videos, trivia, news, and events

### Blogs

- Theme/topical posts including photos and videos
- Creating and running generation section
- Tracking, monitoring to comments and feedbacks

### Website

- Integrating social media presence with the site content
- Creating cross-platform links with the social presence of the brand

## Lumina Datamatics Facts

