

Tremendous Social Media Presence for Client with Novice Presence

The Company: Every single company can create uproar in the community if they know how to use social media in their stride. [Ideas On India](#) is an initiative by a group of Indians, who believe in the abiding spirit of India. It is a platform where renowned personalities of India present their personal idea of India from a perspective that helps people understand different angles of this glorious and unique country.

The Challenge: In today's time, social media does wonders for every kind of business. But apart from increasing sales and revenue, social media also spreads awareness about events happening all around the world. So when we got the opportunity to work for a client who wanted to spread a word about their event, we knew our plan of action. The client wanted to circulate information regarding their brand through social media platforms. They wanted to make the masses aware and make their brand's presence felt across India through the social media platforms & since they had no accounts

whatsoever, it meant work needed to be started from scratch. The main challenge was to find a solution that would tick all of the boxes – needless to say, iNFOTYKE had no problem in achieving this.

The Solution: Creating accounts on all social mediums was the first task that needed to be completed. After obtaining the needful information from the client, this work was finished with ease. Then started the mammoth assignment of creating content in accordance with the target audience in order to create a buzz & attract engagement. Valuable content creation was very important as this was our chance to attract people to understand what the brand was about. We needed to write content which would lead to rise in curiosity levels among the masses. Until & unless people would know who the client was, they wouldn't be able to understand what the event was about & for that we needed to create quality content to spread the word around. After posting of the content at regular intervals, we tracked the activity of the engaged people using our internal tools & worked around the time when the people were most active on social media platforms. This way we were able to grab the best

opportunity to build a community & interact with them leading to a surge in branding.

The Result: We succeeded in hitting the target & getting the desired result. We emerged victorious in meeting our clients' needs. We connected with 50K+ Indians in just 5 months & the numbers are still rising.

LET'S TALK!

If you want to take your business to the next level, contact us

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