



Services

- Digital Marketing Strategies (DMS)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- SMS Marketing
- Social Media Optimization (SMO)
- Web Analytics

Facebook Promotion

Case Study

Facebook Promotion

A US based online sports store that provides traction boards was looking for a service provider to expand its presence in Facebook. Traction boards help one maintain their grip on the board, as slippery shoes may make one lose his or her balance. They remove dust and dirt from one's shoes. These boards are used in all indoor sports including basketball, racquetball, volleyball, and dance.

Problems

Step N Grip wanted DART to make use of its Facebook page to promote their website - www.stepngrip.com. They wanted to improve the popularity of their services through the social media campaign. They wanted DART to focus on Facebook to spread the word about their services. The competitors were using the Facebook to connect to potential customers and Step N Grip wanted to

formulate better strategies with the help of DART Analysts.

Methodologies

DART set up interactive campaigns on Facebook to let users know about their services. Our Analysts researched and identified the strategies adopted by competitors. Suitable strategies were set up to reach out directly to people who were interested in their products and services. The Facebook page was further fine-tuned to make it more attractive, and thus built the community around the business. Our Analysts studied the profile of the community around the FB page and set up a schedule to send interesting messages to them to further generate awareness about the products and services. Our Analysts performed periodical content sharing and blogging which made the Facebook page more vibrant.



DART's Facebook Promotion

DART helps clients maintain an active presence on Facebook. The DART team ensures that businesses connect with potential clients on Facebook within the guidelines of Facebook. We help create business page, place ads on Facebook, and ensure proper integration of Facebook with other social media platforms on which the business has a footprint. Successful integration of email news, social media, and RSS feeds, enhance communication with the target audience.

