

Case Studies

Social Media Marketing Case studies



Overview

Social media marketing has had a revolutionary impact on organizations across the world. It has become the prime reason for success in most business marketing strategies. Organizations have adopted social media in a big way for marketing their products and services. Its biggest advantage is the possibility of reaching millions of people in a short span of time. It is fast, comprehensive and the most effective way to target customers.

Challenge

With an increased number of people travelling continuously, the competition in the aviation industry has intensified significantly. Most airlines find it extremely challenging to overcome it and be able to effectively promote their airline. It is especially difficult for smaller airlines since they have to face tough competition from the bigger airlines, which have sufficient budget to launch effective advertising campaigns for promoting them.

Methodology

An airline found a way to use social media for promotion and this strategy became extremely successful. They wanted to launch a new flight from Australia and had to face intensive competition and also lacked the budget for implementing an advertising campaign.

The airline launched a Facebook campaign and held a competition. The winner of the competition could choose 302 of their Facebook friends to fly from Australia to Malaysia and back again. The participant can choose friends by tagging them in the seating plan.

Outcomes

This campaign was extremely successful and was able to reach over 2 million people of Facebook. It managed to double the amount of flights and also generated around \$ 1.5 million in revenue. It was also able to grow the Facebook fan base by 30. It had immense viral potential and made people want to get involved since it was very unique and grabbed attention.

About Citimedia

Citimedia is a state-of-the-art marketing platform that provides its clients with efficient digital marketing solutions and consultancy services. The various services of Citimedia include automated social media marketing, mobile marketing, search engine optimization, email marketing etc. Citimedia can help you make the best marketing decisions when launching any products and services and can also assist in campaign planning. As a comprehensive platform, it provides innovative solutions that are integrated and easy to implement so that you can handle all your digital marketing activities in one place.