

Client Stories



ASIANET

Social Media Management
Sentimental Analysis
Audience Engagement



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A Million Possibilities



ASIANET

Client description:

Started in 1993, Asianet Satellite Communications Limited, has a legacy of over 25 years as a Service Provider in Kerala, India. A pioneer in the provision of Digital cable TV, Broadband Internet services, Cable Cast channels, Events & Teleshopping, it is the First MSO (Multiple System Operator) in Kerala to get the coveted BECIL Certification.

Platforms for social media marketing:

Social media platforms were used in a manner so as to boost the business. Among many of the platforms the chosen one was Facebook. The Facebook page made it sure that the business reached the targeted audience. The FB page portrayed the programs with a huge viewership.

Objectives:

Asianet had the following business objectives:

- Sentiment analysis helps in a number of ways.

Quickly respond to any problem regarding the product/customer service leading to easy and quick online reputation management. You are alerted of any negative reviews when they occur. We build loyal customer base by responding to feedbacks in a timely manner. The Sentiment

Analysis Report is a good resource for market research. The analysis lets you know how your product/service stacks up against your counterparts.

- Audience engagement through campaigns

Organize online campaigns to promote audience engagement. Campaigns related to the programs aired on the channel not only increased viewership but also page likes. The objective of the campaign was to increase brand reach and online presence.

- Audience engagement report

Generate audience engagement reports regarding the online presence. The audience engagement is based on the posts of programs aired on the channel. Asianet has a wide viewership that turns to be the best feature gaining strategic attention on the Facebook page.

Actions taken:

Manage the visitors and provide an opportunity to engage your customer across social networking site of Facebook. Using campaigns, more customers were made to take part in the pages and accounts of social media. The visitors could share their responses on Facebook. This was the most exciting part for a visitor as it gave them a platform to express themselves.

Results:

As a result of the campaigns, the reach and engagement of customers increased manifold. Managing audience sentiment is the key result. Likes and shares on Facebook increased as a result of campaigns and boosting of the pages.

The promotional posts were liked by many. Comments were increased and the response to the queries was prompt. Online campaign allowed connecting to customers, earning their appreciation and extracting valuable suggestions for further development

Prompt responses witnessed an amazing growth in their fan base which is a huge achievement for a brand. This automatically resulted in increased online discussion about the brand.

Asianet's success as an organization to improve their fan base and to reach out to thousands of people is really appreciable. The application of social media marketing strategy with proper planning helped Asianet to achieve this success. The presence of an organization on a social networking site and their ability to keep their visitors engaged gave a definite boost to its reach.



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Thanks



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