

Client Stories



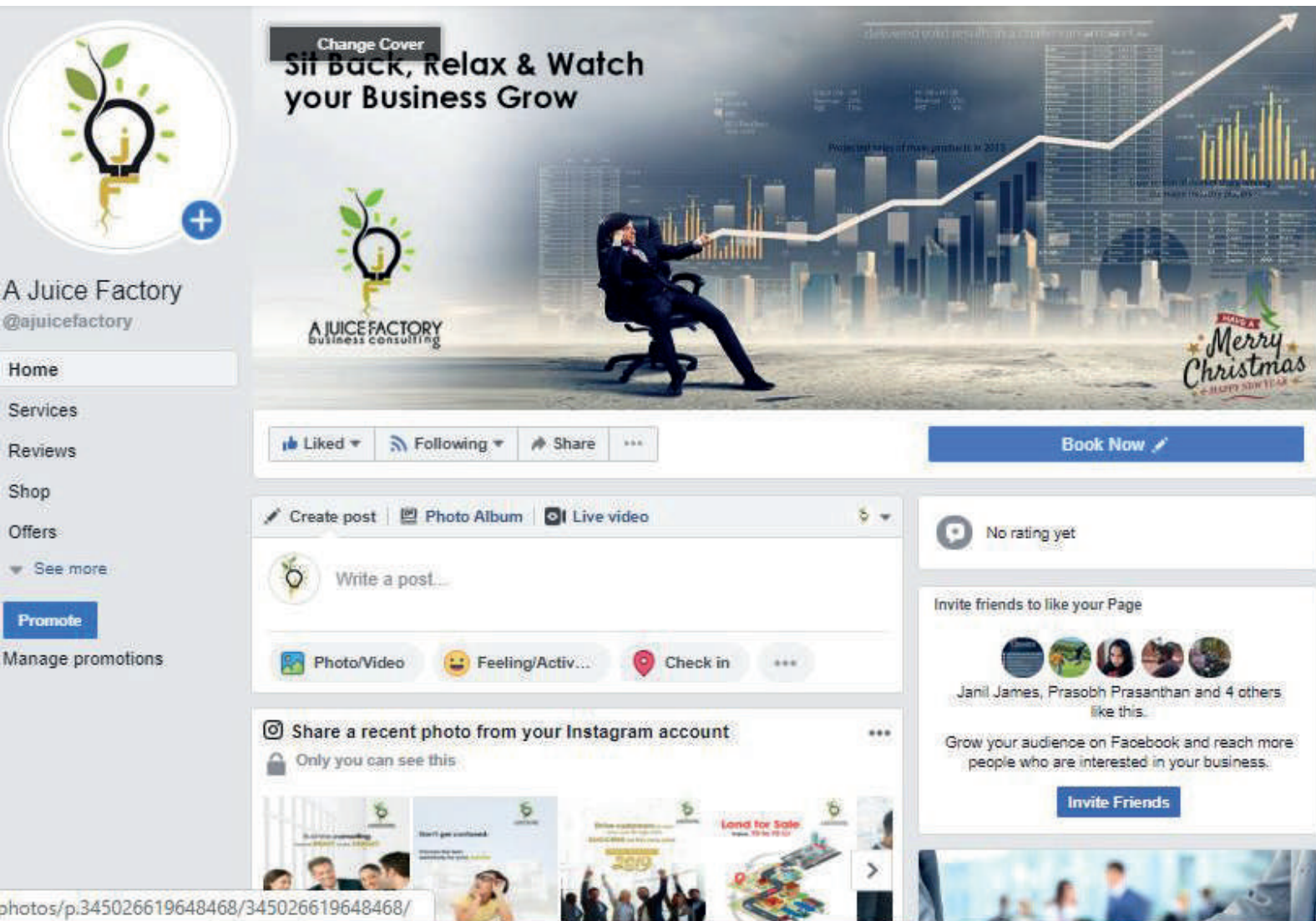
A JUICE FACTORY

Social Media Management
Online Presence
Business Lead Generation
Branding



hemito
digital pvt. ltd.

A Million Possibilities



A JUICE FACTORY

Client description:

A juice factory is a consulting advisory organisation that specializes in creating value and providing expert business solutions. Their expertise lies in making a difference in high impact situations and delivering sustainable bottom line results. Whatever your business aspirations, they provide you with the best consultation services to attain surefire results. They conduct meticulous research on current business trends to provide you with the best insights about what to do next. In short, they are committed to providing you with a competitive edge in the industry. Apart from business consulting solutions, AJF deals in FOREX services, study abroad career guidance, digital marketing and so on and so forth.

Platforms for social media marketing:

Being a business consulting firm, the platforms chosen were as below:

- Facebook
- Twitter
- Instagram

This made sure the business reaches the intended audience, mainly clients of AJF. The posts

about the services helped AJF advertise their services across the borders. The social media platform always makes their services known to all those who use the web.

Objectives

The major objectives AJF had was the following

- Boost Online presence

All major business solutions are dealt with by AJF. This required active boosting and making the online presence matter. For the clients, the best way to reach business consulting solutions and other services offered by AJF is to follow them on the online media. The posts mainly portrayed their services and chose to lead the audience engagement.

- Branding

The brand is crafted with utmost care and dedication to ensure that the brand aligns with the business objectives. Understanding the goals first and then starting the Brand Development process as per requirements, helps create a unique identity for your brand in the overcrowded branding landscape.

- Maximum lead generation

The other objective was lead generation. The boosted posts reached the maximum audience and this led to enquiries which resulted in leads. These leads were followed up and converted to clients. These conversions make business growth possible.

Action taken:

- Manage accounts

The accounts and pages in social media platforms like Facebook, Instagram and Twitter are maintained effectively making the reach and engagement increased. This is a phenomenal success that takes the business to the general public who regard the consultancy in high demand.

- Audience engagement:

The audience engagement is taken care of. The more the quality of the posts, the greater the message conveyed by it and greater the audience reached. Making the audience respond to each post is in itself the success of social media marketing. The presence on social media communicates to a greater audience.

Results

Generate proper leads.

The ultimate result is lead generation from each post boosted to reach a wider audience. Social media platforms provide stickiness and so have better magnetic power to attract and hold the audience. A business is all about striking the right chord with the customers. This is not a joke but rather a smart play of well carved out strategies on social media.



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Thanks



📍 Registered office

Hemito Digital Pvt Ltd
No. 310, 3rd Floor,
HiLITE Platino,
Maradu, Kochi - 682304
Kerala, India

🌐 www.hemitodigital.com

✉ sales@hemitodigital.com

☎ +91-8921992187