

Chandler Fashion

Summary

With an integrated marketing effort, continual analysis & smart budget allocation, we aimed at increasing the ROI of Chandler Fashion Center drastically.



The Client

Chandler Fashions is a licensed retailer/wholesale distributor of women's apparel in the USA, offering top-notch designer Indian clothing.



Client Requirements

The client had the following business objectives to be achieved:

- ◆ To grow their fan base
- ◆ To increase their engagement on the social media space
- ◆ To create brand awareness about Chandler Fashion
- ◆ To drive sales by leveraging its active presence in the social media and through effective audience engagement



Our Approach

In order to achieve its objectives, Chandler Shopping launched its official page on Facebook. Facebook has an edge when it comes to higher chances of locating the genuinely interested customers who can afford the brand.

- ◆ We focused on integrating directories on social media
- ◆ We made efficient use of recommendation Ads on Facebook to widen the audience reach
- ◆ We aimed at gaining maximum strategic advantage and competitiveness with the company's two major competitive elements – quality and style
- ◆ We adopted the most effective content strategy by engaging the audience - sharing photos and videos contests on Facebook
- ◆ Weekly planning session for their social media marketing and consistent postings throughout.

Results

Here are some of the major outcomes.

- ◆ Social media campaigns performed very well driving more traffic and leads via Facebook
- ◆ Executive visibility in every step of social campaigns including content creation, approvals, publication, and amplification
- ◆ Consistent performance through bidding automation and reduction of weekend volatility
- ◆ Highly appreciated and increased customer engagement
- ◆ Chandler Fashion, on their part, proved capable to respond to the queries promptly
- ◆ Chandler Fashion witnessed amazing growth in their fan base

Know More About Our Project

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