



CAN[IT]
SOLUTIONS

ORGANIC SOCIAL MEDIA CAMPAIGN

BRAND PERCEPTION AND ENGAGEMENT STRATEGY

CASE STUDY

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BRIEF

About the client

Sharon Ply, one of the largest plywood manufacturer in India, has been at the forefront of many innovative and pioneering ventures. SharonPly has carved a unique niche of its own with a firm reputation among its customers by offering the right products and right support for every occasion.

The Sharon Ply brand stands for strength, quality and innovativeness. These qualities are core, as they help ensure that customer's needs are resolved.



BACKGROUND & GOALS

Current scenario

Social media presence

Pain points

- Generic digital presence
- Disengaged target audience
- Lack of persona creation
- Brand perception

Expected results

- Targeted advertising
- Strengthen Brand Reach
- Customer engagement

Target market: India

Campaign Period: From November 2020

Marketing channels: Social media, Digital Advertising, email marketing,



THE SOLUTION: ORGANIC SOCIAL MEDIA CAMPAIGNS

Improve Brand Perception

- Create a holistic presence
- Identify trends
- Penetrate in existing markets
- Enter and develop new markets



Minimize Disengagement

- Build brand community
- Create audience persona
- Digital PR
- Engaging activities



Grow Brand Reach

- Provide compelling content
- Targeted campaigns
- Content relatable to current trends



Support Digital Campaigns

- Social Media Campaigns
- Facebook groups



STRATEGY

REACH

- Audit brand's social media presence
- Research relevant Social media networks
- Brainstorm new tactics
- Develop content strategy and calendar

ACT

- Devise campaigns
- Compelling content - Images, Videos, Interactive stories
- Content to align with the core values of the brand
- All campaigns designed to drive messaging into Brand, product and people story. More inspiring stories

CONVERT

- Made use of the relatable trends to increase the brand visibility and register in the mind's of people as new-age brand.
- Positive brand image among audience & dealers

ENGAGE

Built brand community by adding emotion, perception and value.

KEY MEASURES

- Check if the strategy aligns with the goals.

KEY MEASURES

- Followers
- Likes/shares/comments

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KEY MEASURES

- Engagement / participation in the community
- Advocacy

ACTION & RESULTS

Reach: To create a one in all campaign plan addressing Brand perception

Action: Organic Social Media Campaigns

Execution: Hashtag Campaigns

- Designing of organic content calendar each month based on 4 structured #hashtag campaigns.
- Building Hashtag campaigns around Brand story, product and people

#virasafe to promote safety precautions

#DidYouKnow for Facts about plywood and wood materials spoken by Baby Elephant mascot

#MondayMotivation for continuous brand reach by adding posts about motivational quotes or inspirational stories.

Achieved: 20k followers on Facebook, 5600 followers on Instagram.



ACTION & RESULTS

Act: To have action-oriented campaigns that build a strong Community

Action: Organic Social Media Campaigns

Execution: User Generated Content and activations

- Building hashtag campaigns around User generated content and user activations

#EngageWithSharon to build audience persona by Conducting polls, surveys, trivia's, contests etc.,

#iamstrongest for brand connect to include posts about the Strongest and boldest individuals in India

Achieved: 5000 plus participation in contests



ACTION & RESULTS

Engage: To have campaigns that motivate users to engage actively

Action: Organic Social Media Campaigns

Execution: User Generated Content and activations

- Enhance Trends, celebrations, conversations and News

#CelebrateWithSharon to increase engagement with wishes for all occasions

#Spotlight to build a community by showcasing real designs done by community using sharonply

#EngageWithSharon to build audience persona by Conducting polls, surveys, trivia's, contests etc.,

Achieved: 30 plus posts every month



ACTION & RESULTS

Convert: Campaigns to convert generic audience to build user persona

Action: Organic Social Media Campaigns

Execution: Adding Emotion, conversation and perception

#CelebrateWithSharon to increase engagement with wishes for all occasions

#HomeInteriorPly to create a brand perception as a brand for all posts about the interior designs of the home

#Spotlight to build a community by showcasing real designs done by community using sharonply

#MondayMotivation for continuous brand reach by adding posts about motivational quotes or inspirational stories.

#iamstrongest for brand connect to include posts about the Strongest and boldest individuals in India

Achieved: New- age brand perception



About Us

Evolution

Evolution is the result of an act that derives from the absence of a catalyst to become a Super Power

We saw the absence
We identified the need
We are the catalyst



Brand Services

- Strategy
- Communication
- Design
- Production
- Experiential Marketing

Journey

Over 15 years of experience creating incredible value to brands in India and across the globe through right people, technology and intelligence



Digital Services

- Digital Marketing
- Web identity and information
- E-commerce
- Data Analytics
- SMM / SEO Services

Domain

We create	Brands
We lead	Digital
We serve	Technologies
We enable	Businesses



IT Services

- ChatBots
- CRM & CMS
- Data Analytics
- ORM
- GMB Services

Thank You



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