

CASE STUDY



# Digital Marketing

Redefin Your Marketing  
Strategy

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# SMM

CASE STUDY NO:

2

Category: **Transportation Network Provider**

Location: **Qatar**

## **Business Background:**

An online taxi booking service providing a seamless transit experience throughout Qatar, with a diverse selection of cars and limousines tailored to various occasions and needs.

## **Market Competitors:**

The competition comprises several established websites in Texas with extensive domain histories and a broad array of inbound links.



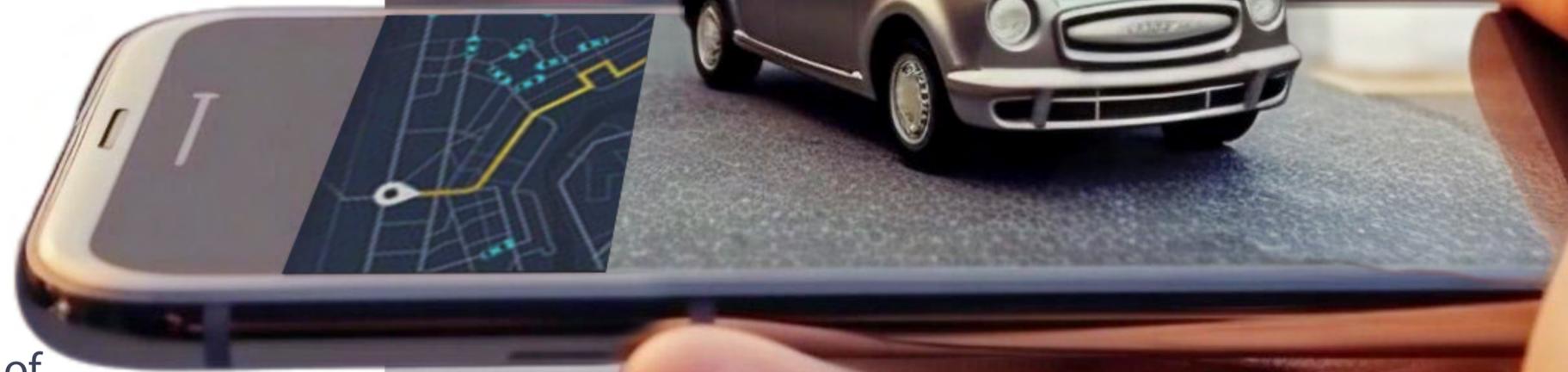
## Project Goal:

Social media is a key strategy for this client, as their Facebook presence was inactive. Our aim is to revitalize customer engagement and rekindle brand affection through social media efforts.



## Strategy:

- Revitalizing Social Media
- Enhance brand visibility
- Implement social media campaigns
- Maintain a consistent and well-balanced flow of exclusive content



## Results:

After six months of the social media marketing strategy, the client reported the following results from their organic campaign:

### Before



### After



## Learnings:

Utilizing Facebook as a platform to establish their brand was a smart strategy. Their presence on the social networking site and their ability to engage visitors significantly enhanced their reach.



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THANK YOU

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