

# ARUTHRA AUTOS – FACEBOOK PROMOTION CASE STUDY

**“60% Increased Facebook Brand Awareness Within 3 Months”**

## About the Client

A Unit of Solamalai Wheels, Aruthra Autos is the most authorized Yamaha Showroom in Madurai. They have three showrooms in Madurai. Aruthra Autos wanted to improve the brand awareness to provide different types of Yamaha bike models. That’s why, they turned SEOBusiness Company to work together that helps to improve the brand recognition.



## The Challenge

Aruthra boosted the impact of its Facebook Campaign to promote their bike models using Facebook ads and Instagram ads. As a leading company, Aruthra Autos main motto is to deliver the dynamic ad strategy to drive the motor bikes. However, they wanted to determine the ideal way to target and convert users to drive branded Yamaha bike products. Aruthra wanted Facebook and Instagram promotion to go beyond creating brand awareness and also focus on real-time business results.



20%

PAGE OPTIMIZATION SCORE

10%

PAGE FOLLOWERS

15%

PAGE LIKES

## Our Strategy

- ❌ We determine the target audience to like their Facebook page by running targeted Facebook advertisements within the regional geography that Aruthra Autos wanted to reach.
- ❌ Especially, we invited followers who liked Aruthra's page to join a Group that provides an unlimited reach.
- ❌ Finally, we built a regional community through the Facebook group.



## Solution

### Facebook Marketing Strategy Formulation

- ✔️ Audit existing Facebook presence
- ✔️ Determine marketing goals
- ✔️ Pinpoint target audience
- ✔️ Plan engaging content
- ✔️ Post concept based pictures on Facebook



## Our Facebook Presentation



We did post like complete bike specifications and share through social media for attracting many peoples. Surely, this concept helps to increased sales.



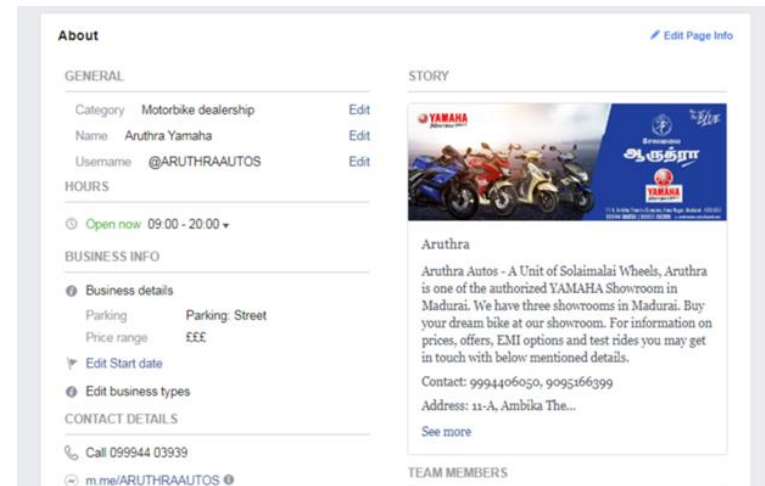
We received our customer feedback through our excellent and quality services. Through this feedback, we build reliability among many people.



We did offer-based post and share through social media for attracting young generation. This concept really helps to increased reach and engagement.

## Existing Facebook Presence Optimization


Daily activities and presence on Facebook helps to develop loyalty with your brands. Therefore, our experts make sure to have structured your page properly for Facebook search function. In that case, we ensure that your brand name which has been located in URL, page title and Facebook page description. Second, we included targeted keywords in Facebook Business page to drive maximum visitors.



Post Details

**Aruthra Yamaha**  
Published by Sankar Ganesh Eg (1) · 27 August ·

குறைந்தபட்ச வட்டியில் வாகனங்களுக்கு ஆரூத்ரா ஆட்டோஸ்-ஐ அணுகவும்.  
மேலும் மாதல் விபரங்களுக்கு தொடர்பு கொள்ளுங்கள்: 9994406050, 9095166399... See more



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Aruthra Yamaha  
Motorbike dealership

Get more likes, comments and shares  
Boost this post for ₹1,440 to reach up to 36,000 people.

3,601 People reached      222 Engagements      [Boost Post](#)

**Performance for your post**

3,601 People Reached

196 Reactions, comments & shares

177 Like	172 On post	5 On shares
2 Love	2 On post	0 On shares
1 Wow	1 On post	0 On shares
0 Comments	0 On Post	0 On Shares
16 Shares	16 On Post	0 On Shares
26 Post Clicks		
7 Photo views	4 Link clicks	15 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide post      0 Hide all posts  
0 Report as spam      0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

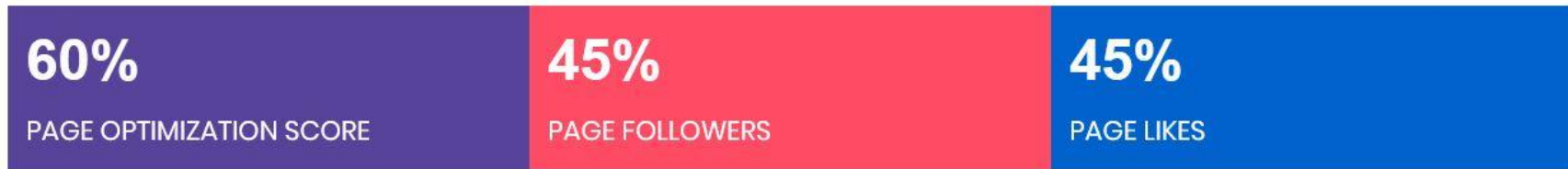
## Increased Engagement

Engagement is an essential metric to consider. To increase engagement we follow some strategies such as

- ✔ Post Content Worth
- ✔ Respond to All comments
- ✔ Encourage readers to comment, like and share
- ✔ Begin a Facebook group
- ✔ Use high resolution images in each post
- ✔ Get more followers
- ✔ Optimize headlines for engagement

## Result

Aruthra Autos, Madurai became 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 there 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.



## Takeaway

To conclude, we showed our potential strategy and upgraded the website ranking. We focused on what users wanted and provided them with informative content. We will continue to work the same.

After the successful execution of our powerful tactics, there was an increase in the number of visitors per day, increased brand awareness and upgraded their website position. Specifically, we focused on what users wanted and provided them with valuable content. Clearly, this case study shows several significant improvements in the various sectors in the business market.