

# THENI ANANTHAM – FACEBOOK PROMOTION CASE STUDY

**“55% Increased Facebook Brand Awareness Within 3 Months”**

## About the Client



மகிழ்ச்சியின் ஆரம்பம்...

**தேனி \* அனந்தம்**

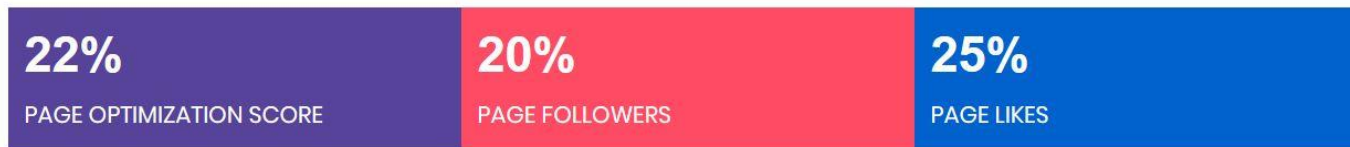
சில்க்ஸ் & ரெடிமேட்ஸ்

தண்டூக்கல் | தேனி | மதுரை

Theni Anantham has established since November 28, 2016 in Dindigul and they are specialized in trading all kind of silks and readymade products. Specifically, they have always known to extend an exclusive and innovative collection which keeps pace with the customer's taste. Their products include wedding silks such as subhalaya pattu, sarvalakshana pattu, designer sarees, fancy poonam, lehenga, cotton and silk sarees, running materials, western wear shirting's, formal and casual wear, men's and ladies cosmetics, etc. Theni Anantham Dindigul wanted to enhance the brand promotion to deliver various types of products. So, they turned SEOBusiness Company to work together and also improve their brand recognition.

## The Challenge

Theni Anantham Dindigul, their Facebook page was not optimized well, and also they did not share the posts regularly. As a result, this page was not reaching their target audience. For this reason, they approached us with the main goal of enhancing the number of user engagements, Facebook fan page likes. Their primary focus was on increasing the brand recognition.



## Our Strategy

- When Theni Anantham Dindigul joining hands with SEOBusiness Company, first we analyze and optimize their page.
- Our main goal is to provide the brand awareness to Theni Anantham via social media. To create the brand awareness and engage the audience, we generated regular posts through Facebook.
- Specifically, they wanted to reach the target audience and bring to their attention. More likes, comments and shares on Facebook than ever before-improved engagement with interested community.
- Overall, we increased their brand recognition, reach and also engagement through the Facebook marketing.



## Solution

### Facebook Marketing Strategy Formulation

- ✔ Determine best day to post
- ✔ Integrate social media sharing
- ✔ Engage with the Facebook community
- ✔ Engage with other Facebook pages
- ✔ Post concept-based image on Facebook



### Our Facebook Presentation



We did offer-based post and share through social media for attracting women. This concept really helps to increased sales.



Specifically, we promote their product like collection of wedding sarees through social media platforms. It helps to increased engagement.



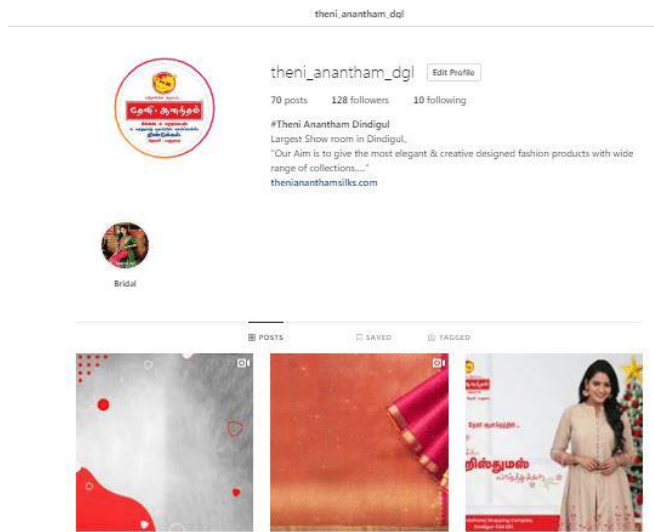
Here, we promote their overall brand due to they sell all types of products like jewels, home accessories, Ladies hand bag, Luggage bag, coolers etc.

## Facebook Page Optimization

Social media presence is an important part of digital marketing. Especially, Facebook is the first platform to consider the planning strategy. Therefore, we ensure their page is well-optimized and also content to be visible in Facebook.

- ✔ We selected the Perfect Facebook page title
- ✔ And, customized their page URL that is match with page title
- ✔ We make sure profile that includes avatar, cover image, bio, info are complete and also it consists up-to-date information
- ✔ Optimized keywords in business page
- ✔ We include NAP in page

The screenshot displays the Facebook Business Page for 'Theni Anantham Silks & Readymades, Dindigul'. At the top, a 'FIND US' section provides the address: 11, Varadharaj Shopping Complex, Dindigul, Tamil Nadu, along with a 'Get Directions' button, the mobile number 06383 137 074, and the URL m.me/theniananthamdindigul. Below this, the 'GENERAL' section lists the category as 'Textile company' and the name as 'Theni Anantham Silks & Readymades, Dindigul'. The 'HOURS' section shows the business is 'Open now' from 09:00 to 22:00. The 'BUSINESS INFO' section includes 'Business details' such as 'Parking: Car park' and options to 'Edit Start date' and 'Edit business types'. The 'ADDITIONAL CONTACT DETAILS' section shows the email address theniananthamgladv@gmail.com. On the right, a 'STORY' section features a cover image of the store and a bio: 'THENI ANANTHAM SILKS & READYMADES, DINDIGUL. Theni Anantham is a 30 years of market leader in textiles and Readymades garments business in South Tamilnadu having its branches at Theni, Dindigul, Madurai. Theni Anantham is a traditional trade mark especially for Wedding Silk sarees having own wavers since it was started and a trend setter for festivals and family apparels. Our Aim is to give the m...'. A 'See more' link and a 'Chat' button are also visible.



## Instagram Marketing Strategy Formulation

Our strategy included a breakdown of several tactics. Some of those tactics included such as

- ✔ Searching out and sharing user-generated content
- ✔ Add unique hashtags for each post
- ✔ Post content on regular basis
- ✔ Commenting and engaging with people who use our hashtags
- ✔ Monitoring and responding to comments and direct messages

## Our Instagram Presentation



This subhalaya pattu product is necessary for wedding. Therefore, we promote their subhalaya pattu product. It helped to increased sales.



On the other hand, they sell A – Z kids products. So, our digital marketing experts promote these A – Z products for Kids.



We did offer-based post. This concept really helps to increased sales.

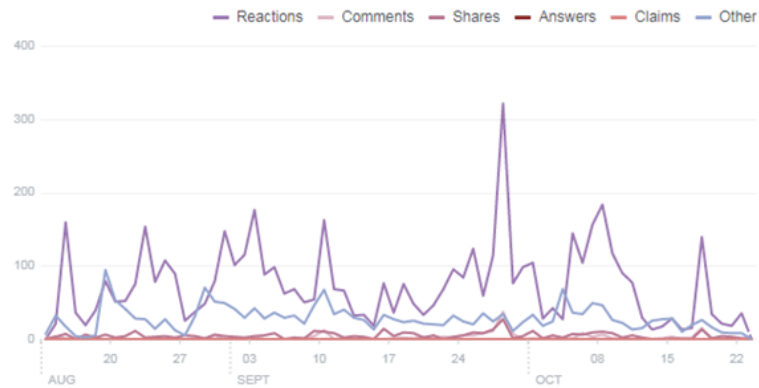
## Increased Page Likes and Followers

To increase their page likes and page followers, we invited people to like the Theni Anantham Dindigul Facebook page and also run the engagement ads, conversion ad and improved their Facebook page likes and followers.



## Reactions, comments, shares and more

These actions will help you reach more people.



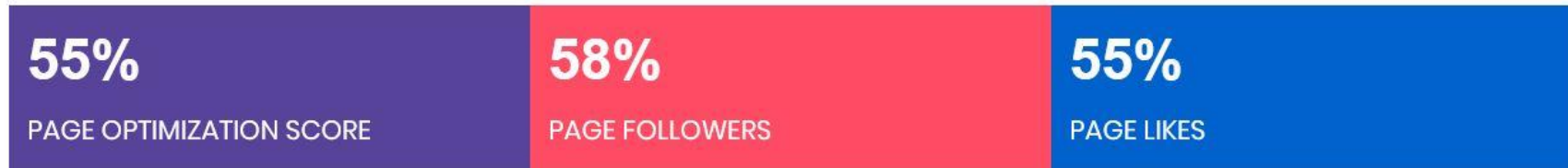
## Enhanced Engagement

Afterwards, we boost their engagement is to create high-quality content because it provides the best value immediately.

We should create the content in different types such as

- ✔ Product Updates
- ✔ Videos
- ✔ GIFs

## Result



## Takeaway

Theni Anantham, Dindigul success as an organization to improved 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 and their ability to keep their visitors engaged gave a definite boost to its reach.

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.