

# SMM Case Studies

iffort



# Case Study (Social Media Marketing Campaign)

**Background:** Social Media Marketing Campaign during Cricket World Cup.

**Problem Description:** Our client was looking for ideas & ways to interact with the social media users during the Cricket World Cup. The basic idea was brand engagement with users in the world cup using the theme of Cricket game.

**IDEA:** After brainstorming over several concepts, we finalized on an idea which was shaped into a game cum contest. The essence of the idea was where the users were asked to make predictions during each match day in the World Cup.

For each match, the users had to make predictions for '4' questions, which included questions like predicting the game's winner, the Man of the Match etc.

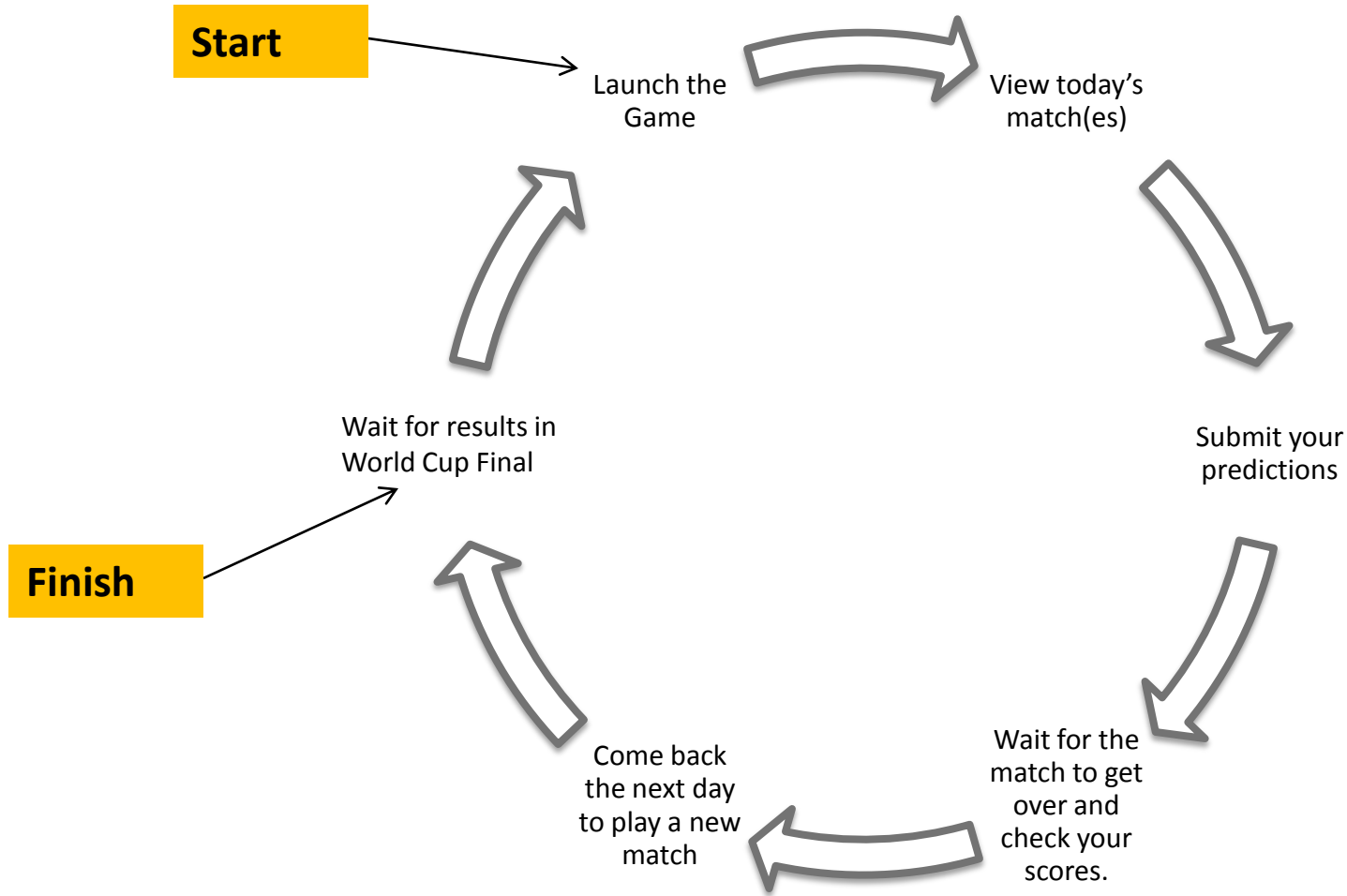
The participants collected scores based on their predictions and the highest scorer, runners-up won prizes like BlackBerry smart phones etc.

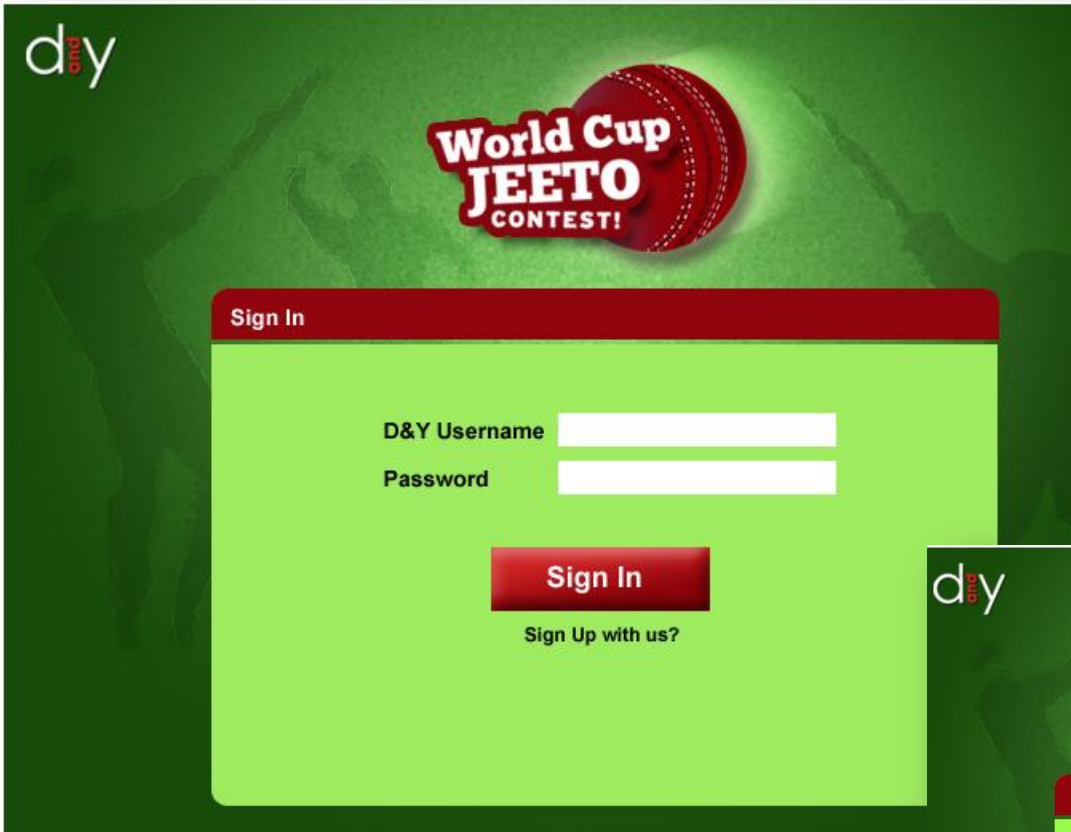
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## IMPACT:

1. Using the Facebook gaming application, the brand was successfully able to engage its users. In a period of 4 weeks, the game had over 12,000 unique users who participated in the contest and played the World Cup Jeeto Contest.
2. The game also created a strong impact on the brand's image promoting it as youth-centric organization thereby also increasing the loyalty.
3. The number of Facebook community fans, per post views, engagement in terms of total number of likes and comments scaled up during the campaign period.
4. The success story of the campaign was also covered in the news media.

# Application Concept





1

User starts playing the game by logging in



2

User predicts the score



The screenshot shows a Facebook game interface for 'World Cup JEETO CONTEST!'. At the top left is the 'diy' logo. The game title 'World Cup JEETO CONTEST!' is displayed with a red cricket ball icon. Below the title, a red banner reads 'Welcome Shreya' and shows 'You Scored: 15' and 'Current Score: 45'. The main content area is green and features 'TODAY'S MATCH IND vs AUS'. Below this is a 'Leader Board' section with the following data:

Name	Score
Pankaj Mittal	422
Archana Negi	234
Nitesh Kumar	125
Shaleen Paul	78

At the bottom of the green area are three buttons: 'Challenge' (blue), 'Play Again' (red), and 'Invite' (orange).

3

User can view the 'Leaderboard' to see who is leading the game.

He can challenge his friends.

# Virality Integration Points

The various components of the application include user-interaction in such a way that promotes virality. (e.g. The application includes friend invitation option, options to publish on wall etc.)



Notification after user Predict's the Score

Once a user predicts the score the same is reflected on his profile



Notification once a users start using the app



Friend Invitation Screen

## Deals and You's Photos - Wall Photos

Photo 162 of 262 Back to Album · Deals and You's Photos · Deals and You's Profile



🔪 DnY World Cup Jeeto Contest Update: Yippie ! The names of Second Week's Winners are out. Congratulations to winners, you get free Deals and You shopping credit.

- 1) Mridul Khurana
- 2) Anup Agarwalla
- 3) Prathamesh Ramane
- 4) Rajat Kundoo
- 5) Mridul

For the rest, Week 3 has just begun so start playing the game right now as there are lot of goodies are up for grabs :) Game Link: [http://on.fb.me/DnY\\_WorldCupJeeto](http://on.fb.me/DnY_WorldCupJeeto)

Added March 14 · Like · Comment

👍 147 people like this.



**Kundan Kumar** @deals and you:i was predicting in the world cup contest on nederland vs bangladesh match but it ditnot took my prediction....it was showing the time for predicting the match is over...i was predicting at 2:05 pm today...plz reply me in this regard...i m loosing points...

March 14 at 2:13am · Like

During the contest period, the campaign was actively promoted in the Facebook community and on the brand's twitter channel.



**Nikhil Otwani** 24 points so far.....  
bye bye to expensive prizes.. kya d n y ... you dont like me kya .. i buy each n every online deal

March 7 at 12:47pm · Like · 🔄 1 person



**Deals and You** 24 points Nikhil? Weekly or Overall?

March 7 at 12:48pm · Like



**Nikhil Otwani** over all ... mujhe insaaf chahiye :)

March 7 at 12:48pm · Like



**Deals and You** @Nikhil lol. the only way is to play regularly and predict accurately :) Remember Week 2 has just started and today we've got a coming up.

March 7 at 12:50pm · Like



**Vidhi Chowdhary** :)

March 7 at 1:08pm · Like



**Prakash Veer** @Deals and You please check the mail i send

March 7 at 1:12pm · Like



**Nihal Arshaque** :)

March 7 at 1:47pm · Like



**Sunny Kalra** are the shopping credit credited to the winner's account???

March 7 at 2:15pm · Like



**Deals and You** @Smilescheers - Sure, will do the needful :)

March 7 at 3:24pm · Like · 🔄 1 person



**Deals and You** @Sunny - Already done, enjoy :)

March 7 at 4:54pm · Like

The campaign was highly successful generating huge responses from the fans in the community.



makes sense because customers are comfortable with the experience of real-time support to their queries. Subsequently, telephone calls to Flipkart's toll-free customer care number have declined, says Sachin Bansal, CEO of Flipkart. Instead, the e-commerce portal's 750,00 Facebook fans and over 5,000 Twitter followers post feedback on its offers, services and products in real time. "There's a limit to what we can do on our website or blogs, as opposed to content that is consumed and shared on Twitter and Facebook."

Realising that the concept has caught the fancy of the Indian consumer, the company decided to market its stock of Apple iPhones and iPads on the Facebook page. "For any marketing message that we put out on social media platforms, we get an average 100,000 customers sharing the news with friends or responding to the communication. We are able to convert about a few hundred of such users in to actual sales," adds Bansal.

An independent study by Iffort, a web strategy & social media consulting firm, revealed that brands like Acer India's Twitter account has been inactive since November 2009. The other prominent profile is that of Apollo Hospitals who haven't posted a single tweet since July 2009.

Daksh Sharma, director at Iffort Consulting, has been working with brands like www.dealsandyou.com – a daily deal site – where customers prefer to connect via social media channels. "Since the brand has over 200,000 followers on Facebook, we are also able to collate a lot of feedback through wall posts, by asking questions and constantly adapting to what customers are looking for and when we do – our customers show their appreciation in a public forum – which is great for the brand."

Recently, the site ran a promotion on the Cricket World Cup using the social media platform to engage customers – the game had over 13,000 unique players where the winners won prizes and the brand gained a lot of user mileage online.

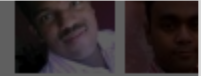
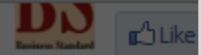
But handling disgruntled users on sites like Twitter or Facebook is a trick that Indian companies are beginning to learn. Financial institutions like ICICI Bank actively offer support to its banking customers over Twitter. The Iffort study reveals that there were irate customers who took on the bank for not receiving support through the conventional methods. For such cases, ICICI Bank has dedicated staff to constantly monitor its tweets and address concerns on net banking, transaction charges and debit card issues.

Hareesh Tibrewala, joint CEO of Social Wavelength says: "We recently did a project for a major pharma company that makes OTC drugs. The company had certain hypothesis about consumers' perception of their brand. Using social media listening tools, we were able to validate those hypothesis."

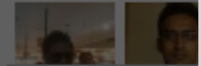
Tibrewala, who essentially manages social media communication for brands, adds that almost 40 per cent customer support requirements are emerging on Twitter. "Facebook would account for less than 10 per cent and sites like Mouthshut, Customercourtforum.in, consumercomplaint.org are also very popular with consumers who want to vent their frustration."

An Experian analyst says the popularity of social networking sites as a feedback tool arises from the fact that consumers feel emboldened by voicing and sharing their opinions. "Word of mouth and personal recommendations are extremely powerful tools in advertising, because people instinctively trust the recommendations of real consumers rather than the marketing slogans of a company."

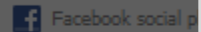
## Media Coverage



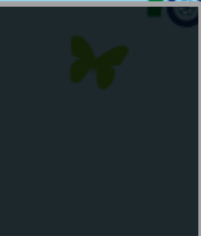
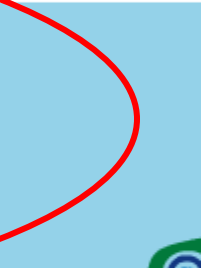
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Facebook social p



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