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# Social Media Case Studies

— RankHigher.in —

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# Kosmoderma Skin Hair and Laser Clinic

**Objective:** To increase brand awareness, brand engagement and generate leads through online channels.

# Kosmoderma Skin Hair and Laser Clinic

## Activities Undertaken:

1. Created Profiles of ideal buyers; their interests, age, gender
2. Developed a Facebook Marketing Plan
3. Created Landing Pages to target each treatment area

# Kosmoderma Skin Hair and Laser Clinic

## Results:

1. Created a Campaign known as Bold is Beautiful that generated over 15,000 shares organically
2. The campaign was picked up by AWARE, an NGO and the post received an additional 28,000 organic shares
3. Facebook users also created Memes on Bold is Beautiful
4. Users All Across India; Delhi, Mumbai, Pune, Chennai, Hyderabad, Bangalore, Agra, Ahmedabad shared the post.
5. The campaign was covered by some magazines

# Kosmoderma Skin Hair and Laser Clinic

## Results:

1. Increased Post Engagement by 400X
2. The total leads generated have increased by 5X.
3. Reduced Cost to Half.



**Kosmoderma Skin, Hair & Laser Clinics** added 8 new photos to the album: **Bold is Beautiful #BeBold**.

October 6 · 🌐

Being bold is beautiful.

Read about some of the bold women in India today. Share and spread the philosophy. #BeBold #Motivation



262,880 people reached

Boost Post

2.5k Likes 54 Comments 15k Shares



We're running a test allowing people to like, love, laugh and have other reactions to Page posts. This test will only happen in a few countries. If someone reacts, you'll see it below.

1,464,187 People Reached

73,483 Reactions, Comments & Shares

56,915 Like 2,508 On Post 54,407 On Shares

2 Love 0 On Post 2 On Shares

1 Wow 0 On Post 1 On Shares

1,327 Comments 55 On Post 1,272 On Shares

15,238 Shares 15,157 On Post 81 On Shares

486,157 Post Clicks

383,453 Photo Views 51 Link Clicks 102,653 Other Clicks

NEGATIVE FEEDBACK

55 Hide Post 11 Hide All Posts

0 Report as Spam 0 Unlike Page

# Kosmoderma Skin Hair and Laser Clinic

## Results:

1. The campaign was shared by Business Insider
2. The campaign was shared by Aware, an NGO in Chennai
3. The campaign has been shared as a Case Study by [Social Samosa](#) and [Afaqs.com](#)

# Kosmoderma Skin Hair and Laser Clinic

**Objective:** To generate Twitter buzz and increase Brand Awareness around their 10<sup>th</sup> Anniversary Celebrations

# Kosmoderma Skin Hair and Laser Clinic

## Activities Undertaken:

1. Planned a Twitter Contest on #Inspiringconfidence
2. People with Maximum RTs will get a gift voucher from Kosmoderma

# Kosmoderma Skin Hair and Laser Clinic

## Twitter Results

1. #Inspiringconfidence and @kosmoderma were trending #1 on Twitter in Bangalore
2. Contest Received over 3.5 million impressions and over 800,000 Reach
3. More than 400 people participated
4. Over 1500 Tweets generated
5. More than 100 new followers were gained in a space of few hours.

# Kosmoderma Skin Hair & Laser Clinic

## #inspiringconfidence

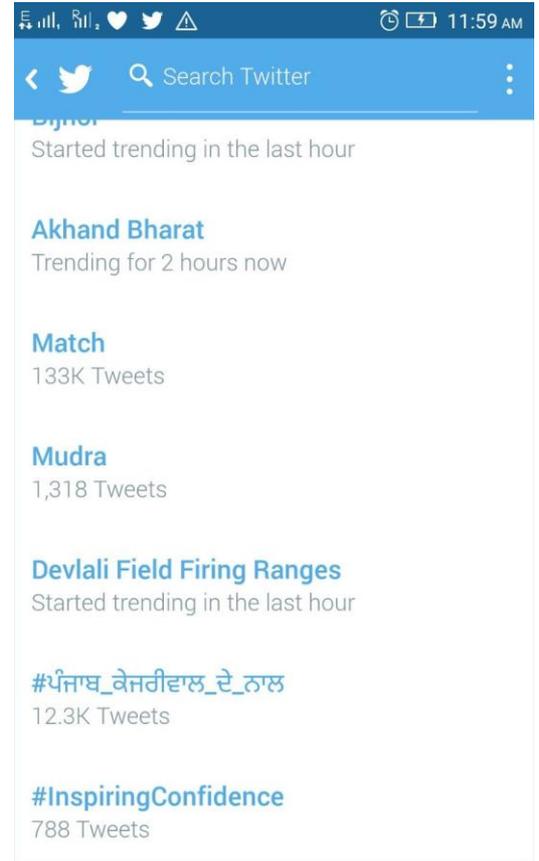
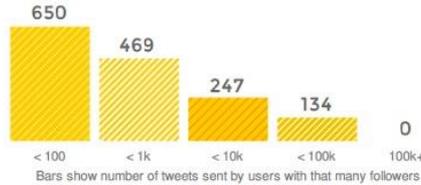
### ESTIMATED REACH

816,247

ACCOUNTS REACHED

### EXPOSURE

3,547,587 IMPRESSIONS



# School of India

**Objective:** To increase brand awareness, brand engagement and yearly school admissions

# School of India

## Activities Undertaken

1. Developed a Social Media Plan highlighting USP of the brand
2. Developed a Video Campaign to enhance brand awareness

# School of India

## Results

1. Facebook Page Engagement Increased by over 500X in year
2. A Post went viral generating over 50000 organic shares. The post was shared not only across India but from users in countries such as USA, UAE, Philippines etc.
3. The video campaign has generated over 15,000 views and some leading educational and parenting blogs have decided to publish the video
4. Generated over 300 admissions in the current academic year

# School of India Video Campaign: I Pledge



## Post Details

Reported stats may be delayed from what appears on posts ✕



**School of India**

Published by Raunak Guha [?] · March 4 · Edited ·

3 Simple Tips to become great parents! Special Thanks to Priyanka Premkumar, teacher at School of India for the contribution.



265,088 people reached

[Boost Post](#)

13k Likes 589 Comments 55k Shares

[Like](#) [Comment](#) [Share](#)

**265,088** People Reached

**69,616** Likes, Comments & Shares

<b>13,670</b> Likes	<b>13,670</b> On Post	<b>0</b> On Shares
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<b>619</b> Comments	<b>619</b> On Post	<b>0</b> On Shares
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<b>55,327</b> Shares	<b>55,327</b> On Post	<b>0</b> On Shares
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**41,207** Post Clicks

<b>24,887</b> Photo Views	<b>19</b> Link Clicks	<b>16,301</b> Other Clicks
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### NEGATIVE FEEDBACK

<b>30</b> Hide Post	<b>6</b> Hide All Posts
<b>0</b> Report as Spam	<b>1</b> Unlike Page

# Byond Travel

**Objective:** To generate leads for the client's road trip – India to Bangkok. This is the first ever organised road trip from India to Bangkok

# Byond Travel

## Activities Undertaken

1. Identified target audience for India to Bangkok Roadtrip
2. Developed a Facebook Marketing Plan to reach the target audience cost effectively
3. Developed compelling Ads that will get user's attention

# Byond Travel

## Results

1. Generated more than 200 leads for India to Bangkok, first ever organised Road Trip
2. Client sold out the product in 1 month

# Byond Travel



Byond Travel

Written by Digvijay Dey [?] · November 13, 2015 · 🌐

This 2016, rev up your engines and make history with us. Join the first ever organized expedition from India to Bangkok and conquer the most epic road-trip of your lifetime. Drive through unexplored territories, World War II bridges, 16-lane highways and more. Limited Slots. Join us now!



Are you up for the challenge?

23rd Jan to 2nd Feb. Don't Miss Out!

[BYOND.TRAVEL/ROAD-TO-BANGKOK/](https://BYOND.TRAVEL/ROAD-TO-BANGKOK/)

[Learn More](#)

# Jordan Tourism Board

**Objective:** To generate 10 million impressions for Jordan Tourism in 6 weeks

# Jordan Tourism Board

## Results

1. Sold out a Jordan Travel Product within 1 month with revenues over INR 25 lakhs.
2. Generated 11 million impressions within 4 weeks which attracted investments from Jordan Tourism Board

# Zephyrvisa and Immigration

**Objective:** To generate leads for the client's immigration services for Australia

# Zephyrvisa and Immigration

## Activities Undertaken

1. Identified target market for people interested in Australia immigration
2. Researched the backgrounds, age, job profile and industries of the target market
3. Developed a Facebook Marketing Plan to reach the target audience cost effectively
4. Developed compelling Ads that will get user's attention
5. Developed compelling Landing Pages that will encourage users to enquire.

# Zephyrvisa and Immigration

## Results

1. Achieved Business Growth by over 10X
2. Increased lead count by over 30X

# About Us

**RankHigher.in is a newage digital marketing agency which works with brands to enhance brand awareness, brand visibility and sales.**

**Our Digital Strategy comprises a 360 degree view across social media channels such as Facebook, Twitter and Instagram, Google Search Engine Paid Campaigns and Google organic Search Engine Optimisation.**

**We provide proven ROI for brands**

# Contact Us

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