Case Study for a

Veterinary Business

To help our clients increase their website traffic and sales which will help them to grow their business.

Challenge

The main challenge for this account was to generate engagement and reach of the social media pages and generate traffic for their website as pages like this usually gets low engagement and website traffic.

Problem Earlier

The organic likes, reach and engagement was too low.

Reason for low engagement

- Likes, engagement on the page was really low.
- No consistency in postings.
- No attractive images for engagement.
- Less variety in content.
- Regular monitoring on page was not done.

Solution & Process

As earlier, the page is not getting good likes and engagement, we started with doing R&D on the website, their services and what they offer. We started to post Motivational posts, facts, trivia and fun facts to increase the engagement so that the audience will connect to the page. We started to post images on daily basis. The more likes and engagement we got is through posting animals videos.

Our objectives were:

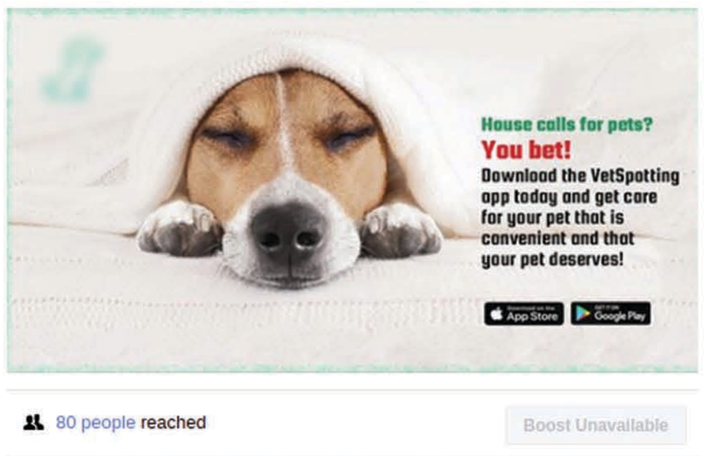
1. Increase organic page likes.
2. Increase Engagement on posts.
3. Posting on daily basis.
4. Posting animals videos to get more likes and engagement.
5. Daily Monitoring.

Results

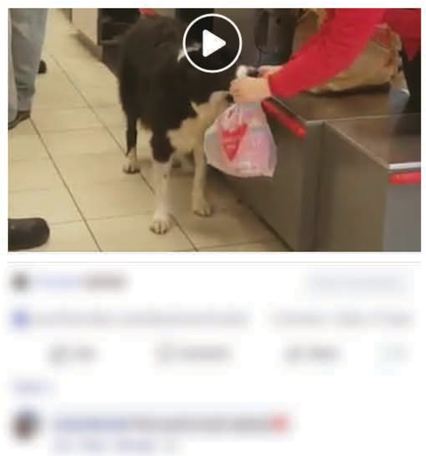
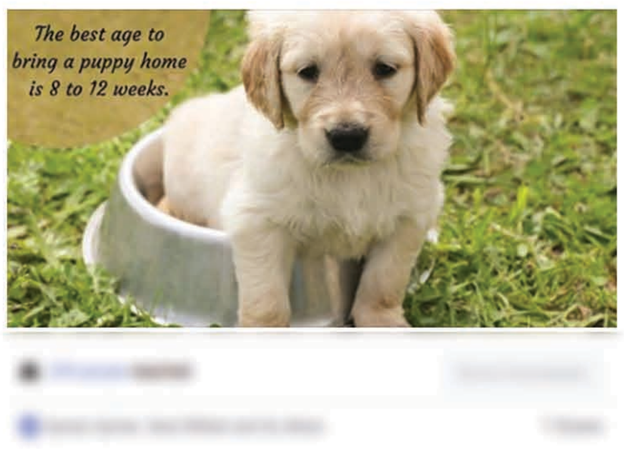
After doing detailed study of the page, we shared images on regular basis which created organic engagement, reach and likes. We also shared good and variety of images and videos. Our turning point in increasing page likes and engagement was sharing videos of animals which connected audience with the page. Over a period of time we saw steady progress on page in terms of organic likes and engagement.

Dynamic changes in Organic Page Likes

Example of Business Post (Reach)



Example of a Video (Engagement)



Example of a Fact Post