



X



SOCIAL MEDIA WORK  
MARCH 2024

# About Bigtrunk

  
**10+** Years

  
**125+** Clients

  
People **150+**

Awards  
**35+**



  
**10K+**  
Campaigns

**25+**  
Brand  
Launches

**5**   
City  
Presence

# Our Services

Transforming your digital footprint using a 360 degree approach



## **Social Media Communication**

Creating powerful brand stories that touch the lives of consumers through Social Media



## **Social Media Listening**

Reaching out to a wide network of the uninhibited customers and provide personalized responses.



## **Media Buying**

Advertising your website, products or initiatives using the right knowledge and tools.



## **Media Analytics**

Every platform throws data at you. We turn that data into insight.



## **Content Production**

Developing your brand's message effectively across all creative formats.



## **SEO**

Enable your brand to Top the search results wherever it matters. Think **VISIBILITY** with us

# Awards & Accolades



**Most Valuable Agency**



**SEO Agency of the Year**



**Best SEO/SEM Campaign**



Branding

Marketing & CSR

Mobile Marketing (Effectiveness)

Mobile Marketing (Promotion)



Best 360 Degree Digital Marketing Campaign  
(Barbeque Nation)

Best Integrated Campaign  
of the Year  
(DKids)



Web Banner  
Rich Media

Best Online  
Integrated Campaign

# Our Blue-chip Client Roster

## Food & Lifestyle



## Entertainment



## Real Estate



# Our Blue-chip Client Roster

## E-Commerce & Retail



## BFSI



## Service Industry





# Our Blue-chip Client Roster

## Education



## B2B



# OUR RECENT ACHIEVEMENTS 22-23







# **Sample Social Media Case Studies**



## The Objectives :

- **Akshaya Motors** is a well established car dealership in Bangalore that sells Mercedes Benz.
  - They have a great reputation but didn't know how to get more customers through digital channels.

## The Strategy:

- We quickly realized that car buyers **are using internet for research and to read what other people are saying** about the car they want to buy.
- Customer that visit their local dealership already knows what car they want to buy, they just need help with finalizing the purchase.
- We **initiated Search, Social and Remarketing campaigns to reach our target audience and retarget them through the add on services**

## The IMPACT:



**500 +**  
LEADS in 1<sup>st</sup> Month



**5%increase**  
Conversion rate






## • The Objectives:

- **Brand Awareness:** Low online presence, hence, to create the brand
  - presence on the digital platforms.
- **Target Audience:** To reach out to the right set of TG in UAE
- **Engagement:** To increase the follower base on social media platforms
  - and engage with the audiences
- To **celebrate each and every occasion/ festivals** with Bhima for all the religions

## • The Strategy:

- By focusing on the relevant target groups and educate them about Jewelry market in UAE.
- Save soil activity on Environment Day – An instore activity for all the customers to do their bit to save the environment with a small gift rooted in our rich tradition!

## The Impact :

 **400 +**  
Followers in a  
span of 2 months

 **35%**  
increase  
in the  
engagement rate



# SpiceXpress

## The Objectives & Challenges:

- **Brand Awareness:** Low online presence, hence to create the brand presence on the digital platforms
- **Engagement:** To increase the follower base on social media platforms and engage with the audiences

## The Strategy:

- By focusing on relevant target groups and educate them about Spice Xpress.
  - Creating pandemic led content to resonate with the current times.
- Engagement activities to interact with the viewers and make them associated with the brand.

## The IMPACT:



**10%** ▲  
In the engagement rate  
across all the platforms  
in just one month



**43k+**  
Organic Reach on  
Facebook in the first  
month itself





## The Objectives:

- **Brand Awareness:** Low online presence, hence to create the brand presence on the digital platforms – **ORS and Coslyte**
- **Engagement:** To increase the follower base on social media platforms and engage with the audiences

## The Strategy:

- By focusing on the relevant target groups and educate them about ORS and Fungal infections.
- With the brand's core thought of Rehydrate Anywhere and Live Fungal Free, we executed paid promotion campaigns to increase the social media page followers.
- Engagement activities to interact with the viewers and make them associated with the brands

## The IMPACT:

 **15K +**  
Followers in a  
span of 3 months

 **30%**  
In the  
engagement rate





# **Social Media Work**

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# PMS



# Thumbay Hospital Fujairah



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مودة



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to reconnect  
with  
Wellness**



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مستشفى ثومبي  
THUMBAY HOSPITAL  
FUJAIRAH

# Coslyte





# Flucos





The background of the image features a light gray network pattern. It consists of numerous small, dark gray circular nodes connected by thin, light gray lines, creating a complex web of triangles and polygons across the entire frame.

THANK YOU