





SOCIAL MEDIA WORK
MARCH 2024

About Bigtrunk













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.



Content Production

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



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.



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





















































































Our Blue-chip Client Roster























































































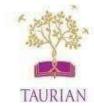


Our Blue-chip Client Roster



















































OUR RECENT ACHIEVEMENTS 22-23





















UNIVERSITY



GROUP OF SCHOOLS











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:













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:









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:



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:









Social Media Work

PMS

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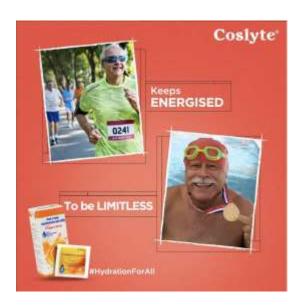
Thumbay Hospital Fujairah







Coslyte







Flucos







