

CASE STUDY

aquapr

Marketing • PR • Results

TITLE Increasing Social Media Traffic and Interaction

Situation

A leader in Cell Phone Signal Boosters sells the consumer electronic in both retail and etail stores. The PR team was tasked with increasing customer interaction and traffic on the Booster's Facebook Page

Solution

- Pitched and co-sponsored Booster Giveaway with popular and reputable technology review blog
- Promoted giveaway across all social media platforms: Facebook, Twitter and Blog
- To enter, participants had to comment, on the review blog or the Booster's Facebook page, where in their home they lacked strong cell phone signal.
 - Drove traffic to Wi-Ex Facebook page
 - Had potential customers think about weak cell signal in their home and the need of a cell phone booster



Results

- Significant increase in Facebook 'Likes', traffic and interaction
 - Facebook Page 'Likes'
 - Increased 143%
 - Page Traffic
 - Increased 173%
 - Page Interaction
 - Increased 463%
- Over 400 entries, resulting in further Wi-Ex and zBoost awareness and branding