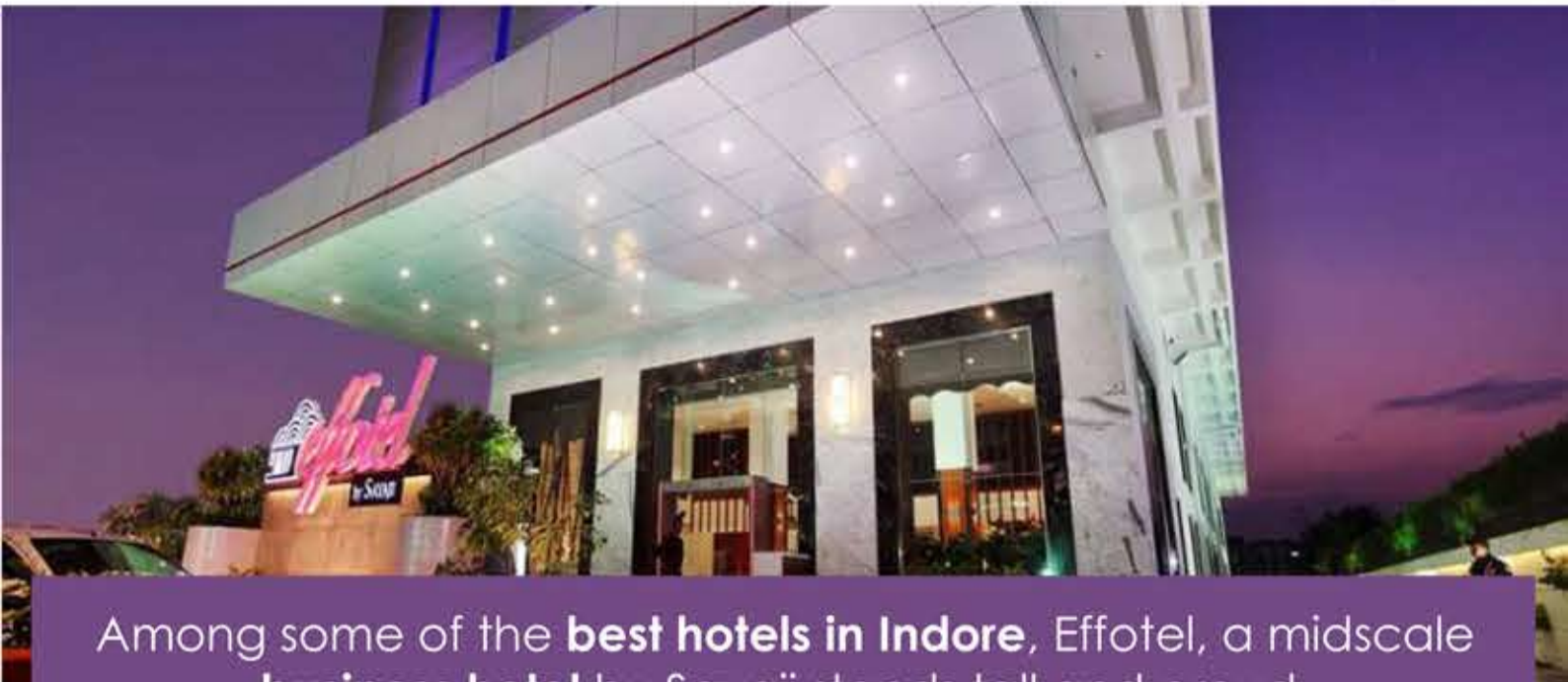


CASE STUDY

Brand Launch of Effotel Hotel On Social Media



Among some of the **best hotels in Indore**, Effotel, a midscale **business hotel** by Sayaji stands tall and proud.

OBJECTIVE

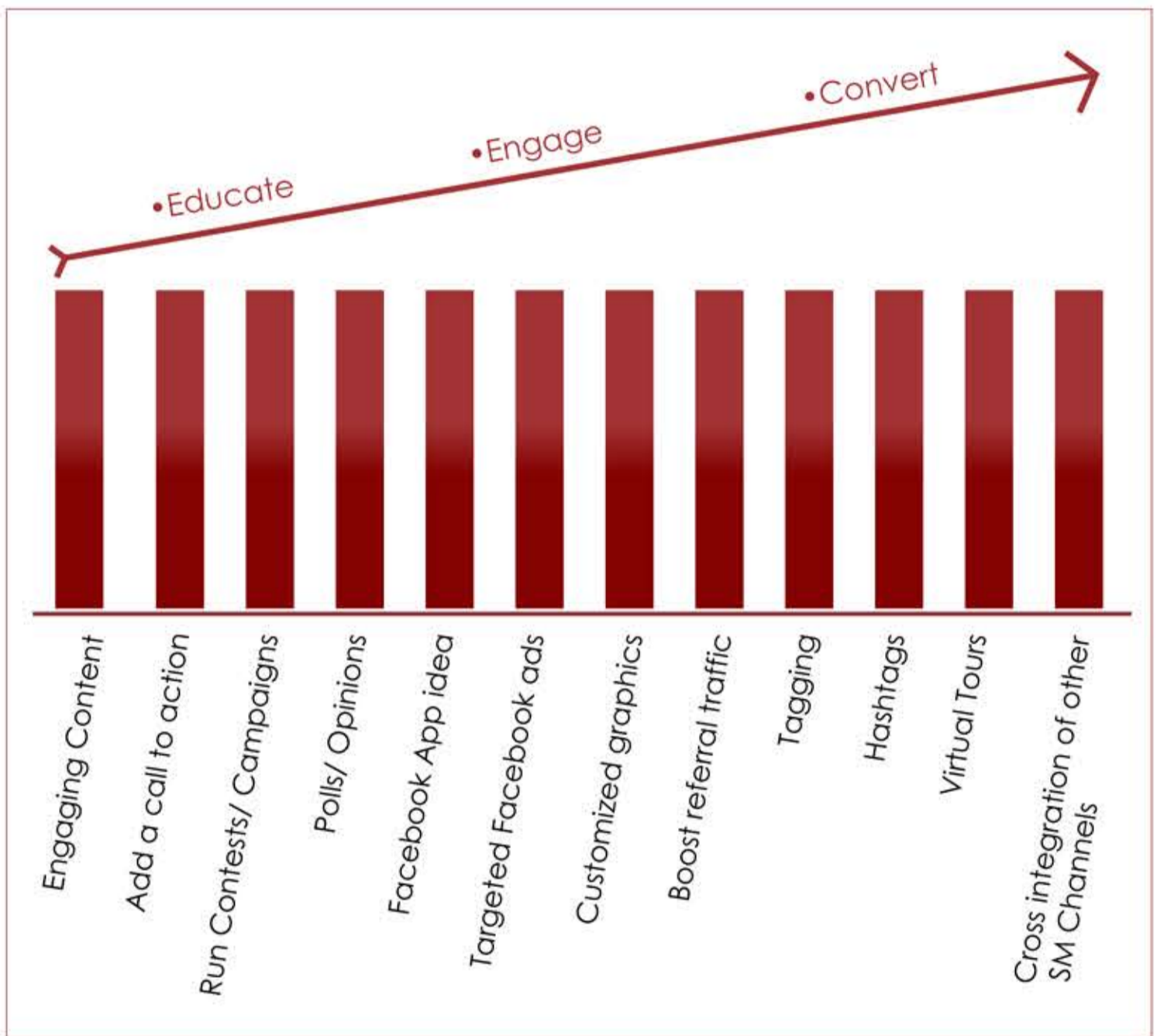
- To do the soft launch
- Brand Awareness
- Fan Acquisition
- Increase brand recall value
- Enhance engagement and 'Likes'
- Visibility on all social media channels.

CHALLENGES

Activate the Brand on Digital channels: Working with Sayaji, Effotel started from scratch (logo, definition of brand identity, brand positioning, in-hotel experience, events). One of the main objective was to translate the social aspect of Effotel to digital media.

Start from scratch : help launch Effotel hotel social media presence (Facebook, Twitter and Youtube)

FB Strategies implemented



Social Media Channels Selected



Social Media Channels Selected

- What does the Effotel Hotel stands for?
- Core Values
- Brand Elements
- Amenities Available
- Destination/Location

Creatives



Result



From 0 to 10,000 Likes in two months on Facebook