

SocialPulsar

Blueberry:
Creating brand
awareness
through Facebook



Client:

Blueberry's is India's own Android LED TV brand which boasts of new-age features such as 4K image resolution etc.

Challenge:

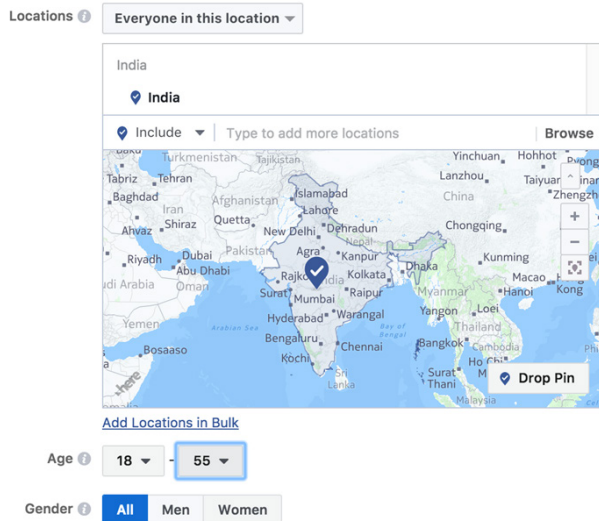
The target was to boost brand awareness.

Execution:

We optimized their Facebook account to the feel of an international brand, also started to create brand awareness implementing new social media campaigns, targeting the right demographics and right audience.

Approach:

- Campaign creation and defining audience
- Content optimization
- Attractive banner design
- Target location and age group selection.



Campaigns we implemented helped increasing the page likes by 130%



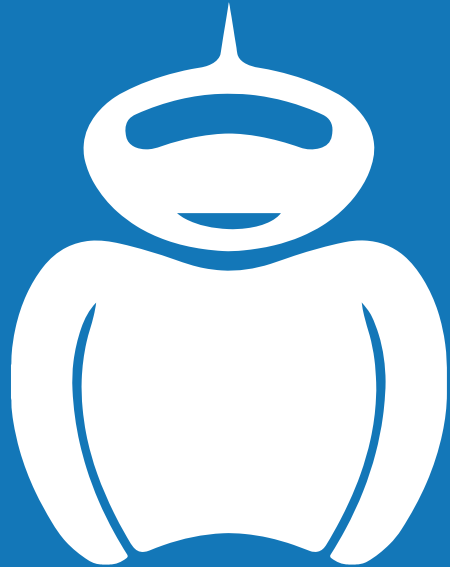
Blueberrys facebook profile:



Results:

Below are the results achieved after just 6 weeks of brand awareness...

- 80% increase in brand awareness
- 52% increase in brand popularity
- 30% increase in online lead generation
- Less cost spends for large audience ad reach



SocialPulsar

For more
information on how
**SocialPulsar, A Digital
Marketing Company** can
help your marketing
campaigns:



CALL US @ +91 484 21 001 99

EMAIL US AT
sales@socialpulsar.in

REACH OUT ON
<http://socialpulsar.in/contact>

FOLLOW US @[socialpulsar](https://twitter.com/socialpulsar)