



Case Study

Codinix's Services Increased Customer Base of B&H

Requirements

B&H, a flourishing unit in New Jersey offering automobile services, desired to promote its <u>services over</u> <u>social media platforms</u> and Google My Business. What it needed to get through these digital marketing services include:

- More social media engagement.
- Promotion of company's automobile services on the platforms like Facebook, Instagram, other social media platforms.
- Analysis of the target audiences and inclusion of the stuff accordingly.
- Listing of the company on Google My Business, a Google directory, and a tool for businesses and organizations for managing the online presence across Google, including Maps and Search.

Solution Implemented

Different solutions were implemented for social media campaigns and Google My Business for the benefit of the organization. Here are the solutions implemented by Codinix.

Social Media Marketing (SMM) Campaigns

- Set the Goals: This is a primary step for social media campaigns for the growth of a business. We set clear goals for B&H, such as increasing website traffic, improving conversion rates, driving awareness, and building a strong presence on social media platforms.
- Defined the Audience: We defined who the ideal customers of B&H are. Defining this has made it clear
 what is required to be posted on social media for the growth of the business.
- Analyzed of Competitors: We analyzed what the competitors of B&H are doing. It has helped us in setting the goals more vividly and understanding what the target audience wants.
- Prepared Relevant Stuff to be added on Social Media: We prepared relevant stuff for the business promotion to be posted on social media sites. Videos, PowerPoint presentations, infographics, written content, and a lot of other stuff were made by our experts. Links, texts, videos, images, and infographics were posted on social media sites, which helped in attracting the attention of the audience.

- Worked on Sponsored Posts: Sponsored posts are great sources to get the attention of target audiences. The sites like Facebook and Instagram record the behaviors of the individuals and the sponsored posts are displayed on their profiles according to them. This is one of the ideal ways for business promotion and we worked on it.
- More Social Media Engagement: Our experts worked more for engagement with the target audience on social media sites. We understood their requirements and wants, which helped us in knowing what more is required to be done for the business promotion.

Google My Business

We added the business details of B&H at Google My Business along with its location in New Jersey, working hours, services, and everything else required. It helped the customers to find the company's location easily through Google Maps and searches, and to know about the company's business easily. We are best in Google my business service providers.

Outcome

Our work on Social Media and Google My Business has shown tremendous growth in website traffic for B&H. The customer base of the company is growing day by day.

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