

Twitter Campaign

The company

AutoMall India is India's Most Comprehensive Automobile Portal and on-ground Touch & Feel Platform for Automobiles (Cars, Bikes & CV's). Buying a Car, Bike or Commercial Vehicle is an important decision at different stages of life of a buyer. It is aspirational as well as an emotional call. Online search, information and comparison plays an important role in informed decision making of a buyer.

The Challenge

The website www.automallindia.net was already linked with social media channels. They had a twitter account which was followed by around 500 users and they were following 600 users with 211 tweets. There were no regular updates as well as no user engagement. It was like starting from scratch. We were hired to manage the account as well as grow its popularity.

The Strategy

We created and executed the complete Content Strategy for Auto Mall. The key was regular tweets while understanding the mood of the users in real-time. We enhanced the Bio, Optimized the company page, Determined the goals for all tweets, unfollowed many irrelevant users and followed the influencers and top brands that helped us to grow faster. On the other hand we determined the content strategy and built lists of twitter audiences. To grow the audience and to reach more

people we used the right hashtags which were relevant for Auto Mall and its followers, #AutoMall2016 being a very popular hashtag on twitter. On weekends we created live contests where we successfully engaged thousands of twitter users. We shared our contests on different channels and wrote separate blog posts for each contest that helped us to reach even more users. We kept tracking the results during the contest.

The Results

We have reached 2300+ followers without spending a single rupee on paid advertising and are now following only 400 relevant and influential users. Twitter has become an important engagement channel for the company and it has plans to take the number further higher to 15000+ followers in 2017.