



NEWSLETTER

THINK IT WITH PRINK IT



Social Media Feature

FACEBOOK'S DATA BASED TARGETING FEATURE.

Benefits of Data Driven Marketing:
Increase loyalty | Influence customer consideration phase.

You must have surely heard that data is the new oil! Data is the future and much more. The Question is, is it of any benefit to your business? Or it is just a game for Giant companies.

In this letter, I am going to be sharing a valuable feature of facebook, that will open doors of thoughts for you to strategize and take a step much before your competition. I will start with basic explanation of feature, followed by some case studies, do's & dont's and your Homework! ;)

If you have a list of names, mobile numbers or email addresses of let us say 1000 people, You Can make an audience specifically of these 1000 people on facebook and show ads to them! You can show any advertisement you want them to see at the time you choose on facebook and instagram! You can show ads to them in the evening, on Sundays or especially on their birthday. That's a fascinating feature if used strategically

LET ME TELL YOU HOW THIS EXACTLY WORKS:



Let's have a look at some case studies and see how this simple looking feature can make a significant difference in your marketing approach.

To Do:
Make a list of all the possible data sources of your organisation

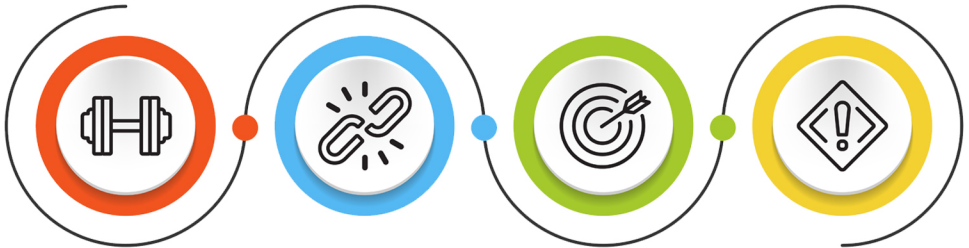
How to shift from inaccessible to soft copy data.



CASE STUDY

How an out of the box idea of team Prinkit.in helped in Converting Showroom walkins to Purchases and first time buyers to life long loyal customers and brand advocates.

A showroom located in Gotri Vadodara partnered with us to take it to new heights. We started with doing a SWOT Analysis and here's what we found:



Strength

Good Organic footfall because of location

Weaknesses

Less loyalty, because of strong competition

Opportunity

Every person who walks in remembers brand for a long time and there are already good footfall due to venue.

This can be utilised

Threat

People walking in are not getting converted into loyal customers.

Out of 10 people who visit, only 3 get converted into purchase and 1 becomes a loyal customer. As per our understanding, at least 6 should make purchase and 3 must become loyal customers. Here's how we achieved it!.

We organised an ongoing lucky draw, where all the people who visit showroom were motivated to enter their mobile number and email addresses and at the end of month someone would win.

9 out of 10 people who visit, participated and as a result we received their data.

This data was used to show constant retargeting ads of new stock, offers, and happy customer testimonials. As a result brand recall rate increased and people started revisiting and making purchases. People who purchased started getting updates of new stock and offers and thereby kept on visiting every now and then.



This is how a simple idea of organising a lucky draw to generate data for remarketing turned the table!

For real estate Business, if data of people who visit expos can be retargeted and invited for site visits and thereby convert them into bookings.

How can you use this feature? What are the ways in which you too can generate data and get the best of it?

To Do:

How much data do you collect as of now?
In what form is it getting stored? Is it sorted and in soft copy?

What are the possible ways to collect data from your existing business systems? Is there a scope of collecting more just like that we did by lucky draw?



What is the best form of ads to retarget this data? Get it done with the help of Prinkit.in team!

Author



081602 39991 | contact@prinkit.in



Mr. Prinkit Patel
(Founder, Prinkit.in)