



Effective Marketing **Strategies** Through **Social Media**

Client

The client is a proprietor of a social networking site that aims to mingle single men and women online, using a unique compatibility checker exclusive only to the site. The client is looking for solutions in increasing search engine visibility and web traffic, and increasing revenue through an increased membership volume, and Prime Outsourcing just knows the right ways.



The client's marketing strategies are highly confidential, so for this case study, we opt not to disclose to much detail about the project, as well as detailed accounts of the tasks performed by his chosen staff at Prime Outsourcing.

The Prime Solution?

The client first contacted the company in 2007, inquiring about the company's web marketing services. The client initiated a one month pilot campaign which involved hiring only a handful of online marketing assistants who underwent training under the client's supervision within the said time period. Our marketing assistants were trained according to the client's marketing preferences, and the techniques the client seemed most effective. The most dominant marketing strategy employed by our marketing staff is social media marketing, which involves advertising and promotion through popular social networking sites such as Facebook, Twitter, and Tagged; as well as popular online classified advertising sites such as Craigslist.

During the said training period, significant results took place which met the client's expectations, which led to the client's expansion of leased roster of marketeers.

Our pilot group of marketers took additional staff under their wing and carried out the necessary training for the new members of the team. Additional services provided by the company include website optimization and email management.

The Results

Outsourcing online marketing processes saved the client essential time and even reduced up to 70% of overhead costs compared to hiring local marketing staff. It also allowed the client to focus on his business's core business processes such as integrating a unique chemistry algorithm between network members.



Ever since the client's beginnings with Prime Outsourcing in 2007, revenue from the client's site has increased 25% to 50% - which only means that marketing strategies employed by the company helped the client's profitability significantly through the years.

The client continued services with the company and currently leases 20 online marketing assistants from the company to continue excellent promotion of the said site.