# Is your business
## winning your clients' hearts?

# Some challenges
## you may face in your YouTube marketing strategy



• How do we increase the traffic that comes to our videos?

•How do we generate and capture leads from YouTube?

•How do we find translators to add subtitles in different languages for our content?

•How do we increase the engagement of our audience with our videos?

• How do we promote our video content online?

•How do we drive traffic to our website from our YouTube videos?

•What insights can we draw from our YouTube content consumption?

•How do we follow the comments and discussion on our YouTube videos?

# Some challenges
## you may face in your Twitter marketing strategy

• How can we use Twitter to generate revenue for us?

• What should be our Twitter content strategy?

•How can we generate more traffic for our website through Twitter?

•How can we get more followers on Twitter with the relevant profile?

• How can we understand our Twitter followers better?

•How can we understand content being shared on Twitter regarding a particular event?

•How can we promote a new title over Twitter in a cost effective and time efficient manner?

•How can we maintain continuity of presence and activity on Twitter?

# Some challenges
## you may face in your Facebook marketing strategy

- What are people talking about on the Facebook pages of our competitors?

- What are people talking about on our Facebook page?

- How can we understand our Facebook fan base better?

- How can we manage our Facebook presence in a cost effective and time-efficient manner?

- What is the content being shared on Facebook regarding a particular event?

- How can we capture new leads on Facebook and respond to any questions in a timely manner?

- How can we promote our books and services better on Facebook?

- How do we ensure that we are following the best practices when it comes to Facebook content sharing?

# Some challenges
## you may face in your Instagram & Pinterest marketing strategy



- What do Instagram and Pinterest mean for us?

- How do we build our presence on these tools?

- How do we get someone to create and schedule content for these platforms?

- Can we get someone to analyze our data and prepare rich infographics?

- We have a graphics heavy book (e.g. Recipe book). How can we leverage social media to promote it?

- How do we ensure that our visual content appears in Google search?

- Can we do a research on Instagram and Pinterest to understand the kind of content that people seem to like?

- How can we get new ideas for visually-rich media that really works?

# Some challenges
## you may face in your online marketing strategy

- What are thought leaders saying about our industry?

- What do leading bloggers say about our new products?

- What do leading bloggers say about our competition?

- How can we get online research done (e.g. understand theme of Amazon reviews, new topics to publish, etc.)

- How do we keep track of and manage our online reputation?

- How do we engage with media platforms that might be interested in promoting our offering?

- How can we promote our latest book on a dedicated blog?

- What can we learn from best practices followed by other players?

We help businesses achieve
successful outcomes
through marketing strategies based on
deep analytics and understanding
of customer journeys.

# We base all
# our marketing decisions on data
## and are therefore able to focus our effort
## on things that work and avoid investing time and
## resources on things that don't.

The next two slides show some recent examples…

# Data-led Insights in Action
## YouTube Campaign & Analytics
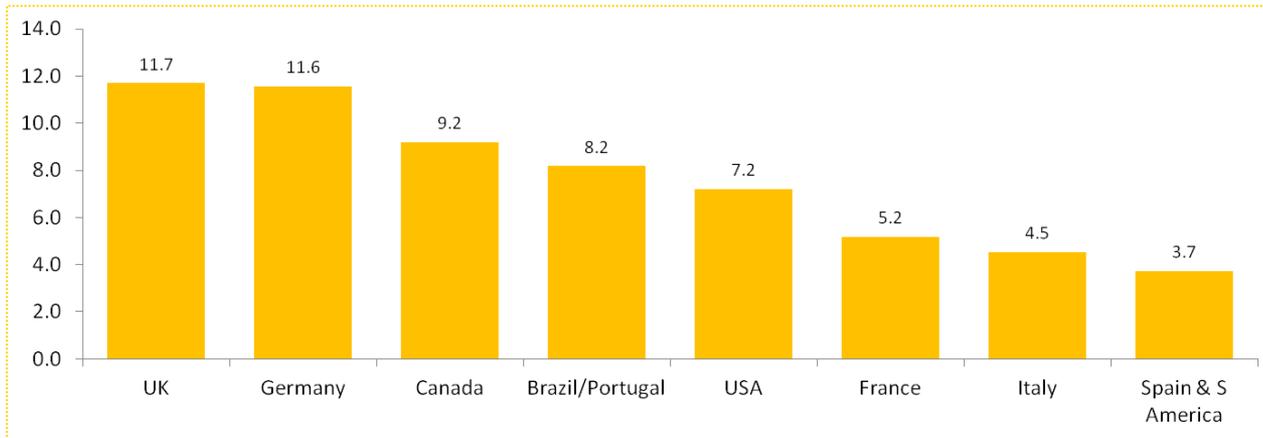


This is a graphic from a recent YouTube engagement for a Spanish client. The client was looking to expand international reach of his work using YouTube videos.

Generally speaking client videos were quite well liked (at least 3.7 Likes per 1,000 views, much higher than typical average), but we noticed that the videos were liked even more in non-Spanish markets.

1. We recommended to the client that he put subtitles to videos in other languages so as to promote reach of his videos further.
2. Additionally, we used the intelligence gathered to build a case for publishing client's books in new territories (e.g. English Worldwide, French, Portuguese, etc.).
3. Using data, we could convince both the client as well as publishers to take decisions/actions which could otherwise not have been conceived.
4. We could also focus client's marketing effort in the direction that is likely to yield best results.

# Data-led Insights in Action

## Twitter Campaign & Listening, Lead Generation

A successful therapist wanted to expand the reach of his work and unique methods internationally. He also wanted to publish his book and acquire global readership. He realized the potential of his work and how many people could benefit from his knowledge and experience but did not know from where to start.

### FORMULATION OF THE ACTION PLAN

- We chose Twitter as the tool because of its global reach and suitability for client's nature of business.

- We generated content for Twitter in the name of the author (150 tweets per month), 7 days a week in different time zones to ensure that tweets are read by an international audience.

- We continued to influence and attract followers with a particular audience profile appropriate to the theme of the therapist's work.

### THE RESULTS OF 1 YEAR CAMPAIGN

**4X**
Followers

**2**
Books published

**300%**
Social Authority

**10+**
Media Collaborations

# Do you want your business to be a part of the trends and stay on top of people's minds?

Take action and contact us now to know more.
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