

Social Media Strategy for corporate marketing



CASE STUDY

Designing a Social Media Strategy for corporate marketing by Upshot Live

THE BACKGROUND

The Leading Health Insurance Company is into the distribution & servicing of health insurance products. The company deals in two different verticals namely health insurance & travel insurance. They are operating in both online & off-line verticals. However, they require a robust social media campaign to target the corporate vertical. The company wants to market its services through the social media channel such as Facebook, LinkedIn, Twitter and YouTube. This requires a robust social media strategy so as to focus on the targeted segment.

THE CHALLENGE

Launching a social media campaign for corporate marketing vertical about the multiple services offered by Leading Health Insurance Company. The basic purpose is to increase the fan following over the social media channel.

SOLUTION - UPSHOT LIVE

Upshot designed a comprehensive social media strategy for multiple social media channels such as Facebook, LinkedIn, Twitter and YouTube. Upshot Live firstly initiated its work for the LinkedIn channel to draw the corporate clients.

THE RESULT

Initially, Upshot Live focused on basic business functions that need to be promoted over social media. Also, the company focused on the targeted audience for whom the services to be displayed. Since the Leading Health Insurance Company is a technology oriented company, Upshot Live started its campaign over LinkedIn channel to attract corporate customers. The whole campaign focused on increasing the brand presence over the social media vertical and raising the followers for the brand.

- A comprehensive presence over the social media
- An increase in the followers for the services offered.
- An additional media channel to increase the brand image.

