

# Client Stories

**MOBILE KING**

## MOBILE KING

Branding

Social Media Marketing

Online Presence

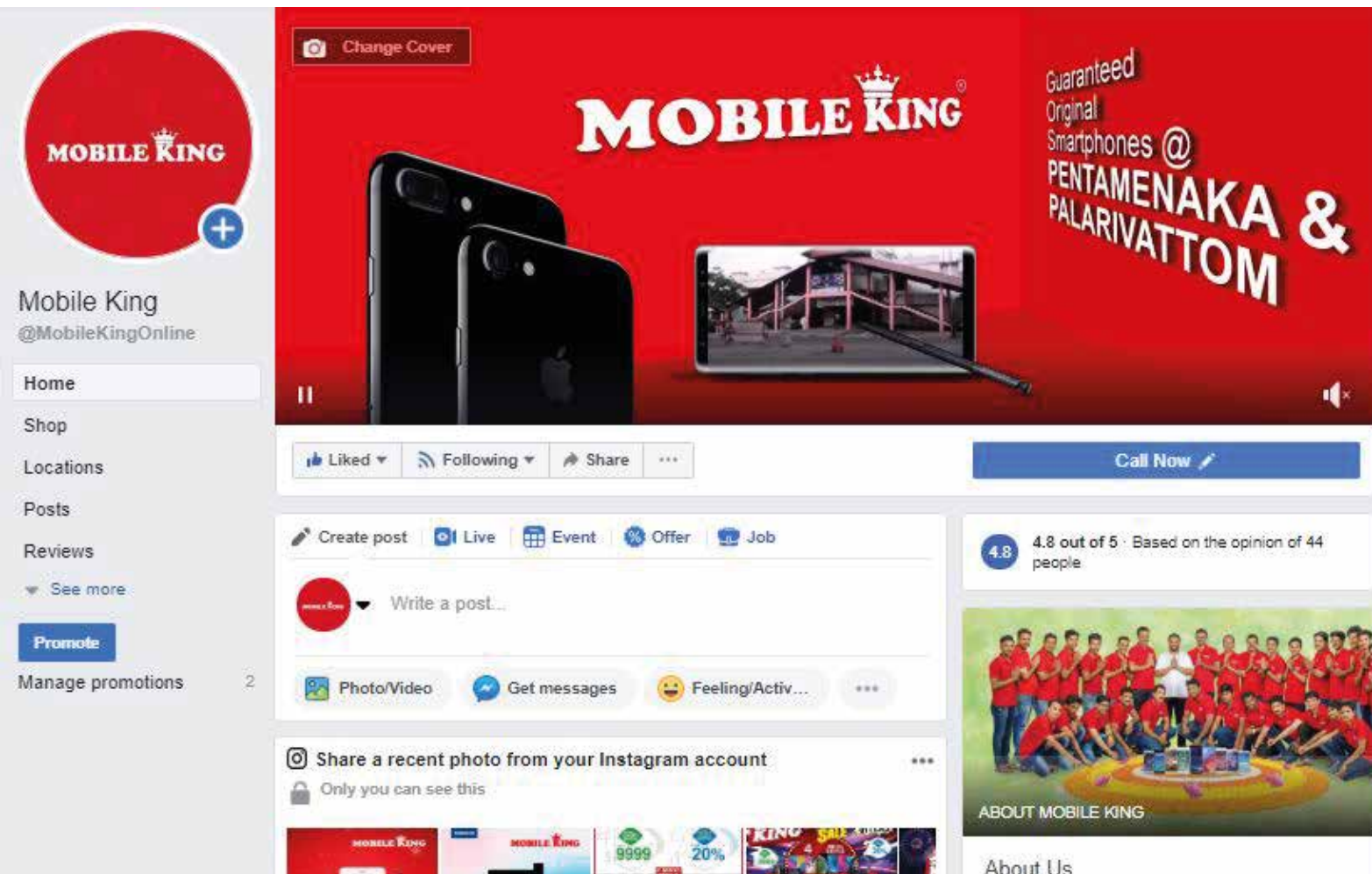
More Store Visit

Seasonal Social Media Campaigns



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## MOBILE KING

### Client description

Mobile King is the one-stop shop for all mobile solutions, with an aim to offer wide varieties of smart phone brands to customers. Being the leading retailer of smart phones in Kochi, there are two stores to satisfy the need of today's customers. Having the largest display of smart phones, it's easier for the customers to optimize their smart phone selection and purchase according to their needs.

Guaranteed original smart phones and accessories along with services make Mobile King a premier shop.

### Platform

Mobile king wanted the following social media platforms to boost the web presence. The most popular sites converted leads to clients. Each client chose Mobile King to make sure they owned the best in terms of smart phones.

- Facebook
- Instagram
- Twitter

## Objectives

- Effective use of social media

Social media usage was boosted to the maximum so that each prelaunch and launching campaign was made public that helped gain the best customer for each smart phone. Smartphones with best features were publicized through the pages with maximum share and like.

- Increased store sale

The store got its best sales as each boosted post reached the target. Made sure that the store is familiar among the general public. The special offers made it a favorite among the customers.

- More walk-in customers

Each lead converted to customers and thus the walk-in customers were increased than ever before. The greater reach within Kochi was the reason behind the customer flow.

- Seasonal social media campaigns

Seasonal offers were given and also campaigns that made the retailer popular were managed through social media. Not to mention the extra discounts and gifts that made the smart phones one among the best.

- Branding online presence

Online presence is encouraged for branding. The customer psychology gives you the reason to decide how to brand your services.

## Action

- Lead generation

Get the best leads so that each one is converted to customers. The instant response to queries brings the customer to the shop.

- Campaigns and engagements

Effective offers and campaign make the page popular among social media users. The engagements are on the increase.

- Website and social media integration

Effective offers and campaign make the page popular among social media users. The engagements are on the increase.

- Store sales increased

The store becomes popular as social media users increased by leaps and bounds which have access to the pages and accounts.

- Social media reach and followers increased

Each page and account with offers are always visited by more audience. Thus it becomes one of the best followed and liked pages. The reach becomes the widest.

## Results

Lead generation and store promotion:

It gives Mobile King the much wanted clients. This is why the social media boosting of the Mobile King brings customers to the store.

More fan following:

The store promotion and lead generation is as a result of increased followers on the pages and accounts. Make sure you get the best results with increased reach.

Store sales increased:

Being one of the premier retailers makes it the best buy for your money and this is highlighted among the clients. Whereas walk in customers as well as online customers are attracted.

Brand promotion:

The brand is made stable and when the clients recognize you through that, the result is achieved. The brand becomes familiar one across the audience.



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*Thanks*



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