



Beechintzy

BeeChintzy Case Study and Report

Presented by: **Oodles Marketing**

BeeChintzy

What is BeeChintzy?

BeeChintzy is a location-based platform connecting local businesses with nearby consumers. It promotes community engagement by offering personalized deals for dining, shopping, and more. With real-time analytics and geofencing, companies can directly target local customers, fostering a sense of locality while driving foot traffic and sales. The app prioritizes supporting local businesses and creating vibrant, walkable neighborhoods through innovative digital marketing tools.

Who is it for?

BeeChintzy is designed for local businesses and consumers, fostering community connections through personalized, location-based deals. It empowers small businesses to reach nearby customers using real-time offers and geofencing technology while providing consumers with convenient access to nearby promotions and events. This platform emphasizes supporting walkable neighborhoods and driving local engagement.



Goals and Objectives

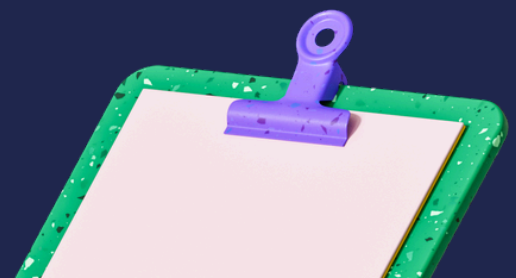


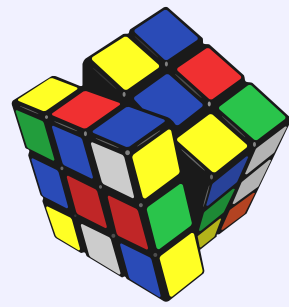
Goals

- Build brand awareness among local businesses and consumers.
- Position BeeChintzy as the go-to platform for location-based advertising and community engagement.
- Drive app downloads, merchant sign-ups, and consumer interactions.

Objectives

- Create content showcasing the benefits for local businesses and consumers.
- Highlight unique features like geofencing, real-time analytics, and personalized offers.
- Establish a consistent and engaging presence on social media platforms.





The Challenges



Challenge 1

Building Merchant Adoption

Convincing local businesses to adopt and trust a new digital platform for advertising and customer engagement.

Challenge 2

Customer Awareness

Educating consumers on the benefits and ease of using a location-based app for discovering deals in their area.

Challenge 3

Market Competition

Competing with established advertising and deal platforms while differentiating through features like geofencing and real-time analytics.



The Solutions

We addressed MYSYNR's challenges with a clear, actionable plan that focused on building trust and increasing engagement through strategic content and targeted messaging.

Brand Awareness

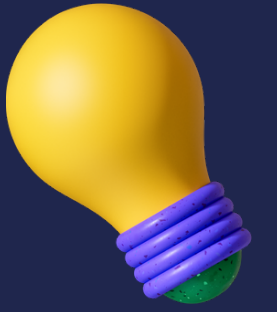
Introduced a user-friendly self-serve platform and offered a three-month free trial to encourage businesses to explore the platform risk-free.

Trust Building

Launched targeted marketing campaigns focusing on the convenience and value of discovering local deals, fostering trust through testimonials and community-driven content.

Drive Engagement

Differentiated through micro-targeting features like geofencing and real-time analytics, which provided merchants with measurable ROI and a competitive edge over generic platforms.

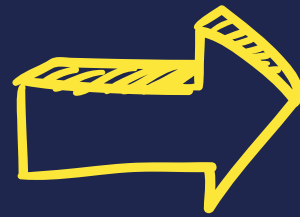


Social Media Marketing

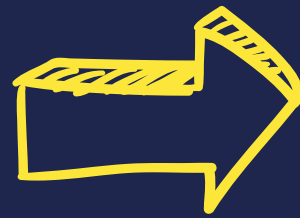
We implemented a targeted strategy to boost brand awareness, foster community trust, and drive engagement. Campaigns were designed to resonate with BeeChintzy's audience of local businesses and consumers, highlighting the platform's unique features like geofencing, real-time deals, and its focus on supporting vibrant, walkable neighborhoods.



Platform Selection



We selected Instagram and Facebook based on the target audience of local businesses and consumers.



Instagram's visual appeal and engagement tools were ideal for showcasing deals and promotions, while Facebook's community-driven features provided an effective way to reach and interact with both merchants and local shoppers.



Both platforms allowed us to implement targeted campaigns aligned with BeeChintzy's mission to support local businesses and foster community connections.



Content Strategy



Content Types



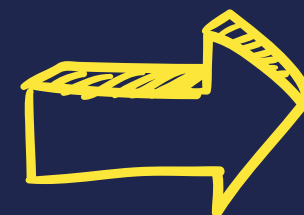
Focused on showcasing local deals, community impact, and merchant success stories while highlighting unique features like geofencing and real-time offers.

Key Themes



Used a blend of promotional content, customer testimonials, and interactive elements like polls and user-generated content to boost engagement.

Engagement Tactics



Encouraged participation through contests, highlighting local businesses, and fostering a sense of community through location-based campaigns.

Campaign Phases

Pre-Launch Campaign

Generated excitement with teaser content, sneak peeks, and countdowns, emphasizing BeeChintzy's core features like real-time deals and geofencing.

Launch Campaign

Focused on engaging the community, providing regular updates, and encouraging businesses to sign up while driving app downloads.

Post-launch Engagement

Continued fostering user interaction and promoting ongoing offers to sustain interest and keep the community engaged with new features and promotions.



Driving Engagement

Interactive Stories

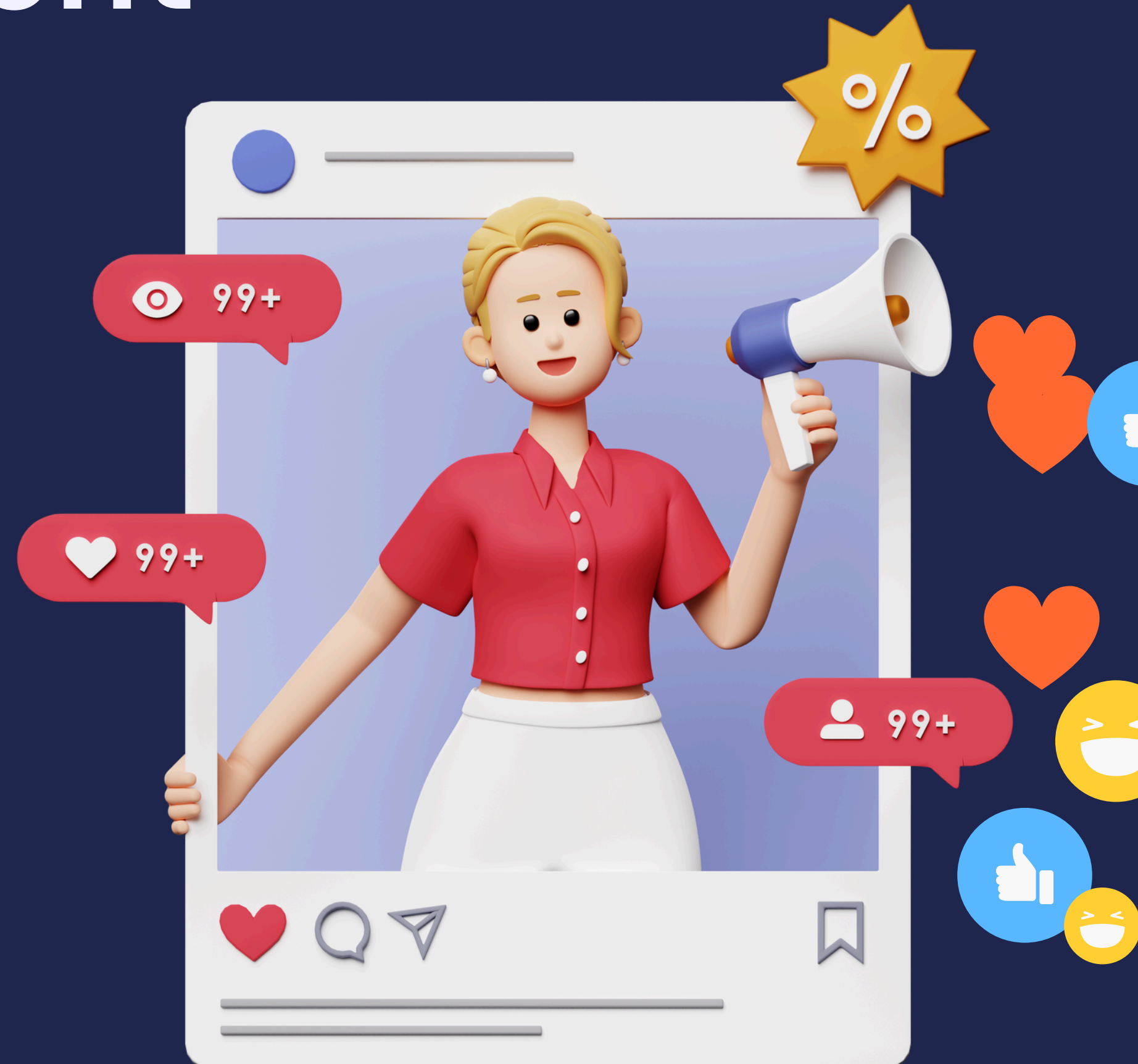
Used polls, quizzes, and Q&As to engage users in real-time and encourage active participation.

Audience Interaction

Fostered a sense of community by actively responding to comments, messages, and engaging in relevant social discussions.

Social Group Participation

Increased visibility by participating in local business groups and discussions, connecting with potential users and merchants.



Analysis and Optimization

Reviewing Engagement Metrics

Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

Adjusting Content Strategy

Utilized data to refine content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.



Results & Metrics

Instagram

Achieved 13.5k+ total views and over 400 content interactions since launch.

Facebook

Reached 13.5k+ views and 200+ link clicks, contributing to growing user engagement.

App Downloads

Saw a notable increase in app downloads, driven by successful social media campaigns.





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Executive Summary

- A high-level overview of the case study findings, including key insights and performance highlights.

Introduction

- Overview of BeeChintzy and its objectives for July, August, and overall campaigns.
- Goals and strategies employed.



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Performance Analysis

- **July Campaigns:** Analysis of key metrics (e.g., reach, impressions, CTR, cost efficiency).
- **August Campaigns:** Comparison with July and identification of performance shifts.
- **Overall Trends:** Consolidated insights across all campaigns and platforms.

Financial Metrics and ROI

- Cost analysis and ROI calculations for campaigns.
- Identifying the most cost-effective campaigns.



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Stakeholder Analysis

- Impact on target audience and engagement trends.

Chronology of Events

- Sequential overview of campaign launches and performance timelines.

Strategic Insights

- Key successes and areas for improvement.
- Recommendations for future campaigns.

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Conclusion and Reflection

- Summary of findings.
- Strategic takeaways for BeeChintzy's merchant engagement strategy.

Appendices

- Tables, charts, and visuals supporting the analysis.

Executive Summary

- BeeChintzy conducted campaigns in July and August with the goal of increasing brand awareness, engagement, and merchant sign-ups. Across these campaigns, significant insights were observed in terms of audience reach, impressions, and cost-effectiveness. This report highlights performance trends and provides strategic recommendations for future efforts.

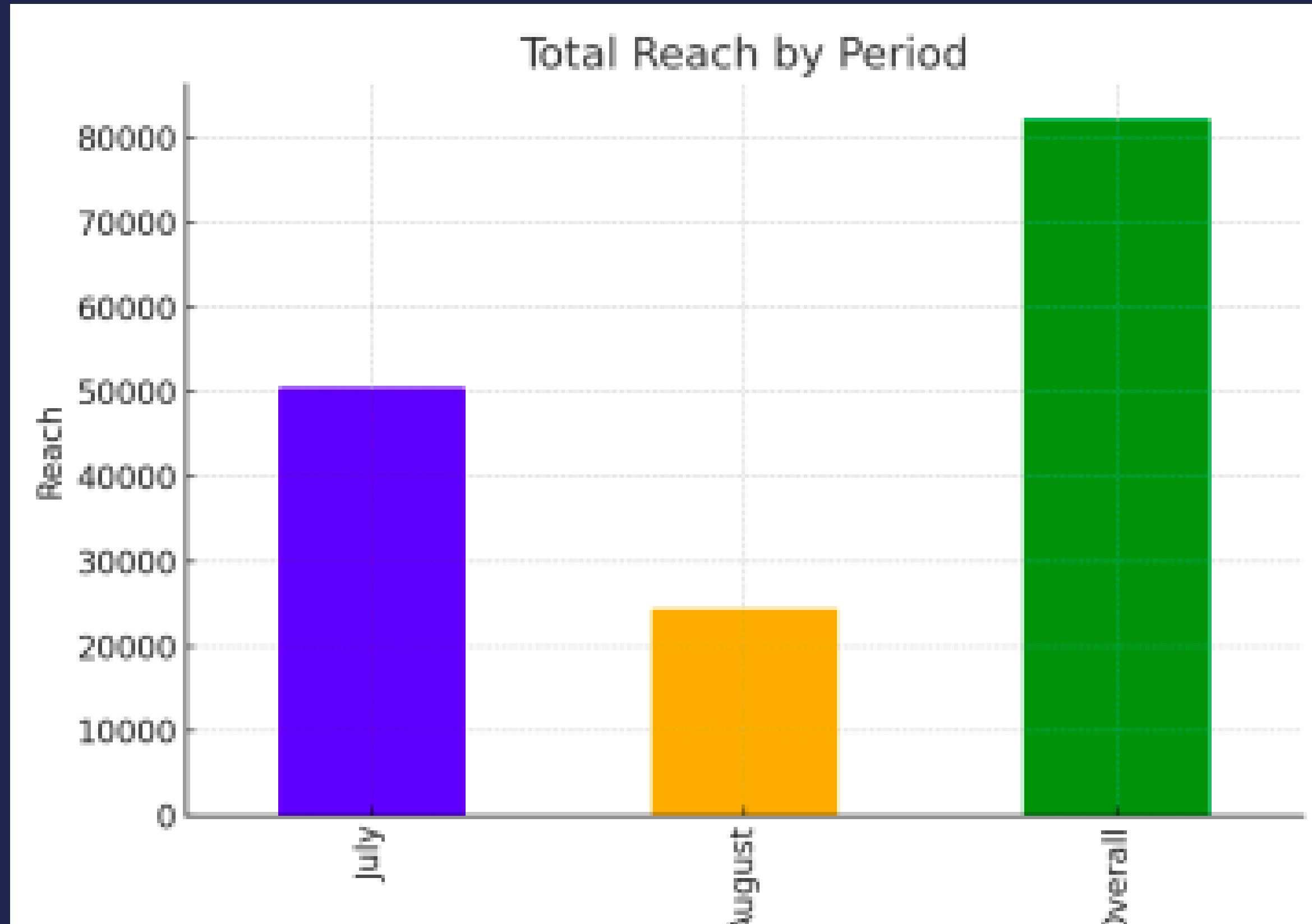
Appendices

- Key Metrics Summary: July: Reach=50493.0, Impressions=109417.0, Results=559.0, Spent=1238.07, CPC=1.19, CTR=1.91%
- August: Reach=24359.0, Impressions=62476.0, Results=73.0, Spent=1426.08, CPC=2.15, CTR=1.43%
- Overall: Reach=82269.0, Impressions=228077.0, Results=769.0, Spent=2883.54, CPC=1.46, CTR=1.73%

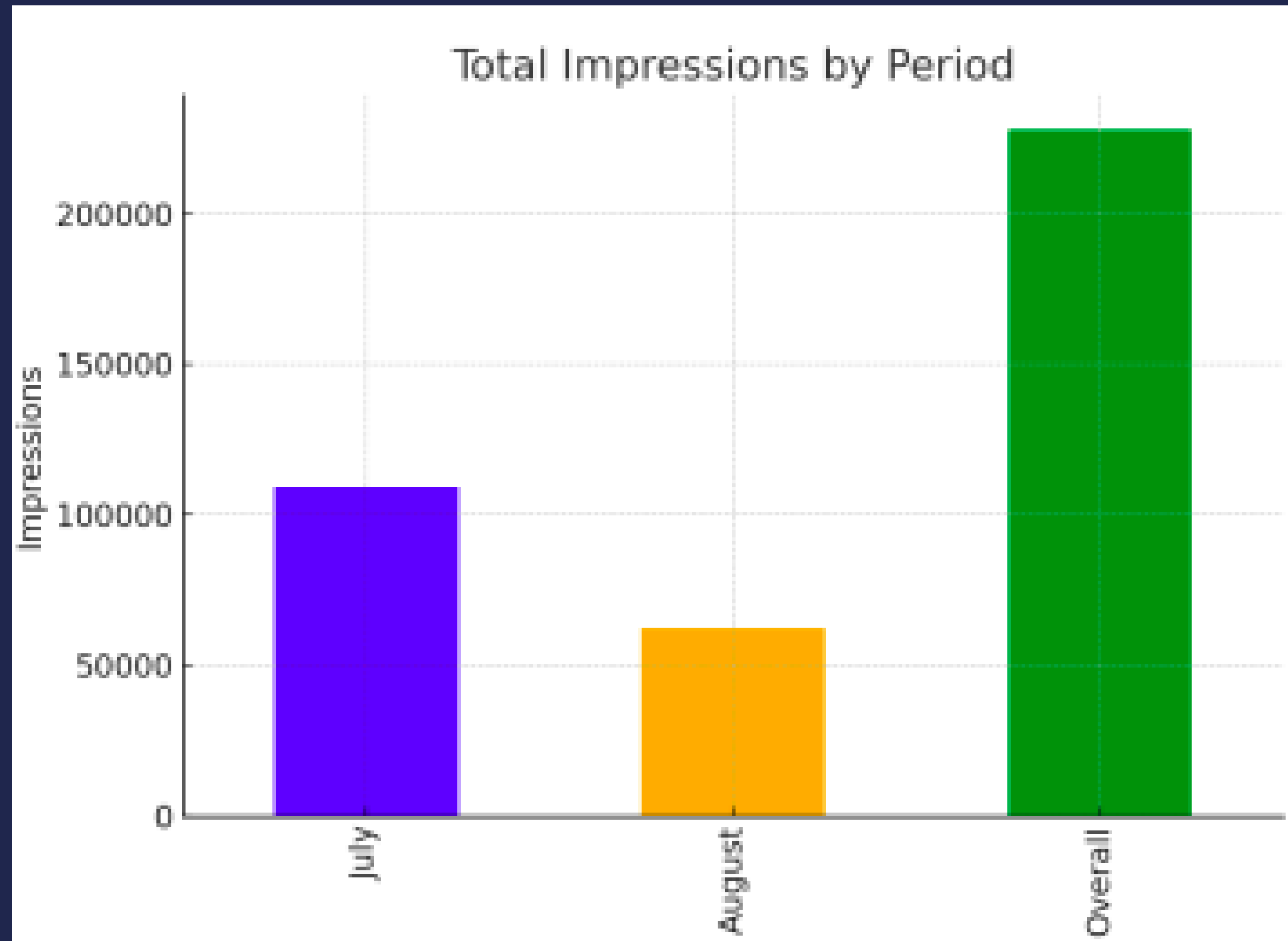
Financial Metrics and Visuals

- The campaigns varied in cost efficiency. July showed better cost-per-click performance, while August focused on a smaller but more targeted audience. The following visualizations summarize the key metrics.

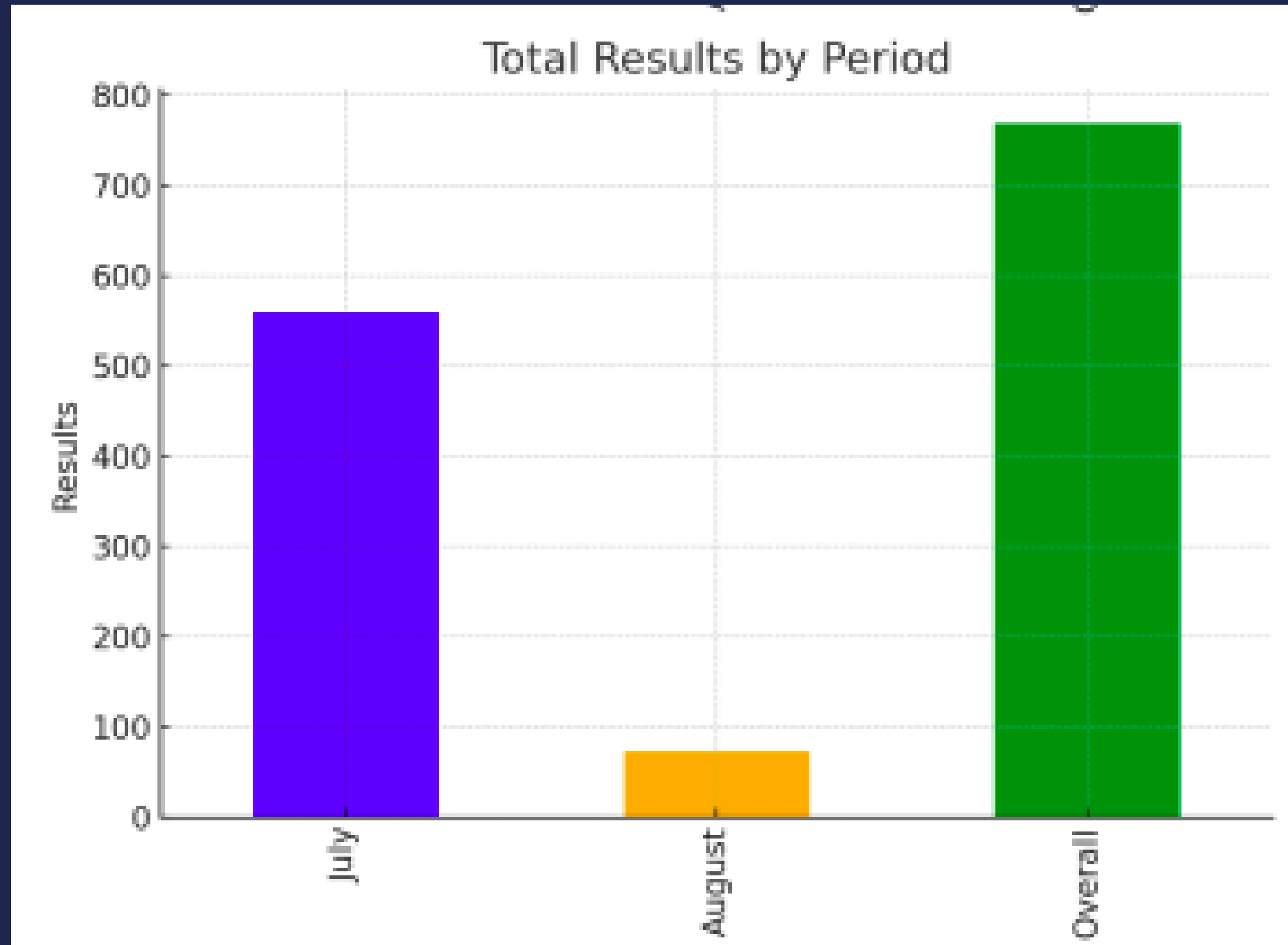
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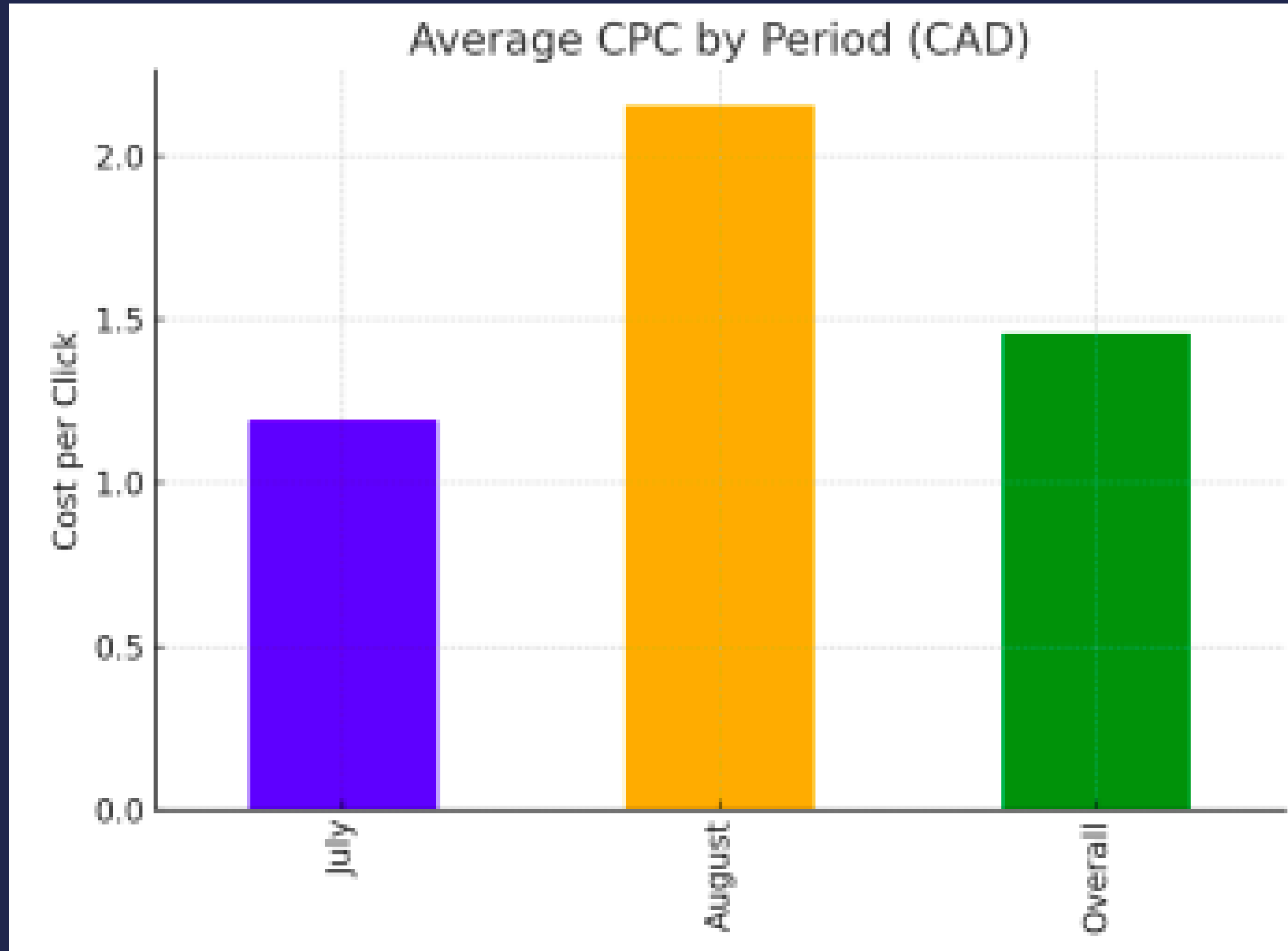
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Key Metrics Summary

Period	Total Reach	Total Impressions	Total Results	Total Spent (CAD)	Average CPC (CAD)	Average CTR (%)
July	50,493	109,417	559	1,238.07	1.19	1.91
August	24,359	62,476	73	1,426.08	2.15	1.43
Overall	82,269	228,077	769	2,883.54	1.46	1.73



Get In Touch



Email

info@oodlesmarketing.com

Website

www.oodlesmarketing.com

Call us

0124-4368395