Oodles

Building teams _for you_

Marketing Promotion

Case Study

Table of Contents

Beechintzy

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Beechintzy

Summary

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.

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.

Project Overview

Goals

01   Build brand awareness among local businesses and consumers.

02   Position BeeChintzy as the go-to platform for location-based advertising and community engagement.

03   Drive app downloads, merchant sign-ups, and consumer interactions.

Objective

01   Create content showcasing the benefits for local businesses and consumers.

02   Highlight unique features like geofencing, real-time analytics, and personalized offers.

03   Establish a consistent and engaging presence on social media platforms.
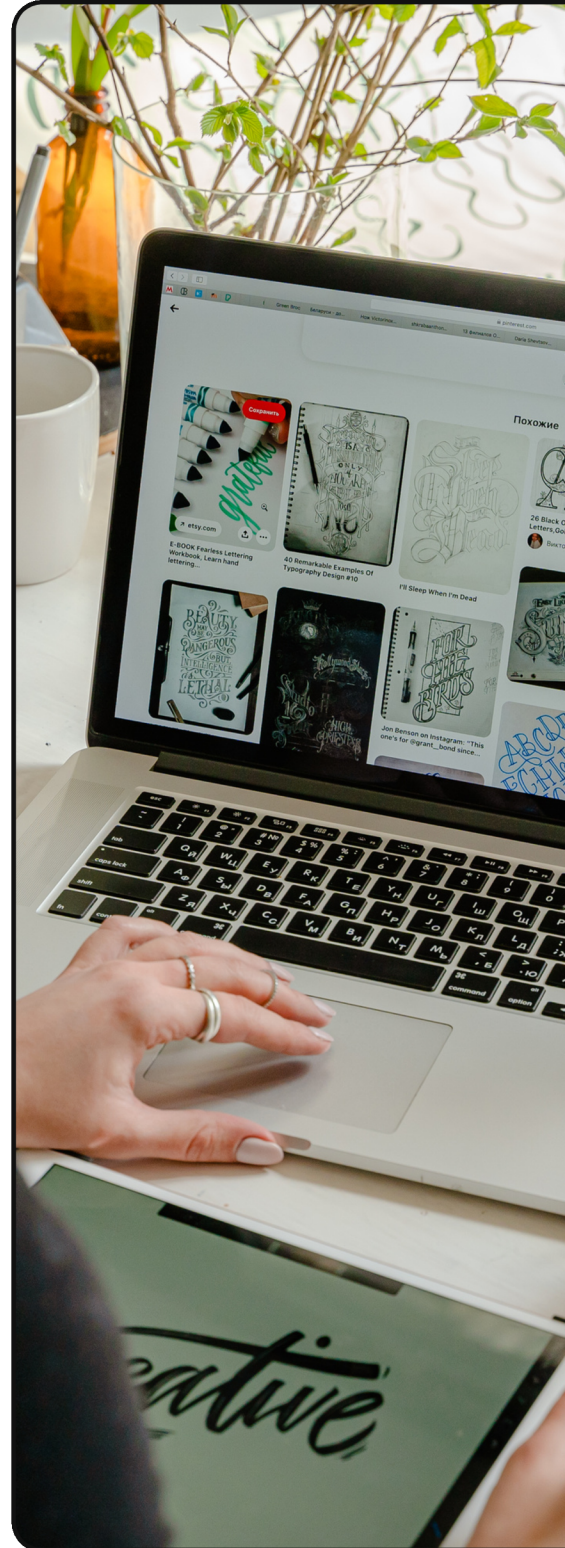
The Challenges

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.

Platform Selection

- We chose Instagram and Facebook based on the target audience .

- Instagram's visual nature appealed to teens, while Facebook offered a more reliable way to reach parents.

- Both platforms allowed for targeted campaigns and engagement strategies suited to Beechintzy's needs.

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.

→ 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.

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

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

→ Analysis and Optimization

Reviewing Engagement Metrics
Tracked performance metrics like CPC, CPM, CPI, CTR & Impression views and interactions to evaluate engagement strategies effectively.

Adjusting Content Strategy
Used data insights to adjust content themes, creative hook and timing for better reach.

Improving Campaign Time
Optimized campaign scheduling time based on user activity, ensuring maximum visibility during peak engagement times.

Campaign Details And Stats

- Campaign Type- App Promotion
- Campaign Goal-Maximum Number Of Downloads At A Lower CPI (Cost Per Install)
- Platforms-Facebook And Instagram
- Creatives- Carousel ADs, Video Ads
- Budget-700$/Day
- Interests: Productivity, self-improvement, party, Dining mobile apps, business tools.
- Behaviors: Engaged shoppers, frequent app users, Android users, business page admins, Business owners
- Demographics: Age 23-45, professionals, freelancers, entrepreneurs, students (USA).
- Custom Audiences: App Visitors, engaged users, lookalikes of existing users.

Clicks	Conversions	CTR	Cost
120K	22K	7.30%	$42.3K

Key Matrix

Metric	Value
Total Budget	$45k
Conversion	22k
Impressions (Average/Peak)	9527/day / 14,135
Frequency	1.02 (ads seen per user)
Cost Per Lead (CPL)	$18-$22
CPC (Cost per Click)	$2.24 (Range: $0.69 – $11.70)
CTR (Click-Through Rate)	7.30% (Peak: 13.42%)
Clicks (All)	3785/Day

⊙ Key Takeaways

Clear brand positioning is essential for a new app in a competitive market.	Engaging and interactive content helps build a community and encourage user participation.
Focusing on safety and creativity resonates with both teens and parents.	Awareness and app install campaigns can effectively drive both awareness and downloads.

⊙ Conclusion

- Successfully achieved brand awareness, trust-building, and engagement through a targeted App promotion marketing strategy on Instagram and Facebook.
- Addressed Beechintzy's goals by creating personalized content that resonated with Business owners fostering meaningful interactions.
- Continually exploring new strategies to sustain growth, enhance community engagement, and support Beechintzy's ongoing success.