

**Activity** – Brand awareness campaign for Wildcraft on Facebook Page

**1 Facebook Ad spends optimization**

ODigMa took up the challenging task of optimizing Ad spends for Wildcraft. The target audience was Indians below the age of 34 and those who had a keen interest in adventure and outdoors. Within 3 days of start of work, ODigMa saved 0.08\$ per click, which was more than 50% of savings. This means that for every 1000 \$ spends, Wildcraft was able to save more than 500\$ due to Ads optimization.

**2 Conversion improvement (clicks to Fans)**

Wildcraft's conversion ratio (of clicks to fans) was hovering around 66% which in itself is a wonderful ratio. ODigMa stepped in and increased this ratio to 81% - This means that out of every hundred people who click on Wildcraft Ads, 15 more join due to ODigMa's efforts.

**3 Landing page design and development**

ODigMa created several landing pages for Wildcraft to ensure maximum Brand visibility, excellent look and feel and also a much higher Click to Fan Conversion Ratio. The latest landing page, with special focus on MTV styled Wildcraft gears has received excellent conversions.

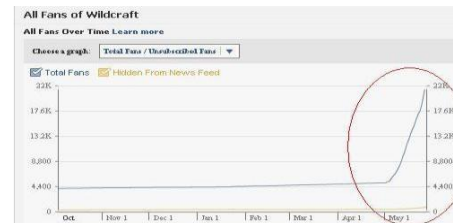
**4 Contest ideas and Creatives**

ODigMa has had the creative intelligence to come up with interesting ideas that not only engage the fans to a large level, but also create an entertaining environment. Coming up with new contests everyday with a Theme that is focused on Adventures and Wildcraft has led to excellent interactions of over 2000 a week (from 73 a week).

**5 Maximum interaction Record**

ODigMa created a record of sorts by receiving over 670 interactions on a single post (with 17K fans) – Something that has not been achieved by pages that have above 200K fans

**6 Growth in Fan base**



**7 Increase in interaction level**



**8 Theme based Content / contest**

ODigMa has focused on a very specific theme of Adventures and Outdoors and understood the importance of promoting with a specific plan in mind. Today, Wildcraft page is looked as a page which talks and promotes Adventure and encourages it's fans to get more adventurous.

**9 Prompt response / One team model**

ODigMa and Wildcraft have worked as a single team to ensure that all fan queries are answered promptly, all contest winners are notified on time and there is prompt shipping of the prizes. Both the teams are accessible round the clock to ensure a seem-less integration

**10 The future**

ODigMa wants to ensure that whenever (in India) someone thinks about outdoor and adventure gears, they think of Wildcraft – and this is the next Big challenge for us.