

Best Use of Social Media

Project outline

- + A fast moving, agile campaign that is constantly tested and refined to maximise results.
- + Carefully targeted content based on audience profiling and research.
- + A/B testing on all promoted content, using a combination of images, videos, infographics and animations.
- + Engagement and web traffic continues to go up while cost per result continues to go down.

Project results

8.1 million

Total impressions

194k

Number of clicks

90%

increase in the number of people surveyed who had heard of Schüco

