

Challenge:

The only website to provide an online auction of fine art in the entire Middle East region becomes useless and does not give the ROI ("Return of Investment") if only Google and Yahoo know its existence. Getting internet users to know the presence would ultimately have them visit the website and in turn a "Prospective Client" – the first step of an online business.

Flyers, Online Banners, Paid Advertisements, Classified Listing and others failed to provide the required qualified traction for the venture to justify its existence.

Solution:

At Businessware, we developed a strategic marketing plan that does not make promises of site visitors by using heavily paid advertisements or any offline means of marketing. Instead, we looked at a place where millions of users socialize every minute. Yes, the solution was to aggressively market the website around social networking sites such as Facebook and Twitter.

After extensive planning with consideration to the facts & effects of over marketing and successfully implementing the critical project of marketing the online presence, for the first time, the client started to see actual visits to the website and receiving enquiries which were never seen before and the tree kept growing since then and helped the online auction climb the ladder of success.

A part of the strategy was to make sure that the start should not follow with a "Sudden Silence". To that end, a continuous, informative and non offensive feed was painted in to the user's wall.

Benefits:

- ❖ A definitive increase in the unique hits to the website from couple every day to 508. On a probability scale, this would increase the number of qualified enquiries received.
- ❖ Targeted internet users knew about the online presence of the website and the only online auction website in the Middle East for fine art. The word was spreading like a sonic wave.
- ❖ Events, Exhibitions and new art work were being marketed to the right audience considering their geographical location and their likes.
- ❖ The amount of investment in the marketing plan was considerably less than that being spent earlier on various other means of advertising.
- ❖ Last but not the least, getting the maximum "Return on Investment" and "Quantifiable traction"