



ESSENTIAL
Shades and Blinds

— *Simply Reliable*

Result Driven Social Media Marketing Strategy Boosts Organic Reach & Engagement by 900% over Three Months

Created
by:

PRABISHA
CONSULTING
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Brand Overview

Essential Shades & Blinds is the leading Dubai-based home décor supplier of super-quality curtains, modern sofa sets, cushions, window blinds, and shading solutions: pergola, awning, tensile shade & many more. Essential Shades provide premium-quality window coverings and shades for residential & commercial spaces across the UAE. Their fine furnishings, beautiful home décor & window treatments create a harmonious look that matches all styles of modern and traditional houses.

Campaign Objective

As a fast-growing home décor business, the project's primary focus was increasing Brand Awareness & online visibility through social media marketing.

Campaign Period

June 2022-September 2022

Skill Set Used

- Creative Content Development
- Hashtag research
- Eye-Catchy Graphics Design
- High-Quality Reel/Video Development
- Facebook Marketing



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Challenges

As of June 2022, Essential Shades' social media profiles were utterly new, and there was no branded content with attractive graphics & crisp copy. Additionally, as they were new in social media marketing, the business profile lacked market-focused optimised content.



Primary challenges we faced during the execution of the project

Market Research

Keeping up with the ongoing content trends

Detailed analysis of target audience

Competitor analysis

Focused on Facebook marketing

Social Media graphics design & copywriting

Engaging Video editing & development

Workflow: Social Media Marketing Strategy

Robust Social Media Marketing Action Plan:

1. Content researching & marketing with industry-focused tools: Google trends, Buzzsumo, AnswerThePublic
2. Graphics & Video Development Tools: Corel Draw Software & Adobe Premiere Pro
3. Extensive Content Analysis
4. Understanding the target audience
5. Targeting the most engaging topics to enhance organic reach
6. Design social media content calendar
7. Unique & creative content development to reach local customers
8. Showcasing products/services with attention-grabbing graphics & video development

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Result:

Content Overview- Organic Reach & Engagement

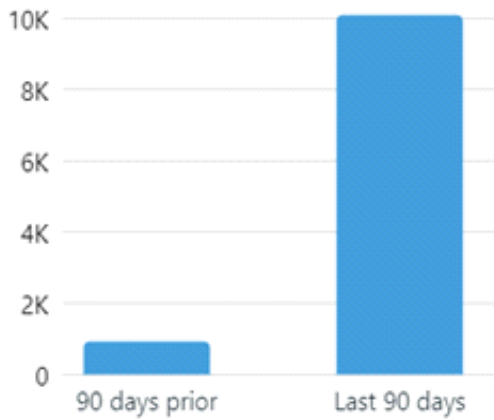
Source: Facebook Meta Business Suite

Organic reach

Post reach ⓘ

10.1K ↑ 989.8%

Total from last 90 days vs 90 days prior

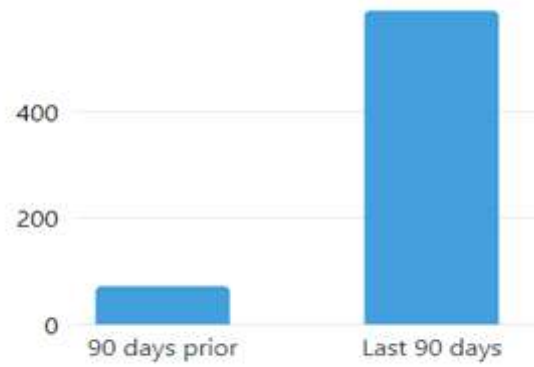


Organic engagement

Post reactions, comments and shares ⓘ

590 ↑ 719.4%

Total from last 90 days vs 90 days prior



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Facebook Page & Instagram Profile Visits

Source: Facebook Meta Business Suite

Page and profile visits

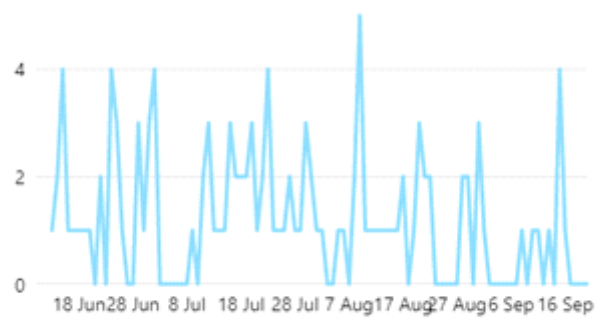
Facebook Page visits ⓘ

483 ↑ 2.7K%



Instagram profile visits ⓘ

118 ↑ 131.4%



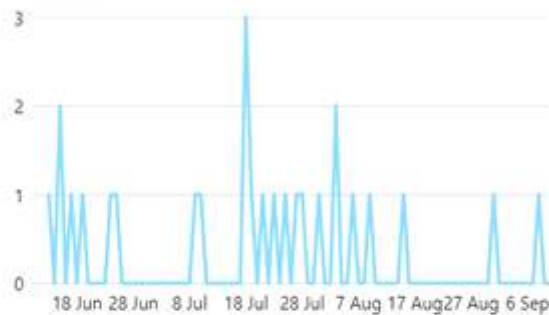
Organic Page Likes & Followers Increase

Source: Facebook Meta Business Suite

New likes and follows

Facebook Page new likes ⓘ

24 ↑ 500%



Instagram new followers ⓘ

21 ↓ 51.2%



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