



# Case Studies

Successful Digital Marketing Projects

for Third Team Media Clients

# Blog Setup and Blog Articles for a Service Company

Client / Brand Name

Eastside Cottages

The Project Challenges

Eastside Cottages is a newly opened cottage of an owner located in Siquijor, Philippines. Since the place is newly opened, it needs to generate awareness of its location. The goals are:

To increase awareness of Eastside Cottages

To appear first in search results for "Siquijor Tour"

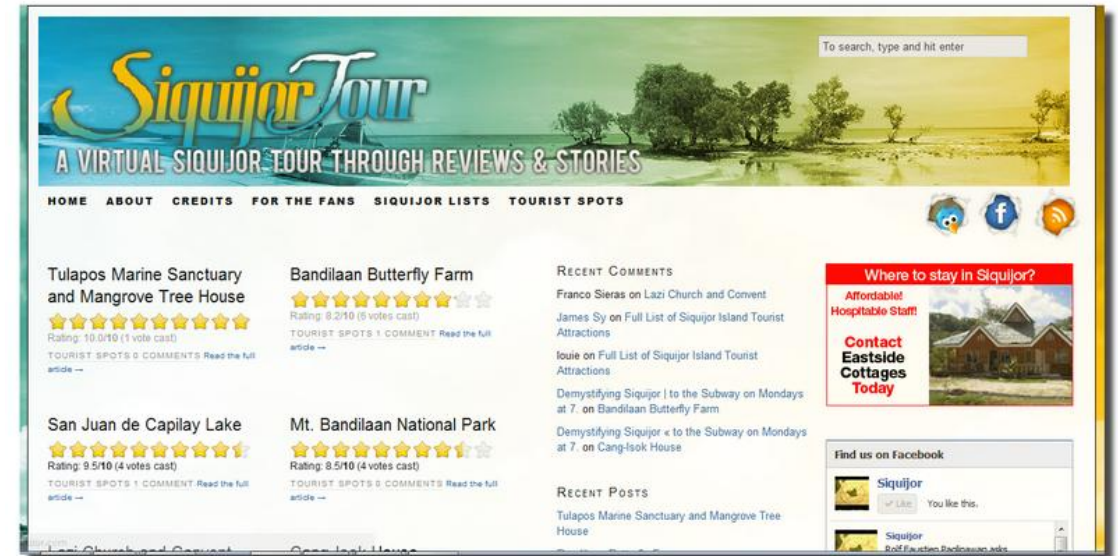
To generate inquiries from prospects

Applied Expertise

Create a blog targeted to the term "Siquijor Tour"  
Generated content plan and initial content for the blog  
Developed Facebook fan page for Siquijor

The Project Results

Topped search engine result for Siquijor Tour  
Consistent content ideas for the blog articles  
Developed fan page of over 2000 Siquijor fans.



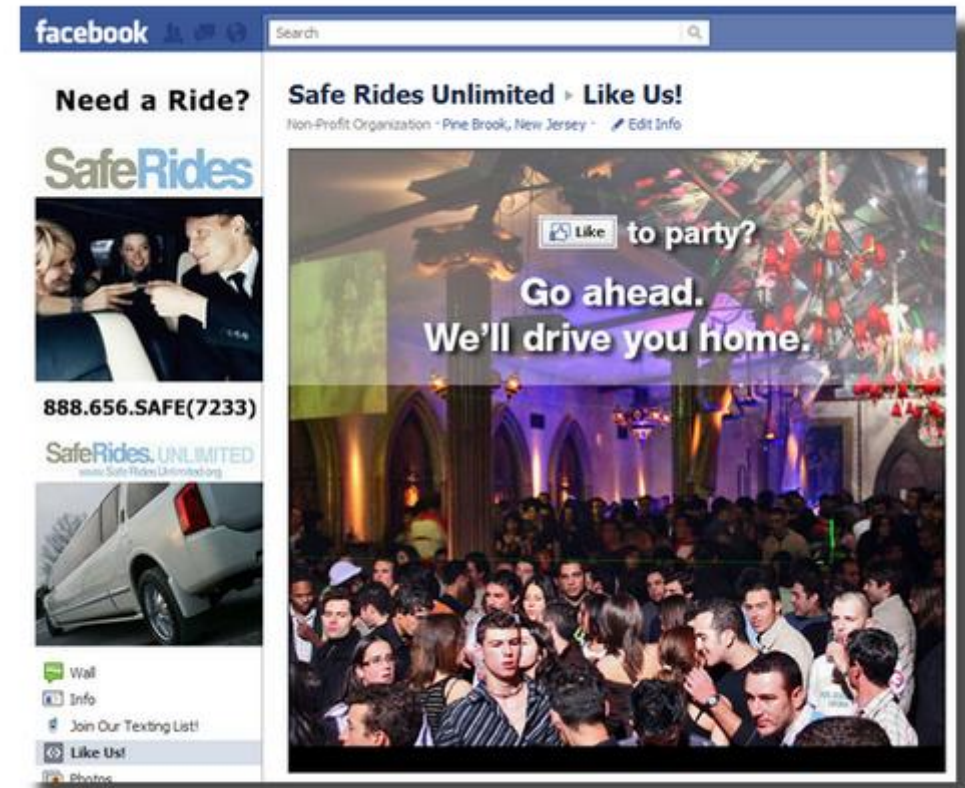
# Blog Post Campaign for SysGen Referral Program

Client/Brand Name	Sysgen Phils. Inc.
The Project Challenges	<p>Sysgen Phils. Inc. is an industry leader in recruiting and IT professionals placement in the Philippines.</p> <p>Social Media Press Release Generate new names for candidate database Create awareness for Sysgen and its urgent job openings</p>
Applied Expertise	Three blog posts were required and these were distributed among bloggers in the network
The Project Results	<p>Generated a combination of 40+ shares around social media channels within just one day.</p> <p>Blog posts are top results on searching "Sysgen referral program"</p> <p>New ideas for using social media channels in generating referrals</p>



# Social Media Channel Management & Promotions for a Non-profit to Prevent Drunk Driving

Client/Brand Name	Safe Rides Unlimited
The Project Challenges	Increase awareness for Safe Rides services Increase amount of fans on Facebook
Applied Expertise	A Facebook fan page for community Planned content and daily updates for the channel Promotion through a month-long contest
The Project Results	Creation of a Facebook page which is a platform to reach audience Established a strong community of users Earned testimonials for the service



# Social Media Channel Setup for a Cupcake Brand

Client/Brand Name

Cupcakexpress

The Project Challenges

Social media presence for Cupcakexpress

Applied Expertise

Presence of a Facebook fan page  
Presence of Twitter profile

The Project Results

Created the channels required that represents the brand



# Social Media Channel Setup, Management and Consulting for a Travel Website

Client/Brand Name	SmarterTraveling.com
The Project Challenges	Increase awareness for SmarterTraveling.com website Increase amount of fans on Facebook
Applied Expertise	Presence of a Facebook fan page Presence of Twitter profile Facebook Ads campaign Management of publishing content on existing channels Consultation and evaluation of techniques and strategies
The Project Results	Improve page views of SmarterTraveling.com website Created the channels required that represent the brand Knowledge on improvement of campaigns that worked for the brand Ideas on solution to the lead conversion challenges.



# Social Media Channel Setup, Ads Posting & Facebook Ads Campaign for an Amazon eBook

Client/Brand Name	There's a Book in Here Somewhere
The Project Challenges	Increase awareness for the ebook Increase amount of downloads on Amazon
Applied Expertise	Ads posting on local boards and sites Presence of a Facebook fan page for the ebook Facebook Ads campaign
The Project Results	Improved click-through from ads to ebook page Created the channels required that represent the brand



# Social Media Marketing for an iPad App

Client/Brand Name	StarFaces
The Project Challenges	Increase awareness for the puzzle game StarFaces Increase downloads for the game on iTunes
Applied Expertise	Blog commenting on related puzzle and apps forums Forum posting on related puzzle and apps forums
The Project Results	Increase click-through from channel posts to download page





# Social Media Channel Management for an Artist

Client/Brand Name	Yuto Miyazawa
The Project Challenges	Increase awareness for artist's string of concerts
Applied Expertise	Ads posting on local boards and sites Publishing of daily updates on artist's fan page
The Project Results	Increase click-through from postings to download page

