



# GET READY TO BE INSPIRED: 3 DIGITAL MARKETING EXAMPLES FROM THRIVING BUSINESSES

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Getting started on your digital marketing strategy is like walking on a maze. It is hard to sort through all the information that's available out there, and added with the task of analysing your business' internal SWOT too, you may end up feeling confused.

That's why we would like to provide you with real digital marketing examples of results-driven campaigns implemented for our clients.

Read on below to understand how our clients define their business challenges and how they deploy digital marketing strategies from the Stucel team to meet those business challenges.

**Are you ready to get inspired?**

## **Digital Marketing Example #1: How Our Client from the Energy Industry Revamp Their Website to Match New Market's Direction**

The first client we'll talk about is a company in the energy industry which has been around for quite some time. As the time passed, the world changed and there has been massive shifts and redirection in this industry. Our client must adapt and follow through to ensure continued success, and the first order of business is to update and refresh the website's appearance to match the new direction.

Changing its business focus to green/renewable energy, it is crucial that the user interface and the user experience reflect this value: commitment to sustainability, communicated through clean visual

aesthetics.

The business' website in the digital world resembles a shop in the physical retail world, it should communicate business' values and offerings in a way that would attract its target audience.

## **Digital Marketing Examples #2: How Our Financial Industry Client Boost Public's Awareness of Their Services**

### **The Business Challenge**

Our client is a leading organisation in the country's financial industry, and they play an important role in the capital market.

In addition, they also have a useful mobile app that allows people to track their investment individually.

However, do people know about this? That's another story altogether.

Facing this challenge, we came to the conclusion that the key objective of digital activation would be to significantly raise the public's awareness of our client's role and services.

### **The Activation and the Results**

Focusing on social media content, we highlight the company and the mobile app, with attractive visuals aimed to capture attention from the target audience.

We boost the content frequently with social media ads. But we also noted that organically, the social media growth has been significant, as the number of people who reached out, commented on our posts, and contacted our client through Direct Message have increased significantly without the boost from the ads.

Within 2 years, we increased Instagram followers' growth by 431%, average engagement rate on Instagram per month is above 10% and the account has also been given verified badges by both Facebook and Instagram, all of which are notably above average results compared to industry benchmarks.

## **Digital Marketing Example #3: How Our Beverage Industry Client Improved their Employer Branding with Spot-on Social Strategy**

## The Business Challenge

Last but not least, we'll explain a company in the beverage industry, which owns iconic brands.

The client was searching for a solution to find a way to boost the awareness of the holding company. One of the most expected results from this activation was improved branding of the company from the perspective of their staff and potential talents. They shared that one of the most pressing issues for them is to attract high-potential new talents, since we understand that a solid talent pipeline is crucial for the company's growth.

Based on this objective, we optimise their online presence through active efforts on social media channels.

## The Activation and Results

After much analysis, competitive research and reviews, as well as brainstorming on the right content strategy and plans to increase engagement, we activated our client's social media presence (Facebook, LinkedIn, Instagram, and YouTube) with organic and paid marketing.

Within 3 years, we achieved the following key results:

- Increased followers' number on Instagram by 121% organically,
- Achieved above 20% average monthly engagement rate on LinkedIn,
- Attained verification badges for both their Facebook and Instagram accounts
- Created a campaign video that gained 2,5 million views with CPV under IDR50 on YouTube.

But perhaps the most notable result was the management trainee program, to attract high-potential new talent candidates, achieved 1,000 applicants within a week, validating our strategy as a spot-on way to accomplish the objective.

Our clients and the digital marketing examples above come from varied industries, but with the right digital marketing strategies, each can conquer their business challenges. This principle applies to you as well. So, what are you waiting for? [Contact us](#) to jumpstart or restart, revamp, and rejuvenate your digital marketing journey!