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Revamping Z'MArio's Social Media Presence and Enhancing Lead Generation

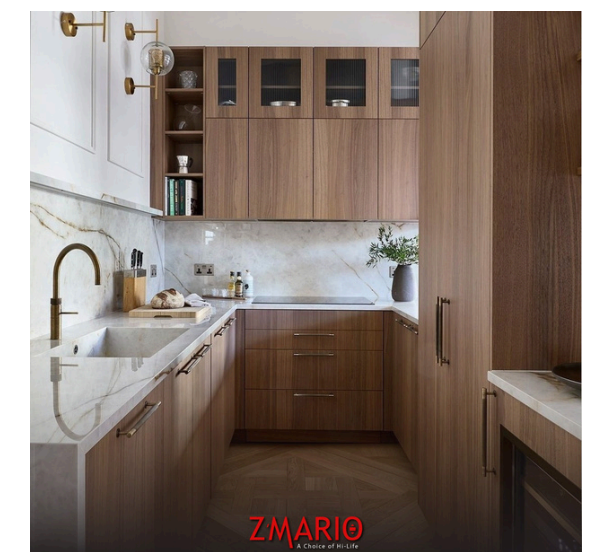


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Z'Mario Case Study

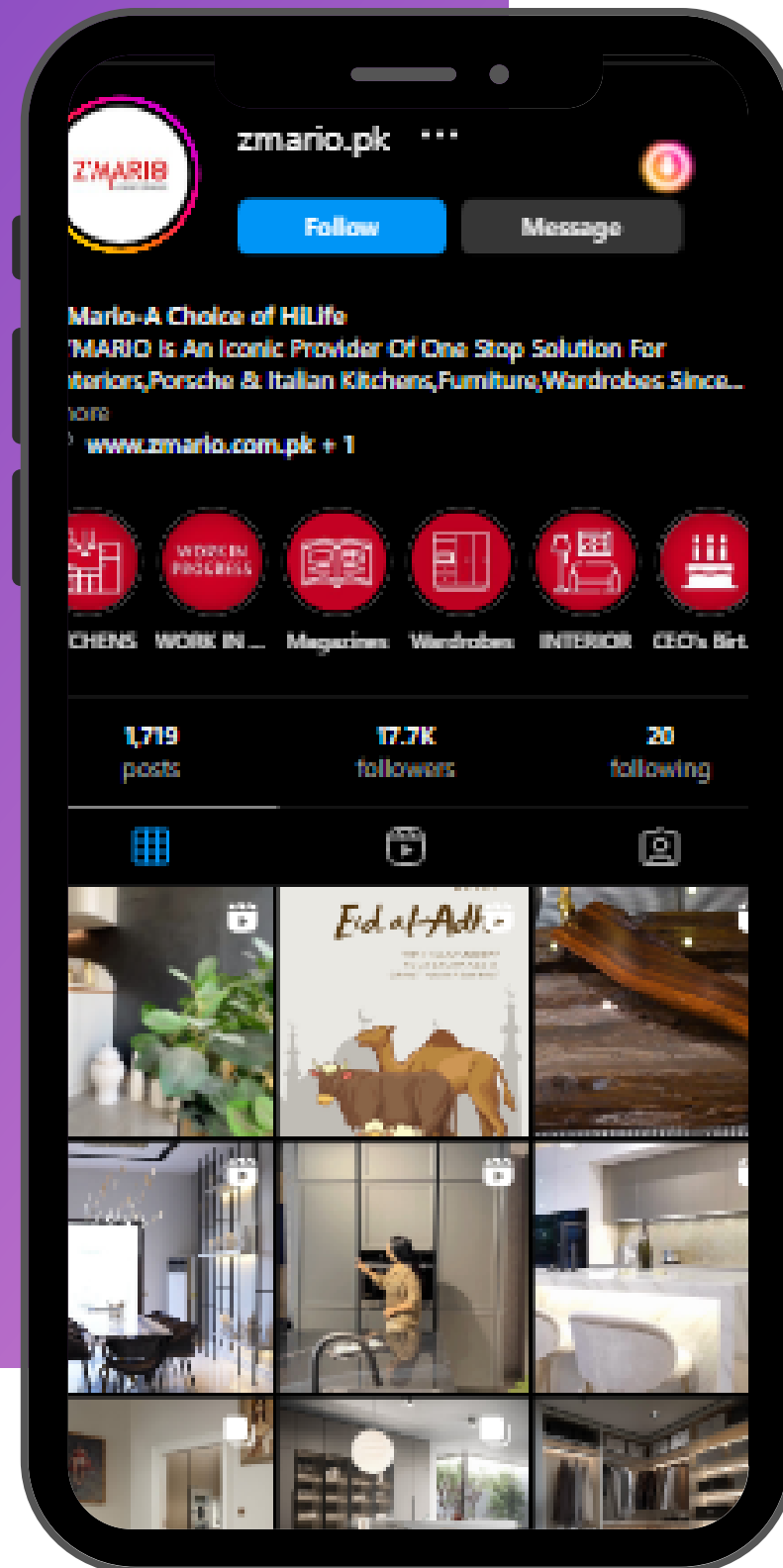
Client Background

Z'Mario is a one-stop solution for home decor, specializing in German and Italian kitchen design solutions. For many years, they have been providing luxury imported kitchens of standard level in local regions, known for their high-quality and elegant designs.





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Z'Mario Case Study

Goals & Challenges

Z'Mario approached us with the objective of improving their social media presence and generating more qualified leads.

- ✓ **Weak Social Media Presence:** Z'Mario struggled with an ineffective social media strategy, which resulted in minimal online visibility.
- ✓ **Lack of Social Media Post Guidelines:** The absence of clear guidelines led to inconsistent and poor-quality posts.
- ✓ **Numerous Bad Designs Posted:** Unengaging and poorly designed posts failed to capture audience interest.
- ✓ **Multiple Fake and Dead Followers:** A significant portion of their followers were fake or inactive, distorting engagement metrics.
- ✓ **Struggling with Leads:** Z'Mario faced difficulties in generating quality leads through their social media channels.



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Z'Mario Case Study

Solution & Implementation

Fix and Action Taking on the issues, boosting the client's online presence, our all-inclusive plan included these steps:

01

Removing Fake Followers:

I initiated a thorough cleanup of Z'MARIO's social media accounts to remove fake and inactive followers, ensuring more accurate engagement metrics.

02

Creating Social Media Post Guidelines:

Developed clear guidelines for social media posts to maintain consistency and quality across all platforms.

03

Curating Monthly Content Calendars:

I strictly adhered to the client's posting rules, ensuring content aligned with their standards. Regular checks and approvals maintained uniformity and high quality.



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Carachi Motors Case Study

Solution & Implementation

04

Running Engagement Paid Campaigns:

Launched paid campaigns focused on increasing followers, likes, shares, and comments to boost overall engagement.

05

Collaborating with Digital E-Magazines:

Partnered with reputable digital e-magazines to enhance outreach and credibility, positioning Z'MArio as a leader in luxury kitchen design.

06

Planning and Executing Paid Ad Campaigns:

Strategically crafted and executed paid ad campaigns aimed at attracting more qualified leads.



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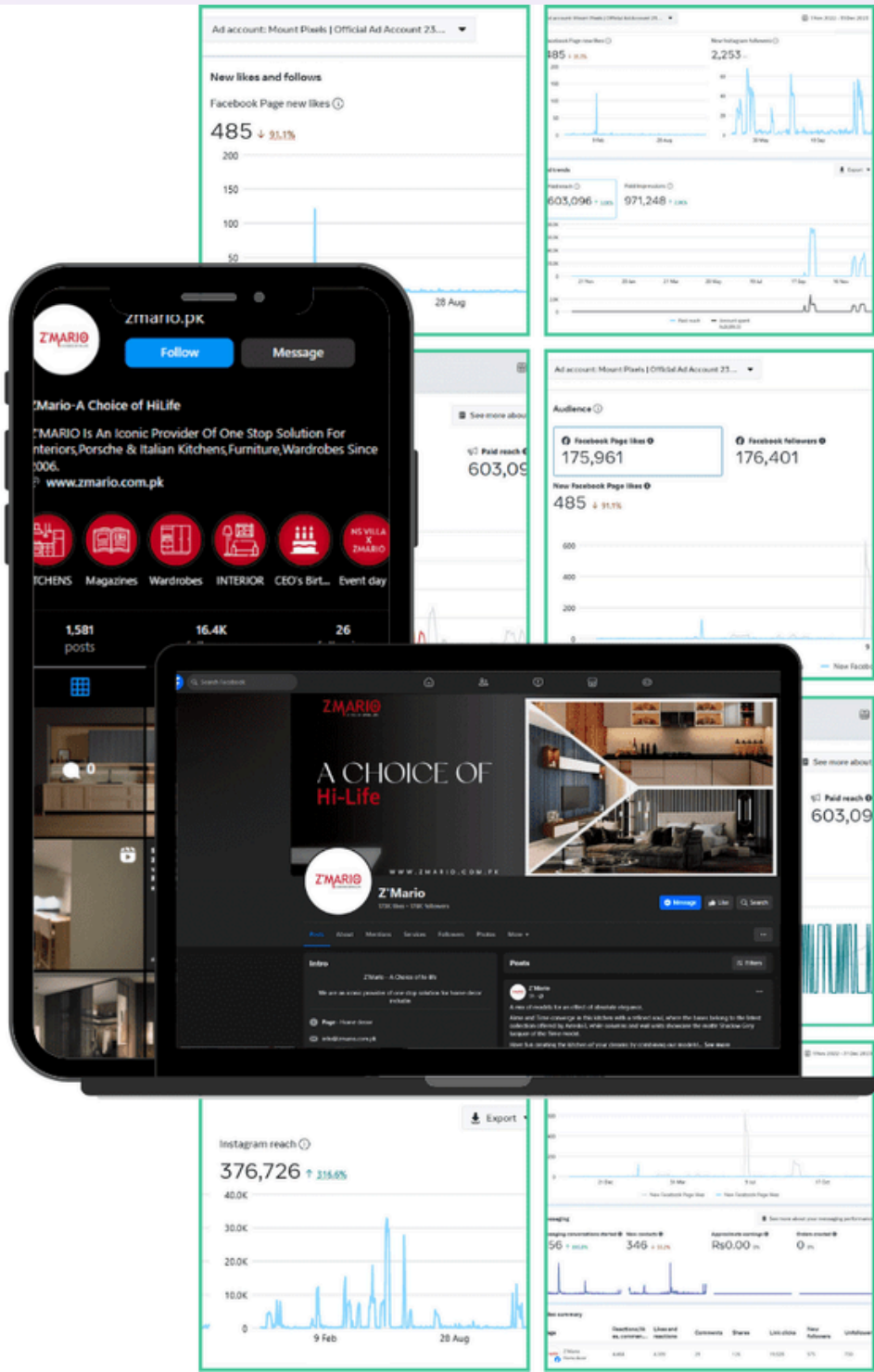
Carachi Motors Case Study

Results:

My strategic approach yielded significant improvements for Z'Mario. Removing fake followers led to a more engaged and authentic audience. Implementing new social media post guidelines and monthly content calendars resulted in visually appealing and engaging posts. Paid engagement campaigns and collaborations with digital e-magazines enhanced Z'Mario's credibility and outreach. As a result, Z'Mario received hundreds of quality leads, and their social media followers and engagement saw a substantial increase.

Social Media Management

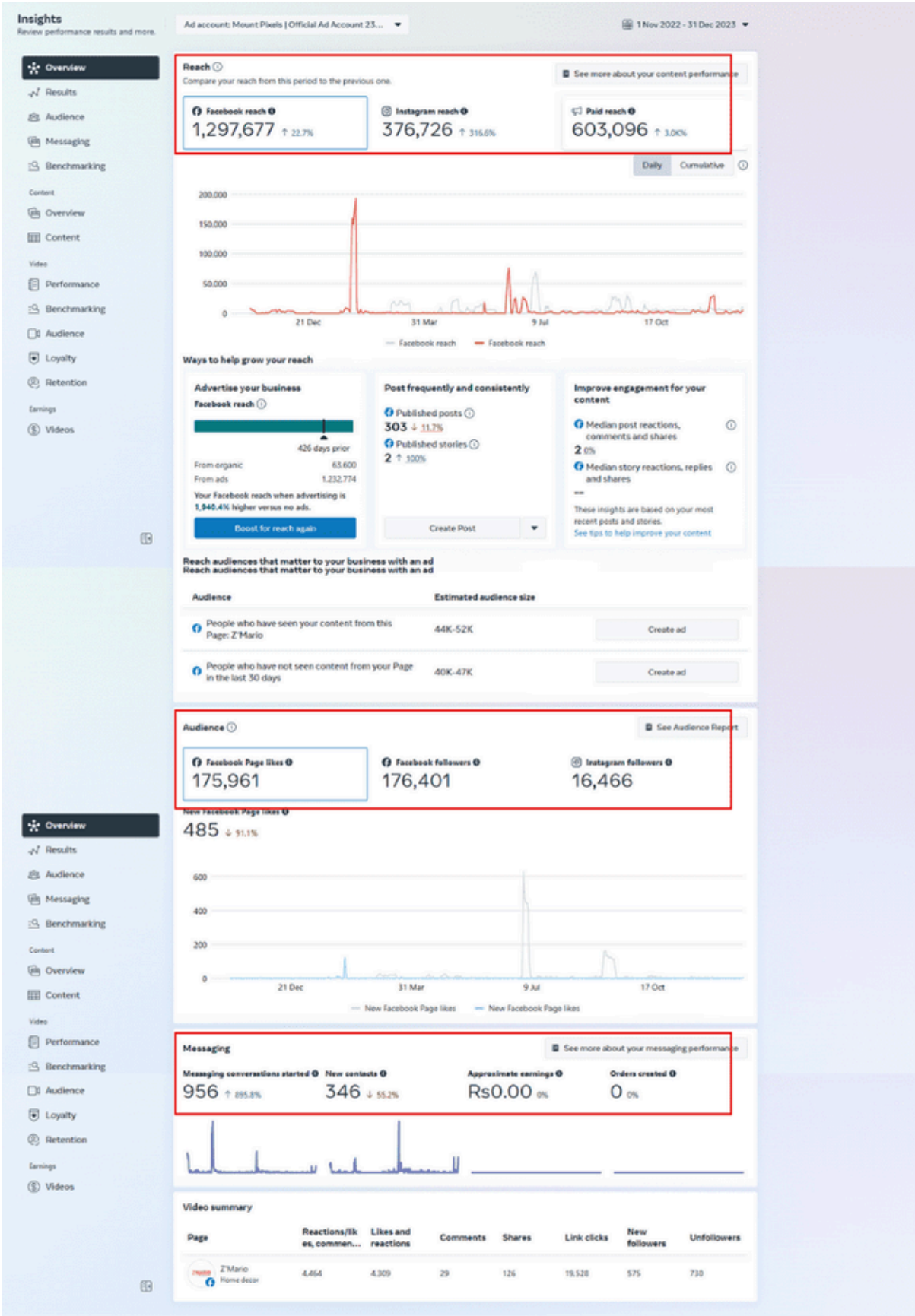
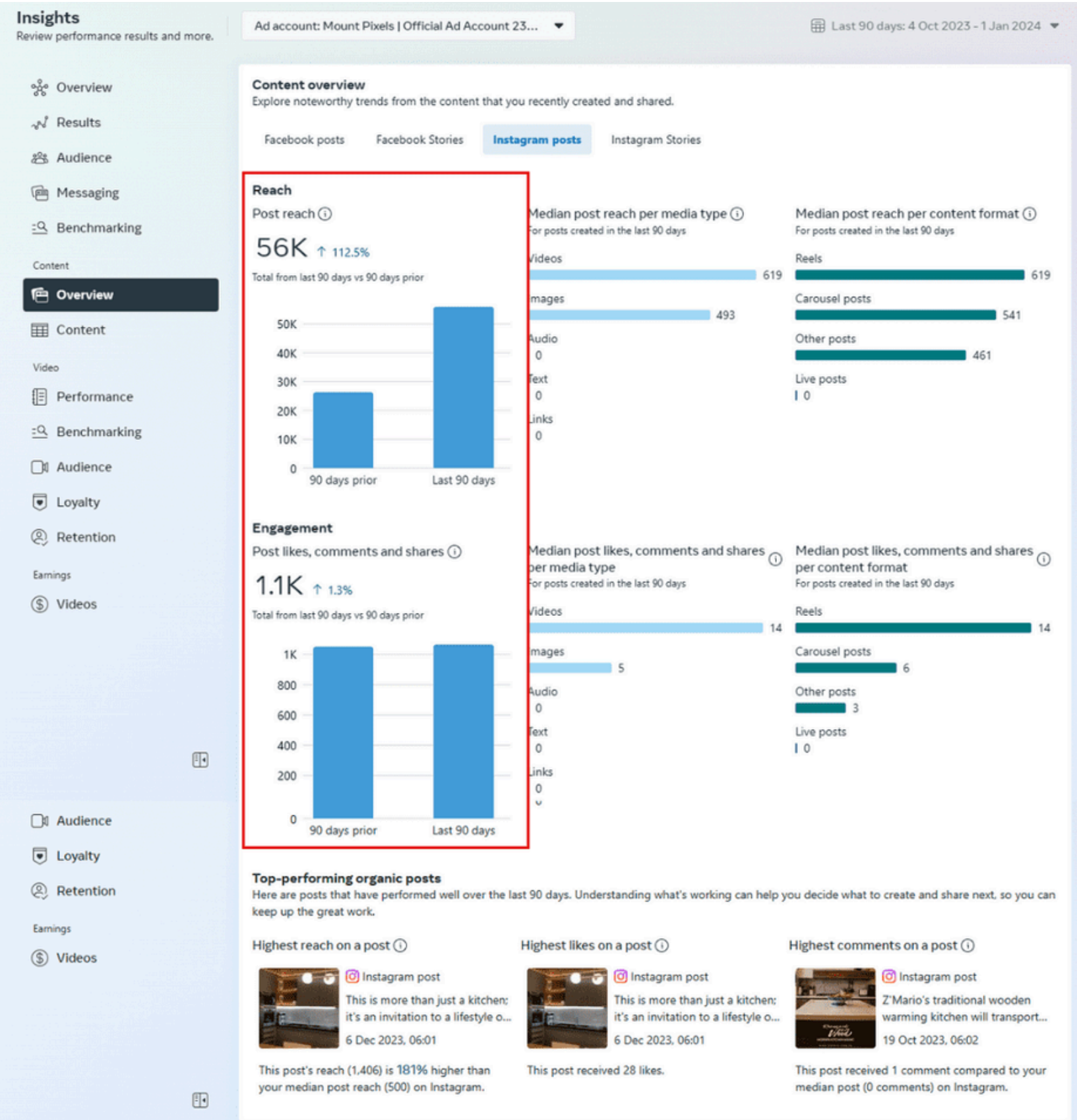
Z'Mario Kitchens





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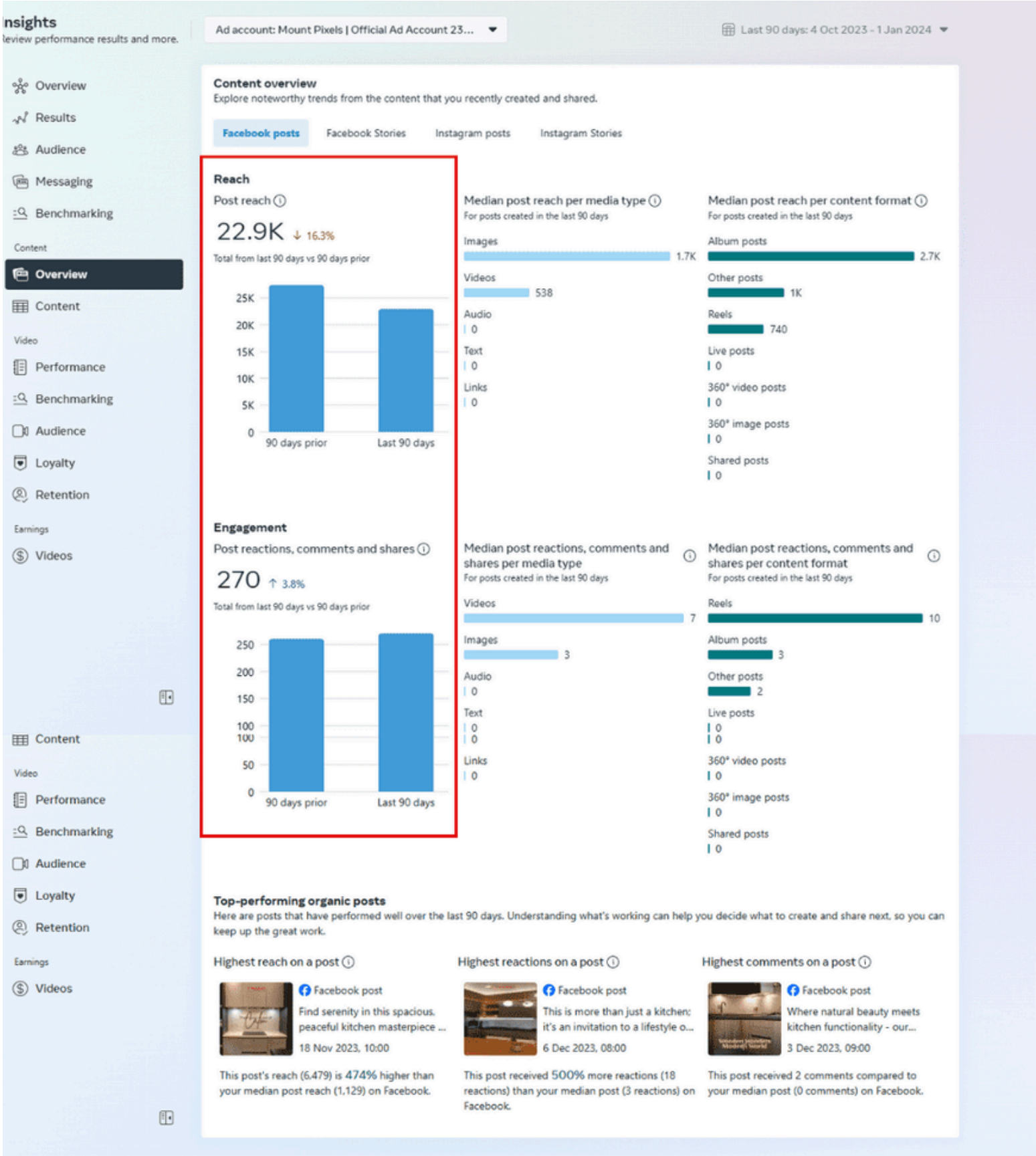
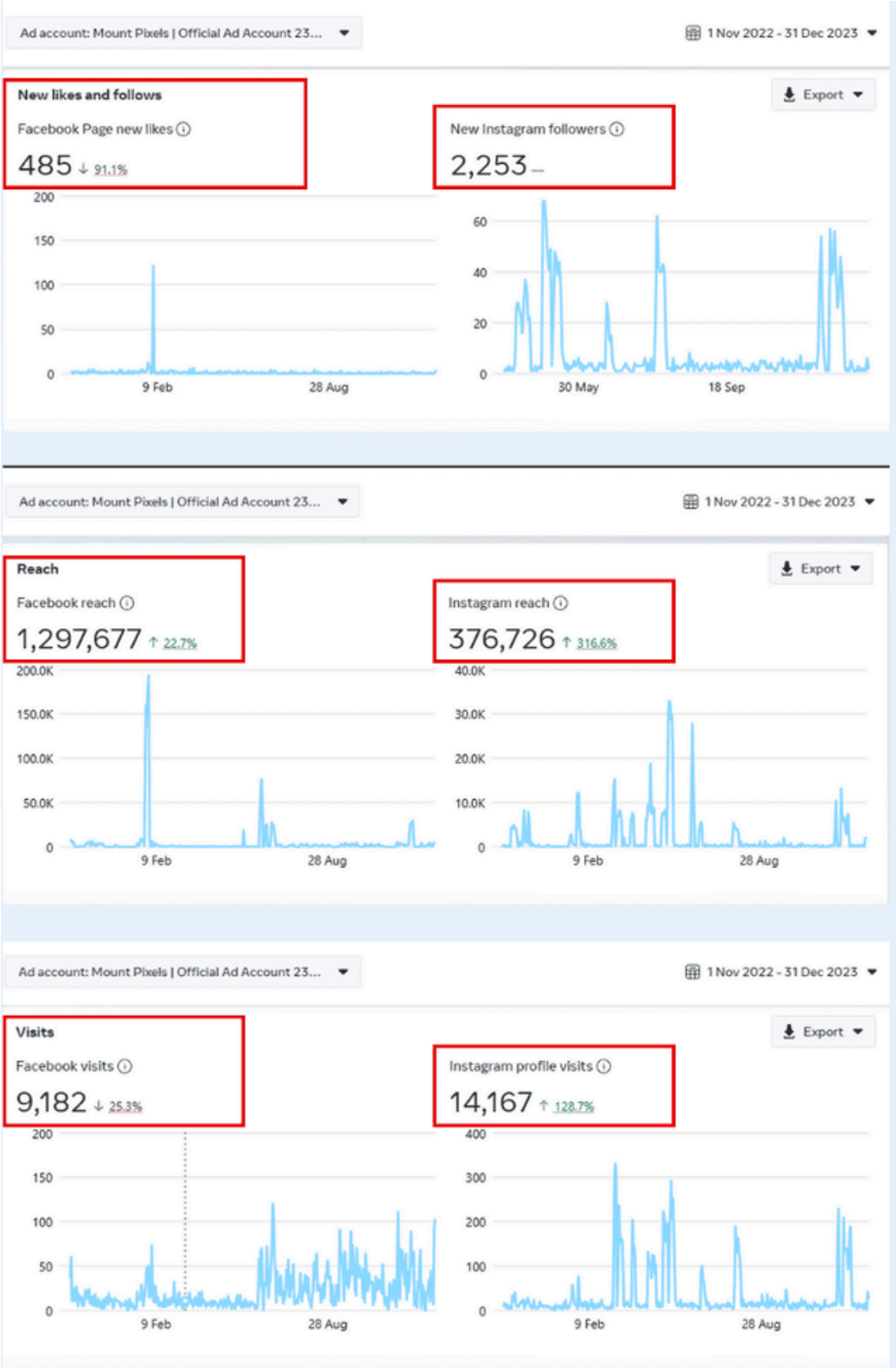
The Results





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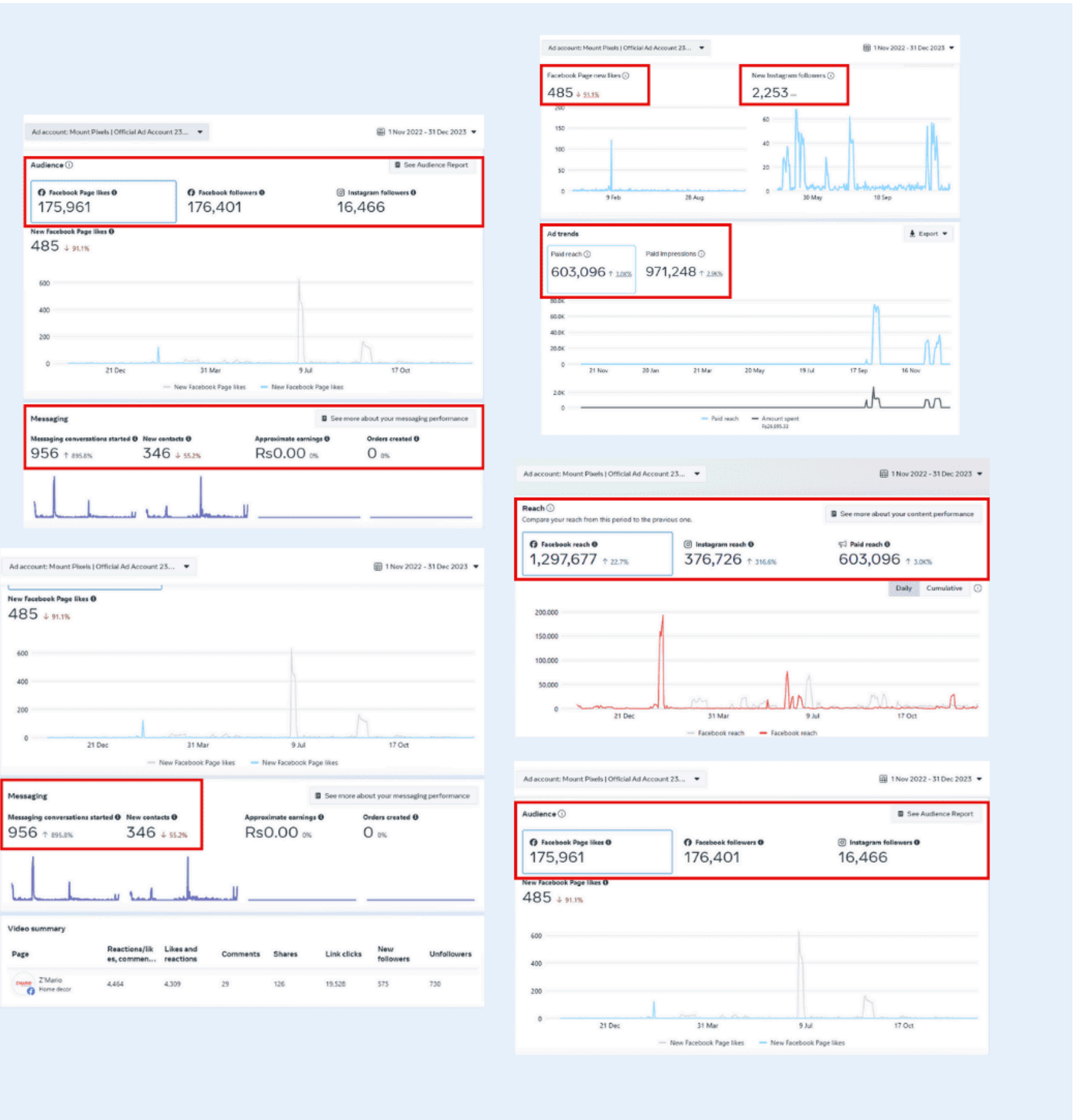
The Results





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The Results





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Calendar Planning & Scheduling

2023/10

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POST TYPE	CONCEPT	TAGLINE	CAPTIONS
Post # 01 (Kitchen Design) (Kitchen) (Image)		Your Kitchen, a Tapestry of Time	Your journey to the heart of traditional kitchen design begins here. Discover a captivating fusion of rustic charm and elegant craftsmanship. Let our kitchen be the canvas for your dreams and experience the magic of tradition.
Post # 02 (Kitchen Design) (Kitchen) (Image)		Modern Marvels for Your Kitchen	Your kitchen, your masterpiece. Our modern designs are a testament to innovation and elegance, from trendy materials to efficient layouts. It's where inspire something extraordinary? Reach out to us today and let's bring your dream kitchen to life.
Post # 03 (Kitchen) (Kitchen) (Image)		Pioneering Tomorrow's Kitchens	The heart of your home deserves a modern makeover. Explore our contemporary kitchen designs where luxury and practicality unite. It's time to turn your kitchen into a masterpiece. Let's design the future together.
Post # 04 (Kitchen) (Kitchen) (Image)		The Purest Hues of Calm	Find serenity in this spacious, peaceful kitchen masterpiece by Z'Mario, adorned in soothing orange tones. It's a utilitarian haven that embraces space for a calm, beautiful haven? Contact us now and let's make it happen.

Content

Photos and reels

Stories

Feed and grid

Mentions and tags

Clips

Collections

Facebook Photos

Playlists

Series

Creative assets

Videos you can repost

Published

Scheduled

Drafts

Expired

Deleted

Post type

Filter

Clear

Search by ID or caption

1 Nov 2023 - 30 Nov 2023

Columns

	Title	Date published	Engagements	Reach	Likes and reactions	Comments	Shares	Approximate earnings
<input type="checkbox"/>	Witness the magic of Z'Mario's kitchen, where...	Boost post	1 Dec 2023	696	8	0	0	
<input type="checkbox"/>	Witness the magic of Z'Mario's kitchen, where...	Boost post	1 Dec 2023	144	3.5K	0	0	
<input type="checkbox"/>	Your wardrobe should reflect not only your per...	Boost post	30 Nov 2023	582	11	0	0	
<input type="checkbox"/>	Your wardrobe should reflect not only your per...	Boost post	30 Nov 2023	27	1.7K	0	0	
<input type="checkbox"/>	Z'Mario's wardrobe design redefines the way y...	Boost post	29 Nov 2023	550	6	0	0	
<input type="checkbox"/>	Z'Mario's wardrobe design redefines the way y...	Boost post	29 Nov 2023	53	2.7K	0	0	
<input type="checkbox"/>	Witness the fusion of modern cleanliness and p...	Boost post	28 Nov 2023	23	1.3K	0	0	
<input type="checkbox"/>	Witness the fusion of modern cleanliness and p...	Boost post	28 Nov 2023	495	5	0	0	
<input type="checkbox"/>	At long last! Step into the realm of functional eleganc...	Boost again	28 Nov 2023	6.4K	53	0	9	
<input type="checkbox"/>	Step into the realm of functional elegance with...	Boost/reel	27 Nov 2023	860	10	0	1	

Where Vibrance Meets Wardrobe Innovation

Wooden Wonders Modern World

Discover The New Standards

Modern Marvels For Your Kitchen

The Signature Style Wardrobe

CRAFTING KITCHEN SPACES THE BLEND OF BEAUTY & UTILITY

OPULENT TONES

HONORED CHARM

Style Wardrobe

VIVID VISTAS Style

Wooden Wonders Modern World

Discover The New Standards

Modern Marvels For Your Kitchen

At long last! Step into the realm of functional eleganc...

Wooden Wonders Modern World

Discover The New Standards

Modern Marvels For Your Kitchen

At long last! Step into the realm of functional eleganc...

The Results