

# Gardencenterguide.com Case Study

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**CLIENT:** Gardencenterguide.com, where you get details on garden products etc.

**SERVICE:** Social media marketing

**BUSINESS OVERVIEW:** Gardencenterguide.com is the one stop source from where you can get thousands of garden products, tools etc and even find garden shops and centres near you.

**MARKET COMPETITION:** Homedepot.com is the biggest competitor

**CAMPAIGN GOAL:** To create brand awareness among different cities and countries, increase social engagement of the users and increase traffic on various garden center guides worldwide.

**TASKS ACCOMPLISHED:** Our SMM team optimized the social pages for the client and created viral content that can engage the users. Also, we started paid campaigns on social media sites so that promotions can be done. Last but not least, our professionals carried out Facebook marketing for the site.

**SEO SERVICES PROVIDED:** All in one social media package was hired by the client along with complete link building solution. Under all in one social media plan, we did Facebook, Google+ and Twitter promotions successfully.

**PROJECT TIME TAKEN:** We started the social media package in 2013 February and completed it in May. It was in these 3-4 months that promotions, paid campaigns, everything was taken care of by our team of social media marketing professionals.

**RESULTS:** The team working at this project gave frequent updates to the site stating the improvement seen. At the end of the project, there was steep increase in social traffic and it was enhanced by 189.34% when compared with earlier times.

**CLIENT'S FEEDBACK:** "The SMM package we placed with SEOEaze was completed on time and we were happy to see the

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results. There is more social engagement of our company now at different social media platforms. Link building was also done professionally. All services were worth the penny spent.”

**CONCLUSION:** Social media marketing plan was professionally accomplished by the experts, keeping in mind the heavy competition in this industry. Facebook marketing was given prime importance following Twitter handling and viral content creation. All this resulted in huge social traffic for the site across different regions.

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