



CASE STUDY

INTERNATIONAL & MULTILINGUAL SOCIAL
MEDIA ENGAGEMENT STRATEGY

COMBINING PAID & ORGANIC SOCIAL FOR
INTERNATIONAL BRAND AWARENESS

HOW WE HELPED

Koolkase came to 9 Ways with the main aim of growing their brand awareness across USA. Their main focus for the strategy was social media, with Facebook and Instagram being a priority, and they were looking for ways to engage with their target audience of adults, younger children, seniors from all age groups, in creative ways, while keeping to the Koolkase tone-of-voice and using recognizable visuals.

We used our expert knowledge in both organic and paid social to come up with monthly social media strategies for the brand, using a wide variety of assets, such as product imagery, interactive GIFs and videos, relatable quotes, games, competitions and new launches. With the focus of the client in mind, we ensured high engagement by targeting things like international days of the year, relatable trends, how the products would be used at different times of the year and certain product pushes.

We created the post copy and designed the asset (images, GIFS, videos) for each of the posts throughout the month, along with scheduling posts utilising our Facebook Business social media platform. Our team worked closely with community managers to translate our bespoke social strategies into Spanish, French and German. We also worked closely with Koolkase USA who used our social posts and assets for their own strategies too. What makes this strategy different is that we are using community managers in each country who know the slang, local dialects and popular hashtags doing the rounds, ensuring the client's messaging is 100% correct.



Combining the paid and organic social media strategy was a success, as it allowed us to be ad-hoc with our budgets for each country, ensuring that although some posts are planned in advance to be boosted, we were also able to monitor what is working organically and learn from it to get the brand awareness spread further through additional spend.

This strategy across each of the different countries resulted in 67,981 impressions for Koolkase, which varied in locations and audiences, but with the focus of targeting specifically those who would buy phone cases, along with accessories and various other products.

RESULTS



Across Different Countries



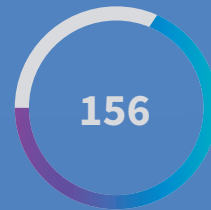
Facebook Page Impressions



Engagement in total



Website Clicks



Posts in Total



New Page Likes

