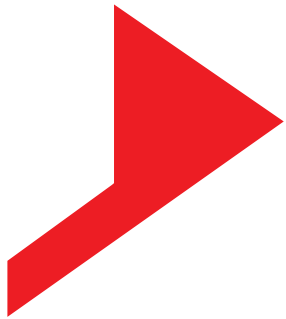




# **Social Media Management & Social Media Marketing**

A photograph of several hands of different skin tones stacked together in a circle, symbolizing teamwork and unity. The image is overlaid with a semi-transparent red rectangle that contains the text.

# **ABOUT US**



Sweans is a Digital Agency focused on Website Development and Social Media Optimization. We Think, Plan and Execute high quality WordPress and Magento sites. We assist our clients from ideation to budgeting, developing, launching and maintaining their brands online.

We have over 2000 customers spanning more than 62 countries.

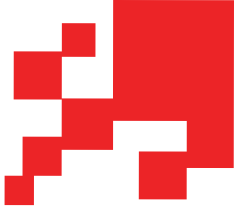
Our goal is to serve companies who are trying to create a digital presence. We create environments to facilitate the resources in need.

Our efficiency in providing on time delivery of resources, with technical know-how is of unique value to our clients.





# **Social Media Management & Social Media Marketing**

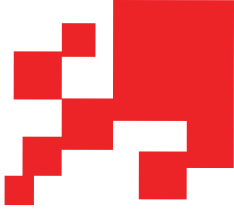


Social Media refers to the social networks on websites and applications that allow the users to connect and share various contents and otherwise. Utilizing these networks for marketing is termed as Social Media Marketing.

Though Facebook and Twitter are the first names to come to your mind they are not the only ones. There are umpteen platforms, including those that are specialized for a niche sector and we provide service for each and every one of them.

We customize our plan of action for each client. Depending on who you are and what your requirements are our social media consultants will put you through the most appropriate channels.





Creating a social media profile could be an easy task. The tricky part is ensuring that it is up to the standard of the company and that it is well maintained and aligned to the interests of its customers. The brand image is just as important.

A major factor to be taken care of is to make sure your profile stays updated and interesting. The social presence is to be taken care of with great detail to what is being posted and how responses are being handled.

Our social media managers will expand your visibility.





# Platforms We Serve

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Facebook



Twitter



Google Plus



Instagram



Tumblr



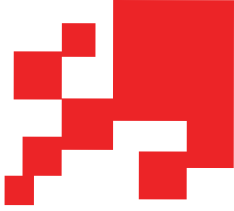
Pinterest



A hand holding a smartphone is the central focus, overlaid with a semi-transparent red rectangle. The background is a blurred image of a person in a blue shirt. The red overlay is decorated with a network of white lines and various circular icons representing different services and technologies, such as a globe, a paper plane, a padlock, a speech bubble, a Wi-Fi symbol, a lightbulb, and a document. The word "SERVICES" is written in bold white capital letters in the center of the red area.

# SERVICES

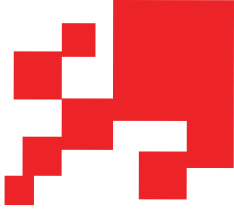




# Social Media Consultancy

Our experts would guide you create a social presence or boost it depending on what's best for you. Whether all you need is a little guidance or you need to lay the foundation we are there for you!

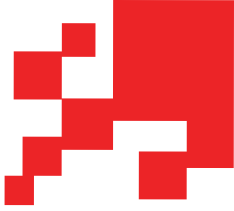




# Brand Management

We serve the entire life cycle of your online brand presence & management. All our activities will be in sync with your brand manual. We will ensure that your brand potential is explored to the maximum. The brand is what the customers remember!

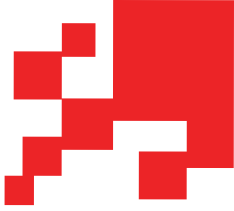




# Social Media Monitoring

We'll keep our watch to track where your name is used across social media to ensure that only the best is said about you. Our observations help you identify the social media trends. You can also track competition and monitor your social media reputation.

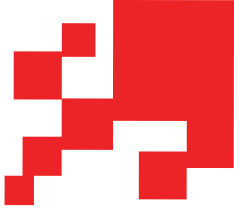




# Cross Channel Promotion

We do not stop at one place. We take you across platforms and over to many channels ensuring maximum visibility and extending your reach. We verify that the content is in sync with the trends on each platform.





# Content & Creative Generation

We create appropriate contents for the different platforms you engage in ensuring that you stay updated with the trends and address the rising needs and requirements of your customers. These contents are created after in depth research and planning.

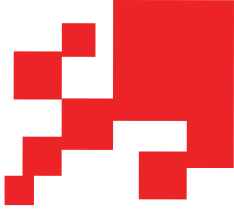




## Online PR

We have been around for some time and have close ties with bloggers, journalists, publishers and other influencers. We would take you that extra mile to get your company the highest reach.

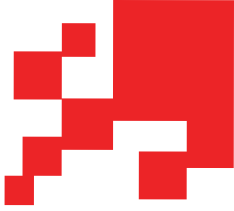




## Blog Design & Setup

We shall help you from finding the perfect blogging platform to staying in track with the changing times. We create and update blogs, do research for content and target the appropriate audience.



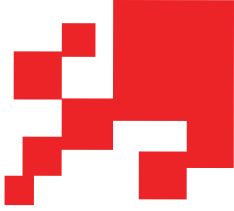


# Social Profile Creation

We help you create and manage your social profiles. Our researchers will give you expert advice on the websites and applications that are best for you to engage in and thus develop both your business and brand.



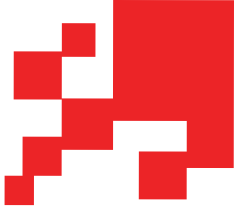




# Cover Photo Design

We design the cover photo for your profile. Your cover photo sets the tone and mood for your profile. Therefore it is essential to ensure that it conveys the intended message. We understand the taste and preferences of the online community and keep you aligned.

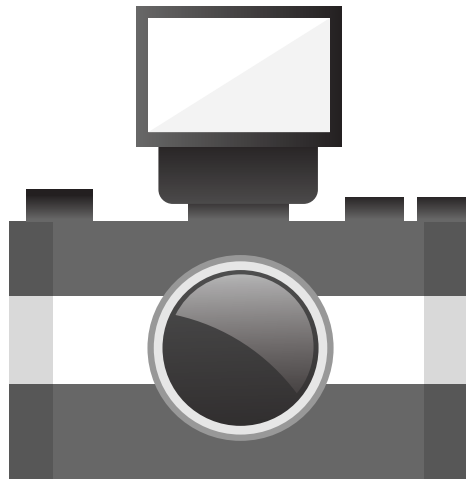
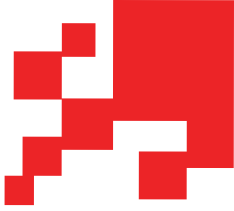




# Social Media Posting

Social media is a dynamic environment that demand to be constantly updated. It is essential to keep up with the trends and maintain a regular flow of interesting and relevant posts. We will ensure that you don't fall behind amidst all the competition.

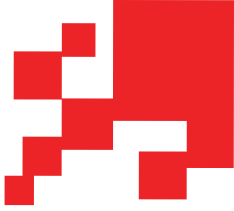




# Photos and Gifs

Our expert photographers and graphic designers help you present a visual treat to your customers with a wide array of eye pleasing content. Images capture attention and stir emotion faster and can be effectively used for branding purposes.





# Instagram

It is currently the fastest growing social media platform. It is based on photos and videos. We create custom content to cater to the audience on Instagram. This includes trolls and memes to keep you upbeat with the trend.

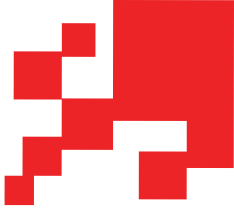




# Paid Posts

The direct scheme of things may not always reap the expected results but we always have our alternatives. Paid posts is an option that most social networks provide us in order to stimulate the reach of our posts.





## Contest Creation & Management

Apart from regular posts we also help you attract more traffic through various contests. We ideate, plan, organize and execute contests for your various social media profiles and handle their management.





# Reporting & Analysis

Our social media reports involve in depth analysis into the process and approach that was adopted and give significant insights into the various opportunities that can be further explored.



A group of people in business attire are shown from the waist down, holding and reviewing documents. The image is overlaid with a large, semi-transparent red rectangle. Inside this rectangle, the text "OUR HAPPY CUSTOMERS" is written in a bold, white, sans-serif font. The background is slightly blurred, focusing attention on the people and the text.

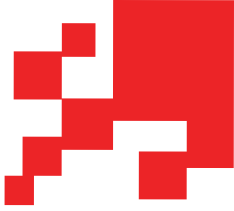
**OUR HAPPY  
CUSTOMERS**







# CASE STUDY



# Social Media for a Radio Channel

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30 Days



25 lakh+ reach



105%  
rise in YouTube views





Our client is a popular Malayalam Radio Channel in UAE. They have bagged several awards including Golden Mike Award, IRF Awards, WOW Awards etc. The channel was already popular in Kerala and launched in UAE in 2014.

The channel would ask questions at random and those who answer correctly immediately were offered a free trip to Austria. The campaign lasted from 22nd March to 21st of April, 2016.





# Client Requirement

Enhance brand awareness by promoting GO GO AUSTRIA.

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## Our Solutions

- Facebook posts and videos
- Youtube videos
- Targeted Youtube ads
- Google ads
- Ads on popular websites that share the same audience

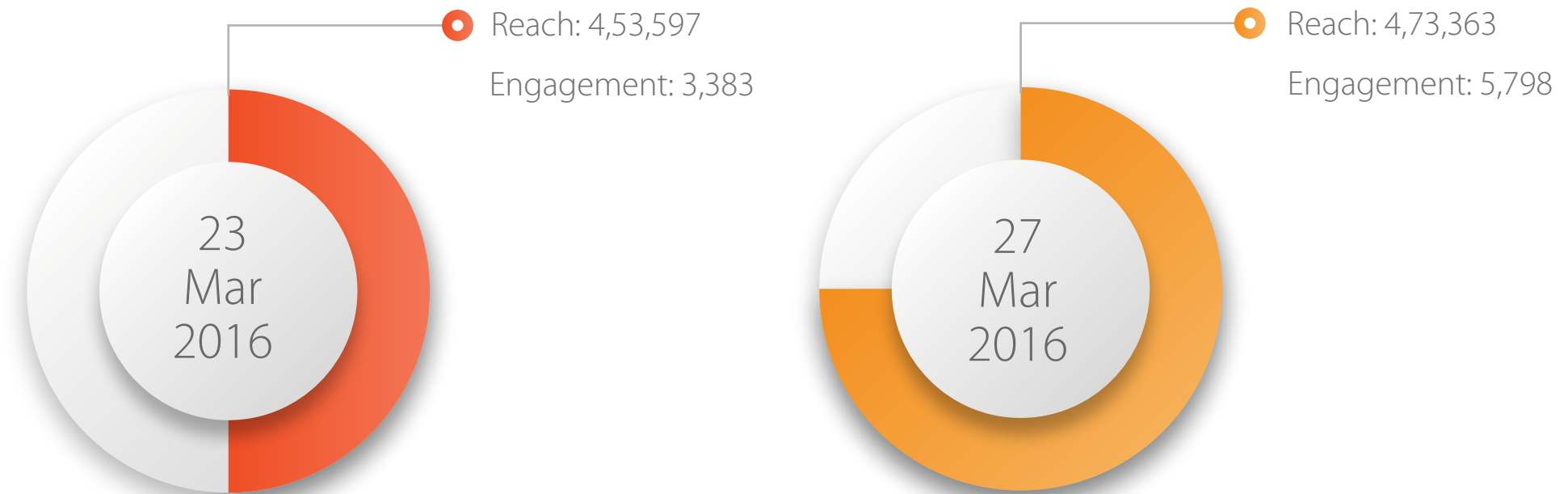


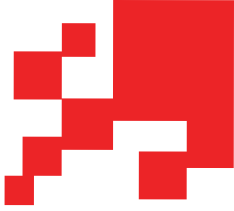


# Results

The engagement in our Facebook page increased by 10%.

The engagement and the reach of the posts is showcased below:





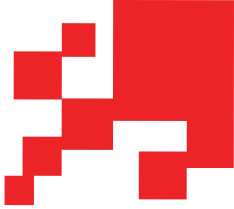
1st Post

Reach: 4,53,597

Likes: 3.1K

Shares : 52





2nd Post

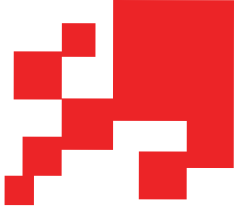
Reach: 4,73,363

Likes: 5.4K

Shares : 64

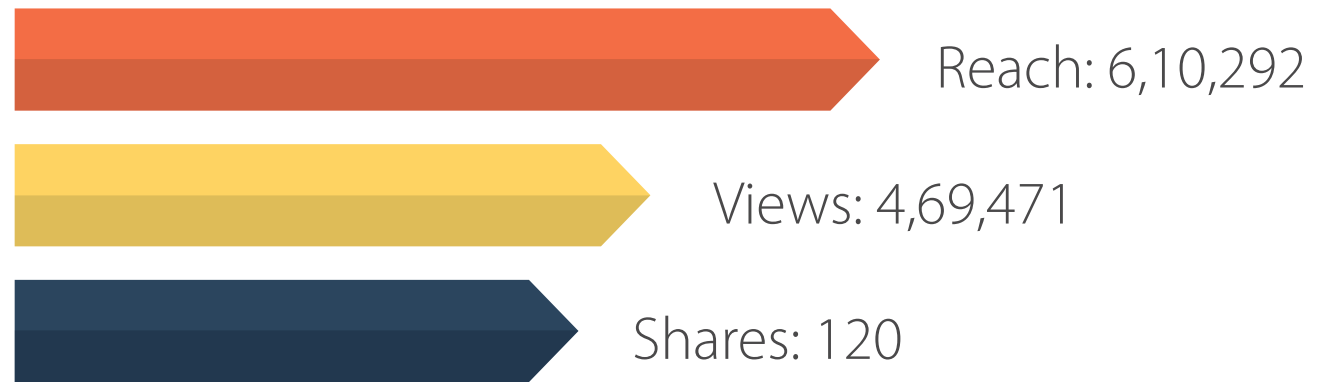






# Facebook Videos

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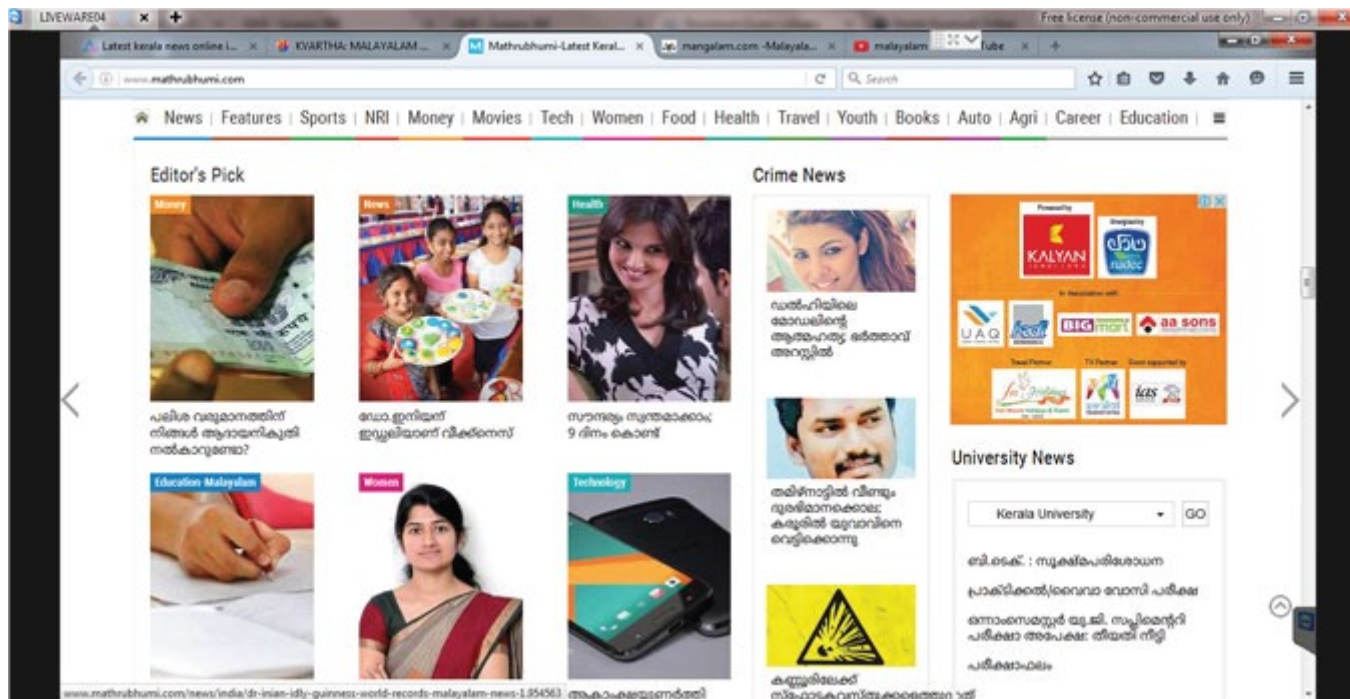
# Ad in kerala9.com

The screenshot shows the homepage of kerala9.com. At the top, there is a navigation bar with several open browser tabs: 'Latest kerala news...', 'KVARTHA: MALAY...', 'Mathrubhumi-Lat...', 'mangalam.com - ...', 'malayalam movie ...', 'Kerala: Lates...', and 'New Movie Releas...'. The address bar shows 'www.kerala9.com|'. Below the navigation bar is a blue banner for 'GCC WebTT' with the text 'Send your money online safely & securely at your comfort' and a 'Send Now' button. The main content area features a 'Celebrities Updates' section with a grid of ten photos of celebrities, each with a caption: Malavika Menon, Isha Talwar, Shamili, Tamanna Bhatia, Manju Wamer, Andrea Jeremiah, Iniya, Kajal Aggarwal, Trisha, and Shriya Saran. To the right of the celebrities section is a large orange advertisement for 'KALYAN JEWELLERS' powered by 'nadec' and 'Energy acidity'. The ad also lists 'In Association with' partners: UAQ, Acool, BIG mart, and aa sons. It also mentions 'Travel Partner' (In 5 Holidays) and 'Event supported by' (ias). Below the celebrities section are two more sections: 'Life Style' and 'Trailors & Videos', both with 'more >>' links. At the bottom right, there is a 'Recent Posts' section.





# Ad in mathrubhumi.com





# Ad in kvartha.com



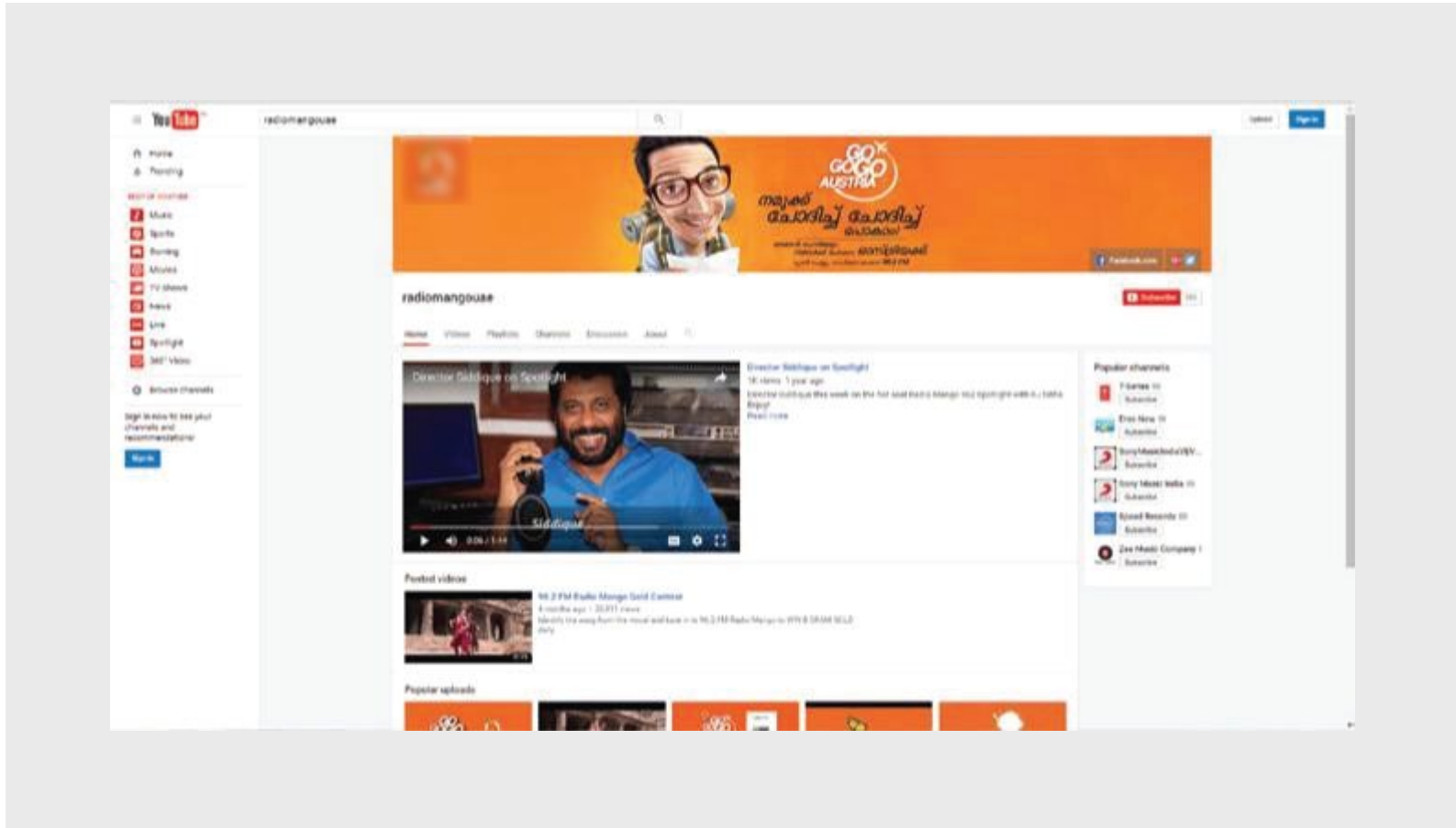


# YouTube Ads

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We launched two video creatives as YouTube Ads and targeted the viewers using possible keywords. We focused on the keywords and YouTube channels that our potential customers may type or visit on YouTube. Based on that we implemented certain strategies to convert the Ads into conversions. The campaign earned 5,826 views in the Earned views category.

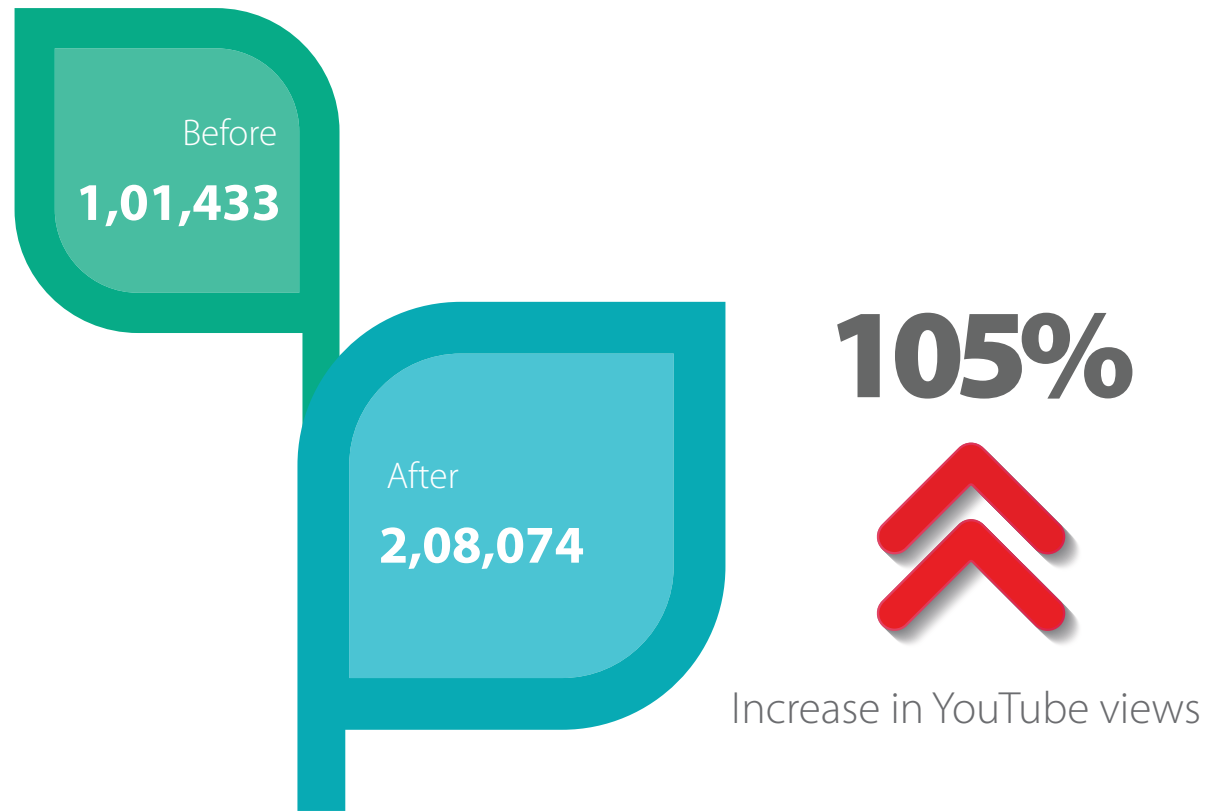


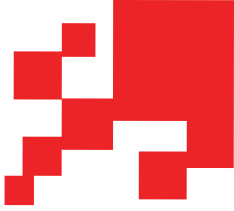




# YouTube Page Views

Comparison of Channel Views





The results were fantastic and we were able to bring a huge rise in the listenership. The campaign that lasted a month was entirely run through social media and the statistics above gives a feel of the output we could create.

**Another success story, another happy client!**







**USA | UK | KUWAIT | UAE | INDIA**

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