ONLINE BRANDING
A CASE STUDY

-Media Mosaic (MM)
All marketers some day will have to face their TRUTH.
It comes as a three moment collage.

-MMs Brand Mantra
Three reasons why you want your business to be a Brand are related to the three MOTs (moments of truth)....zero, first and second.

Branding is the ONLY STRATEGY which helps you win these three moments over from the competitive forces. ...

1. It Differentiates You @ ZMOT*

2. It Leads to a Higher Conversion Rate hence more Revenue @ FMOT

3. It Increases Customers’ Lifetime Value as well as referrals @ SMOT

* Read more about Zero Moment of Truth ZMOT at http://www.zeromomentoftruth.com/
Overview

Once updated about MOTs, marketers often ask us how to achieve Online Branding for small and medium size businesses. They also, almost end up asking: if Branding would help their Search and Social Campaigns or vice versa.

Before we show them the co-relation graph (on the next page) we tell them you can achieve Online Branding by-

1. Creating and sustaining a consistent positioning on Social Media Space.
2. Dominating the Search Rankings for relevant Keywords.
SOCIAL – SEARCH CORRELATION

Google Ranking Correlates

- Facebook Shares
- Facebook Total
- Facebook Comments
- Facebook Likes
- Tweets
- Number of Backlinks
- % Backlinks with keyword
- Image Count
- Keyword in URL
- Keyword in Title
- Keyword in H1
- Title Length
- Position of keyword in Title
- Word Count

Spearman Correlation
“It is only shallow people who do not judge by appearances.”

Oscar Wilde
THE CLIENT (case study subject before he found MM)
Business Name: Confidential

Location: Malaysia

Industry: Telecom

Services: International Roaming to travellers from -
Australia
Singapore
Malaysia
USA
UK
Canada

Features: Affordable International Roaming - coverage in over 200 countries
This Roaming Telephony Company came to Media Mosaic in start of 2012.

When the company contacted Media Mosaic, they were confused about their objectives. They had very general questions and goals to be achieved. Their simple aim was to improve their brand visibility amongst their Target Audience. They also wanted to increase their search rankings and Facebook likes, event signups, Twitter followers, a mention in tech magazines and also yes.....the revenues.....Phew!!!!
Engineers are really good at branding things. If we had named Kentucky Fried Chicken, it would be Hot Dead Birds.
– Vint Cerf
1. Positioning

Since they were a low cost service provider we decided to position them around their savings idea for travelers.

We came up with the creative brief of: Convert Mobile Phone into a travelers’ check.

2. Brand Execution

The execution strategy for this positioning was done using both social media as well as search marketing.
In preparing for battle I have always found that plans are useless, but planning is indispensable.

– Dwight D. Eisenhower
Media Mosaic started with a SWOT Analysis to lay down the first steps in planning.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEEKNESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Works with an overseas SIM to allow you to make or receive unlimited roaming calls.</td>
<td>- No presence on Search Engines Rankings.</td>
</tr>
<tr>
<td>- It works on normal GSM networks, so you can roam without trouble.</td>
<td>- Purchase a SIM of local country.</td>
</tr>
<tr>
<td>- Its technology is compatible with any Mobile handset</td>
<td>- Need phone line from your home for call forwarding facility.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Mobile Marketing</td>
<td>- Competition targeting Mobile marketing in their local areas.</td>
</tr>
<tr>
<td>- Positioning</td>
<td>- Competition rankings for branded keywords in Search Engine.</td>
</tr>
<tr>
<td>- Promoting client’s business with advanced promotional strategies (Brand management/SEO/SMO)</td>
<td>- Roaming marketing changes fast and furious so keeping the stakeholders updated on the impending changes.</td>
</tr>
<tr>
<td>- Create more engagement for conversion.</td>
<td></td>
</tr>
</tbody>
</table>
MM BRAND PROCESS

Stage 1
Create Awareness

Stage 2
Improve Traffic

Stage 3
Make Engagement

Stage 4
Get Results
To create Awareness for this company, Media Mosaic did an aggressive Rich Text Social Media Campaign around their positioning via:

- Infographics
- Videos
- White Papers
- Press Releases

Media Mosaic managed their Social Platforms like-
- Facebook
- Twitter
- YouTube
- LinkedIn
- Google +
- And other Channels
Awareness in Social Platforms resulted in Organic & Referral Traffic for them. Media Mosaic further topped it up with Search Rankings in both Google.com and Google.My.

Few of the Keywords Media mosaic worked on are-

- International Roaming
- Roaming
- Unlimited Roaming
- Roaming Malaysia
- Global Roaming
- Mobile Roaming Free
- Roaming Mobile
- Cellular Roaming
- International Sim
Additional traffic was engaged by proactive attendance, running polls and inviting blog participation. Media Mosaic topped it further by reducing the Website Bounce Rate. Media Mosaic management of the Social Platforms helped in increasing the Friend Requests, Likes, Retweets, Star Reviews etc.

Additionally, Media Mosaic curated loads of related content to deepen the brand engagement message.
Some people make things happen, some people watch things happen, and some ask what happened.
– Casey Stengel
2 is not equal to 3, not even for large values of 2.
– Grabel’s Law
THE OUTCOME
We tracked the progress via Microsoft tool **Brandify** amongst other tracking parameters (elucidated in next few pages). Brandify is a web tool in beta that gives a business owner a score/ranking of their online business presence.

Their objectives is as below -
Where your business’ **overall reputation** stands online by way of a single, overall score, using a number scale very similar to your FICO credit score.
The **specific categories** in which your business’ reputation is strong (and where it’s not), along with specific insights on your local competition.
BRANDIFY Score is 757, 850 being the highest
Brand differentiates @ ZMOT

Media Mosaic generated additional 18650 impressions over 3 months, i.e. 210 impressions per day.
Website Traffic Grew by 50% within 3 months
Traffic Increased to 150% within 6 months
Traffic Increased further to 350% within 8 months
WIN@ ZMOT

62690 Users Engaged on the Social posts in 3 months
8321 Users saw the Page Post in news Feed in 3 months
Brand Conversion@ SMOT

11.3% Increase in Sign ups on the website within 3 months
15.2% increase is users who actually made the purchase.
Client on MM after his MOTs WIN

You guys at Media Mosaic are artists. You have not only given me perspective on how to present my business to my clients but also helped me to become an online brand in my domain. My sales and smiles are zooming.

I am no longer roaming. I am fixed on you 😊
A lady, sitting next to Raymond Loewy at dinner, struck up a conversation. 'Why', she asked 'did you put two Xs in Exxon?' 'Why ask?' he asked 'Because', she said, 'I couldn't help noticing?' 'Well', he responded, 'that's the answer.'

- Alan Fletcher, *The Art Of Looking Sideways*
If you need help, with your Online Campaign or Offline Smiles contact us at-

Sarika Goel
Business Manager
Media Mosaic
www.(.)media-mosaic(.)com
Email- sarika(at)mosaic-service.com