



SUCCESS STORY

ABOUT CYIENT:

Celebrating its 25th anniversary in 2016, Cyient is an acknowledged leader in engineering design services, design-led manufacturing, networks and operations, data transformation, and analytics.

Cyient's industry focus are aerospace, defense, rail transportation, power generation, mining, oil & gas, communications, utilities, geospatial, semiconductor and medical technology. This reflects in the deep, long-standing relationships that they have developed and sustained with some of the leading names in these industries.

Facebook:

8,03,929

Acquired a total global reach



Organic

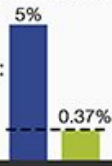
324,342

Paid

479,587

Reach

Acquired Engagement Rate:



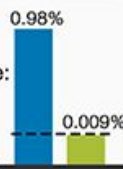
LinkedIn:

102891

Total Impressions



Acquired Engagement Rate:



CHALLENGES

- To globally reach a B2B segment in 38 locations (North America, Europe, and the Asia-Pacific regions) with an audience size of 26,297,000 to promote Cyient's 25th-anniversary event
- Engage & build an online B2B community

0.89%

Acquired CTR

0.3%

For an industry benchmark of



HOW SOCIAL DNA ADDRESSED THE NEED?

1) To Maximize B2B Reach:

- By creating valuable & shareable content on the brand, its services, success and achievements globally
- Campaign that leveraged Cyient's global influencers to speak about the brand, their association with the brand and achievements.
- Targeted media buy ads to increase maximum reach globally across the B2B segment



2) Event Marketing - to Engage & Build awareness of the Cyient's 25 years of celebration:

- Promoted social campaigns to popularize event celebrations and futurist innovations of the company
- Popularized industry and campaign hashtags that leveraged event celebrations and brand engagement
- Social Contest's to increase interaction and conversation with Cyient associates to increase brand visibility and engagement

