



SUCCESS STORY

ABOUT SKYFEST:

- ⦿ A First Of It's Kind World Class Unique Festival, Celebrating the Spirit Of Hyderabad.
- ⦿ A Festival with Multiple activities which have diverse Interest Covered - Interactions, Activities, Shows, Experiences, Indulgence as well as Food Courts & MANY FIRSTS that Hyderabad would see.

f Facebook:

9,71,748
Acquired a
total global reach

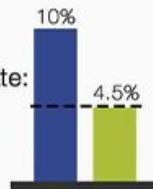


6,144
Total Likes



Acquired
Engagement Rate:

For an industry
benchmark of



CHALLENGES

- ⦿ Create awareness through Facebook page
- ⦿ Increase engagement on Skyfest Facebook page
- ⦿ Driving traffic to micro site
- ⦿ Make the event go viral

OUR APPROACH

- ⦿ Create multiple posts in a day
- ⦿ Tried to keep updating about the event details
- ⦿ As part of this process, our content team asked where people can engage themselves and our attractive post which can visually attract audience
- ⦿ Using CTA button to generate leads.
- ⦿ Tried to update on communities about the details



How did event Skyfest 2015 became successful?

- ⦿ The question asked on the page was kept easy and engaging.
- ⦿ The posts were reposted on the event page over a period of time.
- ⦿ Asking cross question on comment area and replying every question made people aware about the event.
- ⦿ carousel post played a major role on Driving traffic to micro site.
- ⦿ Daily community updates also played a huge role in making the event go viral.

