



## How a national healthcare brand reached an audience of over **4 LAKHS PEOPLE IN JUST 5 DAYS?**

### PLATFORMS

 Facebook  Instagram

### TIMELINE



**5 days**

(3rd Sept'22 - 7th Sept'22)

### ENTRIES

**160+ entries**

for the contest on Facebook & Instagram

### ABOUT VIJAYA DIAGNOSTIC CENTRE:

A diagnostic centre with 40+ years of experience in delivering quality diagnostic services, Vijaya Diagnostic Centre is spread across 15 cities with 90+ diagnostic centres and counting. India's largest comprehensive diagnostic centre with 50 million + happy customers, Vijaya Diagnostic Centre caters to every age group with its state-of-the-art facilities, and strives to provide best service in the diagnostics space.

### OBJECTIVE

- To celebrate teacher's day by conducting a contest for a short period of 5 days.
- To amplify brand awareness and social media growth in terms of user engagement rates, reach & followers.

### CHALLENGES

- To create a buzz and gain traction in a short span of time
- To gain maximum reach by getting both existing and new audience to participate

## RESULTS ACHIEVED



**Reach of 3,38,983**  
on Facebook



**20% engagement rate**  
on Instagram



**316+ new organic**  
facebook likes.



**142% + accounts**  
engaged



**Reach of 76,431**  
on Instagram



**78 new followers**  
on Instagram

## SOCIAL DNA'S STRATEGY TO ACHIEVE THE RESULTS

- ⦿ Initiating a method specifically designed to drive participation in the contest
- ⦿ Creating hype with teaser posts to build up excitement around the contest
- ⦿ Putting up reminder posts and stories to achieve maximum participation
- ⦿ Monitoring results and personalizing the responses
- ⦿ Boosting the participation process by asking the audience to invite others to participate and putting up question tags on stories
- ⦿ Incentivizing target audience to share their stories and images for the contest
- ⦿ Interacting with followers in direct messages and participants from earlier contests
- ⦿ Additional activities such as pinning the contest posts on top of the page for maximum visibility, creating polls on stories, sharing the content shared by participants as UGC on stories etc.

## CONTEST CREATIVES



## ABOUT SOCIAL DNA

Ten years of powering digital transformations. That's the story of Social DNA said in one line.

Blending technology with powerful strategies and creative excellence, Social DNA, over the years, has created meaningful relationships between brands and consumers in the digital space. All of which have won the confidence, trust and respect of clients across categories. Social DNA has also been ranked among the Top 3 Advertising Agencies in Hyderabad by Three Best Rated in 2022.

To know more about visit our website at [www.socialdna.in](http://www.socialdna.in)