



CASE STUDY

(SOCIAL MEDIA)



ABOUT CRAYONHOME

CrayonHome transforms living spaces into personalized sanctuaries through bespoke interior design solutions. The portfolio includes diverse projects, from minimalist urban apartments to luxurious suburban estates. With a focus on client collaboration and meticulous craftsmanship, CrayonHome creates environments that blend style, functionality, and individual expression seamlessly.





**WE'VE DEVELOPED AN
APPROACH TO SHAPING
DIGITAL/ONLINE
STRATEGIES FOR OUR
CLIENTS**

THAT RESULT IN DEFINING PRIORITIZED,
COST-EFFECTIVE SOLUTIONS THAT
DELIVER A MESURABLE ROI VIA PAID,
OWNED, EARNED AND SOCIAL MEDIA
CHANNELS.



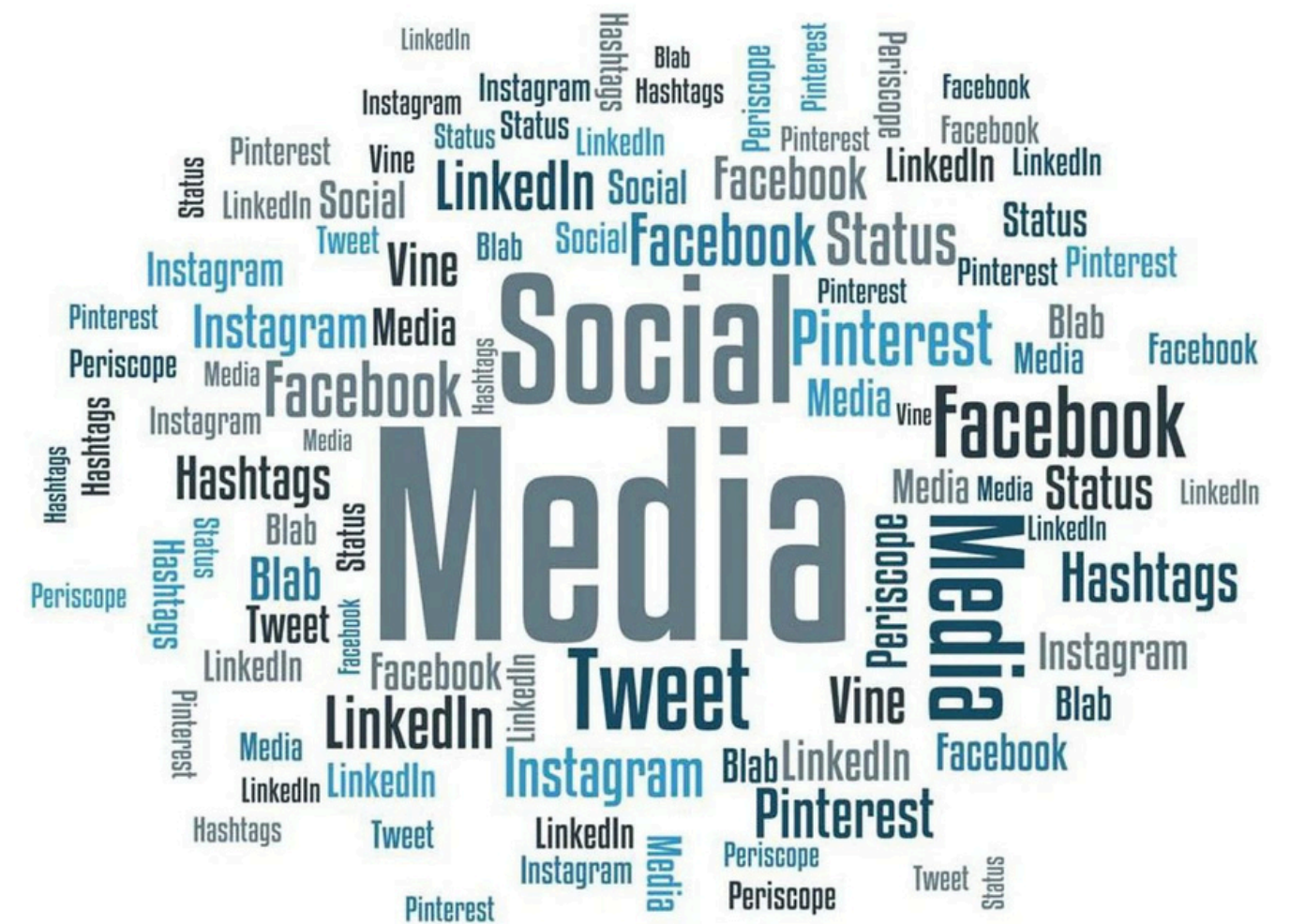


SOCIAL MEDIA CHANNELS WHICH WE MANAGED



SOCIAL MEDIA STRATEGIES & MANAGEMENT

In a dynamic digital marketplace, AimGlobal has expertly navigated challenges and devised strategies to build trust and maintain robust customer relationships for Crayonhome Interior Design online. By delivering exceptional solutions and engaging content, we ensure a compelling online presence that resonates with our audience. Our commitment to quality service shines through in every digital interaction, fostering enduring connections with our customers.

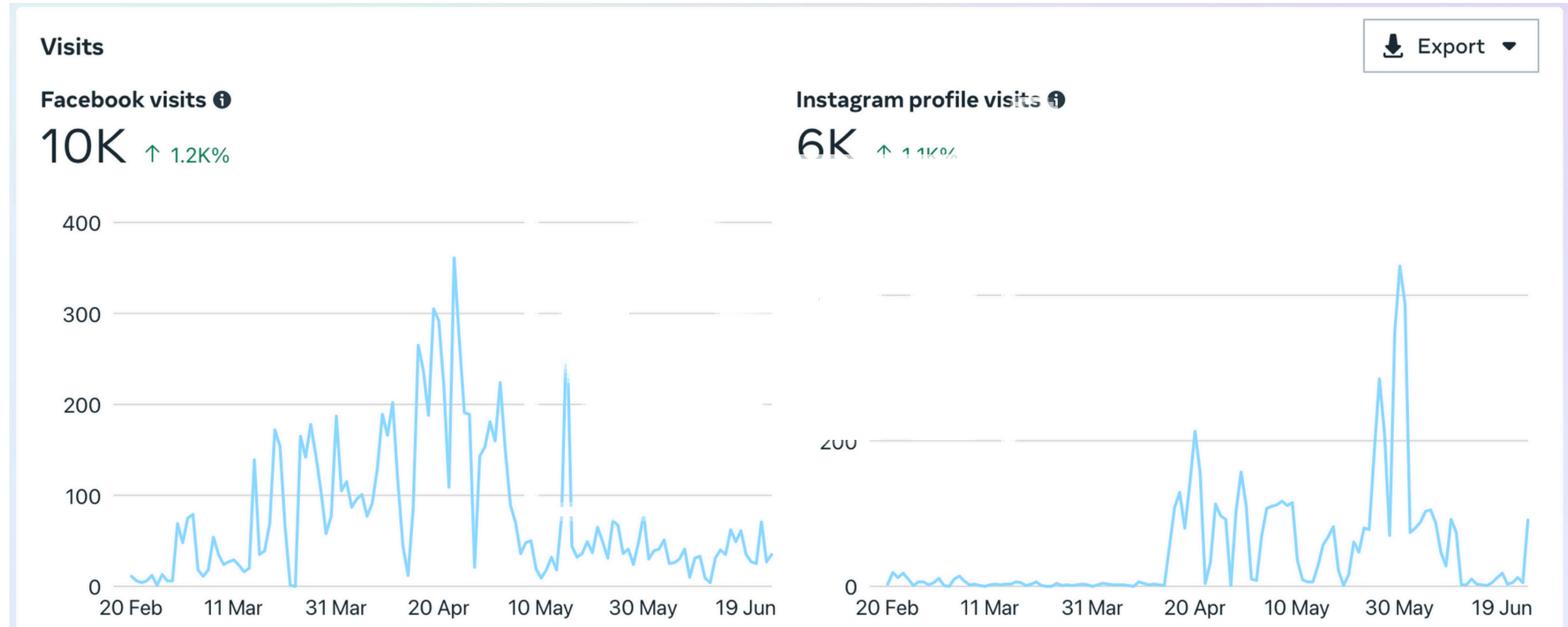




- Delivered comprehensive monthly reports showcasing key performance metrics, engagement rates, and campaign results.
- Executed targeted ad campaigns across diverse social media platforms, effectively reaching specific demographics and enhancing brand visibility.
- Developed and implemented content and marketing strategies tailored to the home décor and lifestyle market.
- Actively engaged with followers through comments and direct messages, fostering a sense of community.
- Managed and scheduled content using a well-structured social media calendar, ensuring consistent and timely posts.
- Cultivated and grew follower base and engagement across multiple social media platforms.
- Created high-quality video content demonstrating home décor ideas and tips, increasing viewer engagement.
- Organized and managed interactive polls, quizzes, and contests related to home décor trends, significantly boosting engagement and follower participation.
- Identified and targeted appropriate audience segments interested in home décor and lifestyle.
- Conducted thorough competitor analysis to inform strategic planning and stay ahead in the interior designing industry.

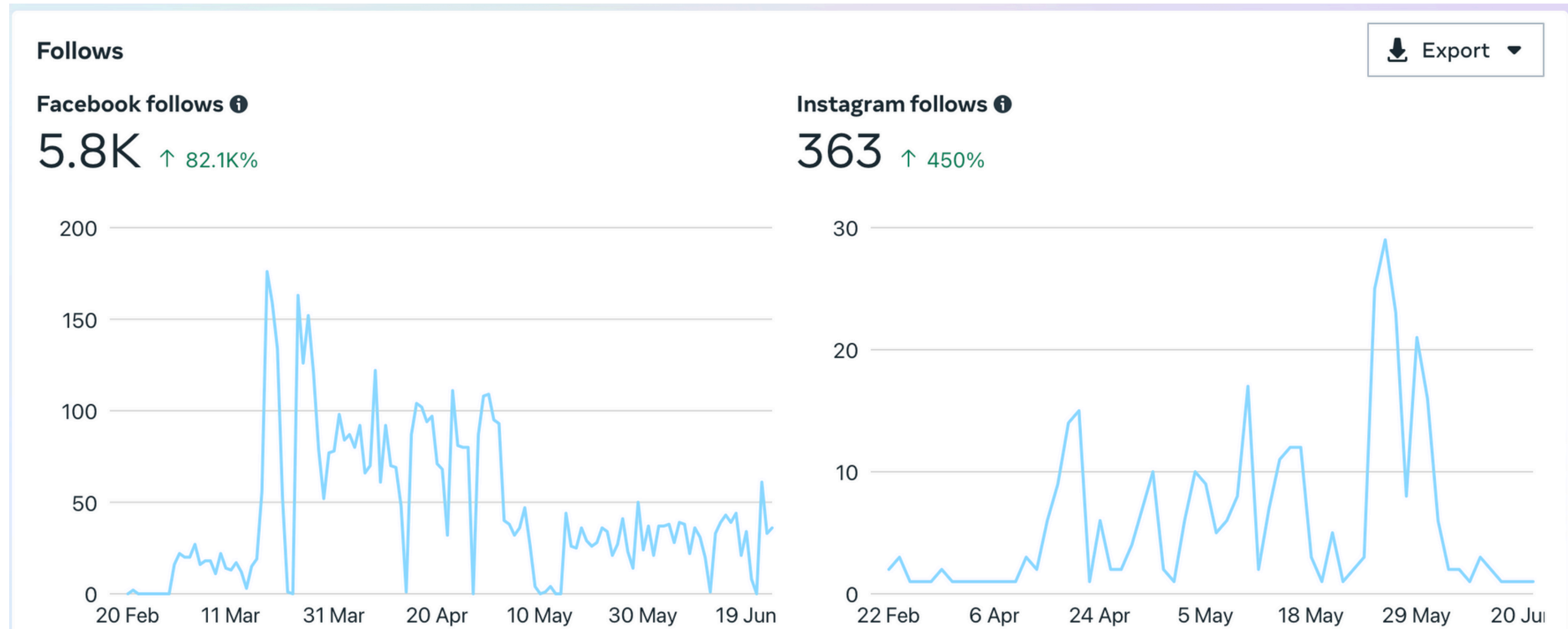


SOCIAL MEDIA INSIGHTS



**IN 4 MONTH FACEBOOK VISITS OF CRAYONHOME INCREASED BY 1.2K%
& INSTAGRAM PROFILE VISITS BY 1.1K%.**

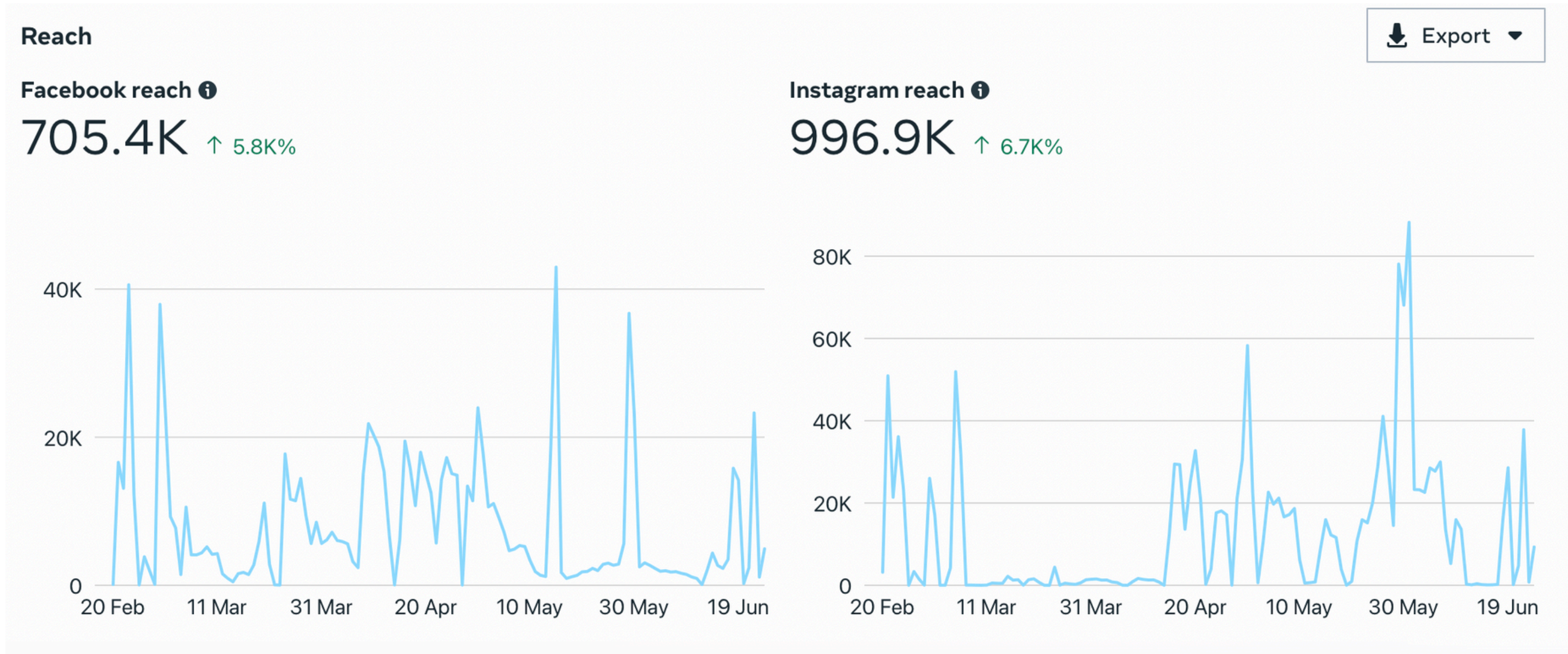
SOCIAL MEDIA INSIGHTS



IN 4 MONTHS, AIM GLOBAL HELPED CRAYONHOME TO INCREASE FACEBOOK FOLLOWERS BY 82.1K% & INSTAGRAM FOLLOWERS BY 450%.



SOCIAL MEDIA INSIGHTS




**IN 4 MONTHS, AIM GLOBAL GAVE NOTICEABLE RESULTS,
FACEBOOK REACH INCREASED BY 5.8K% AND INSTAGRAM REACH
BY 6.7K%**





RESULTS WE ACHIEVED

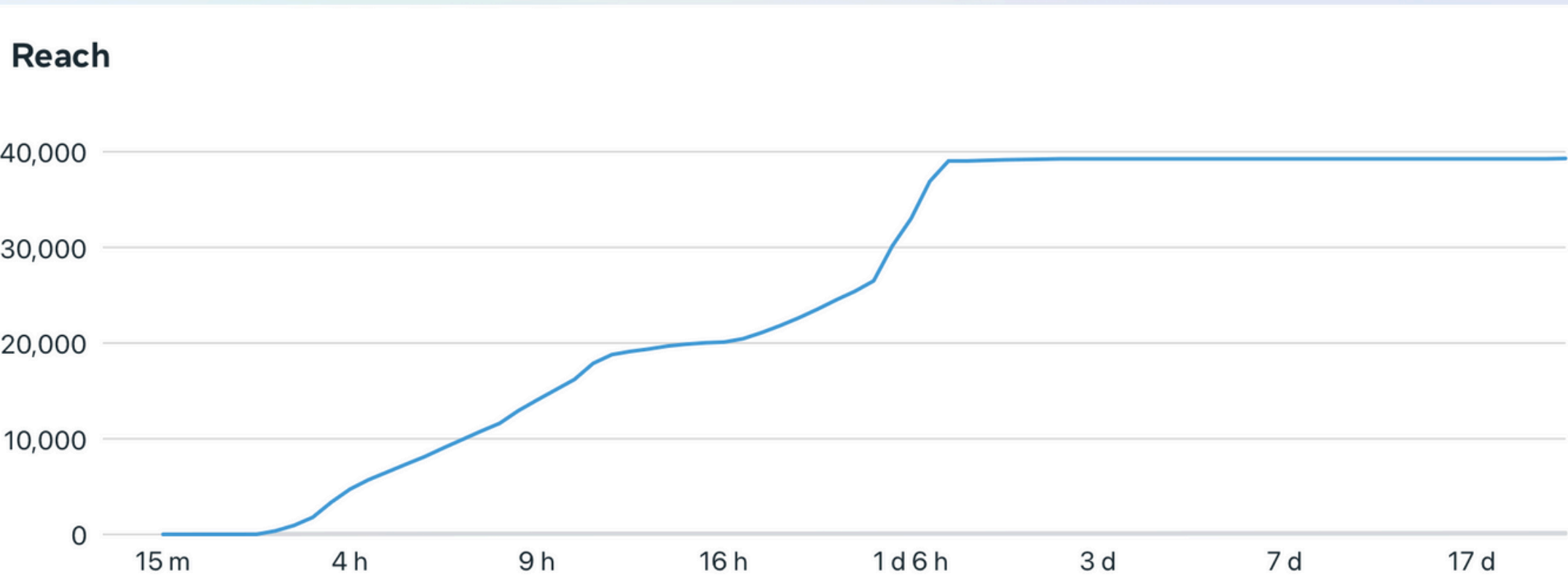
←  **Unlock the potential of your space with our perfect interiors! ✨🏠 Let CrayonHome elevate your living experience. #PerfectInteriors #InteriorDes...** Boost

Post · Published on: 29 February 12:50

Overview

Metric	Value	Status
Reach ⓘ	81,857	Higher than typical
Impressions ⓘ	83,315	Higher than typical
Interactions ⓘ	16	Higher than typical
Link clicks ⓘ	1	

Reach




Time	Reach
15 m	0
4 h	~5,000
9 h	~10,000
16 h	~20,000
1 d 6 h	~38,000
3 d	~40,000
7 d	~40,000
17 d	~40,000

Feed preview




CrayonHome Interior Design
Published by [Samreen Faridi](#) · 29 February · 🌐

Unlock the potential of your space with our perfect interiors! ✨
CrayonHome elevate your living experience.
[PerfectInteriors](#) [InteriorDesign](#) [TransformationTuesday](#)
[InteriorDecor](#) [InteriorStyling](#) [DesignInspiration](#) [DreamSpace](#)





RESULTS WE ACHEIVED

←    Witness the groundwork being laid for your future dream home. #BTS #ConstructionUpdate #CrayonHome

Post · Published on: 8 April 11:53 ◀ ▶ Boost

Overview

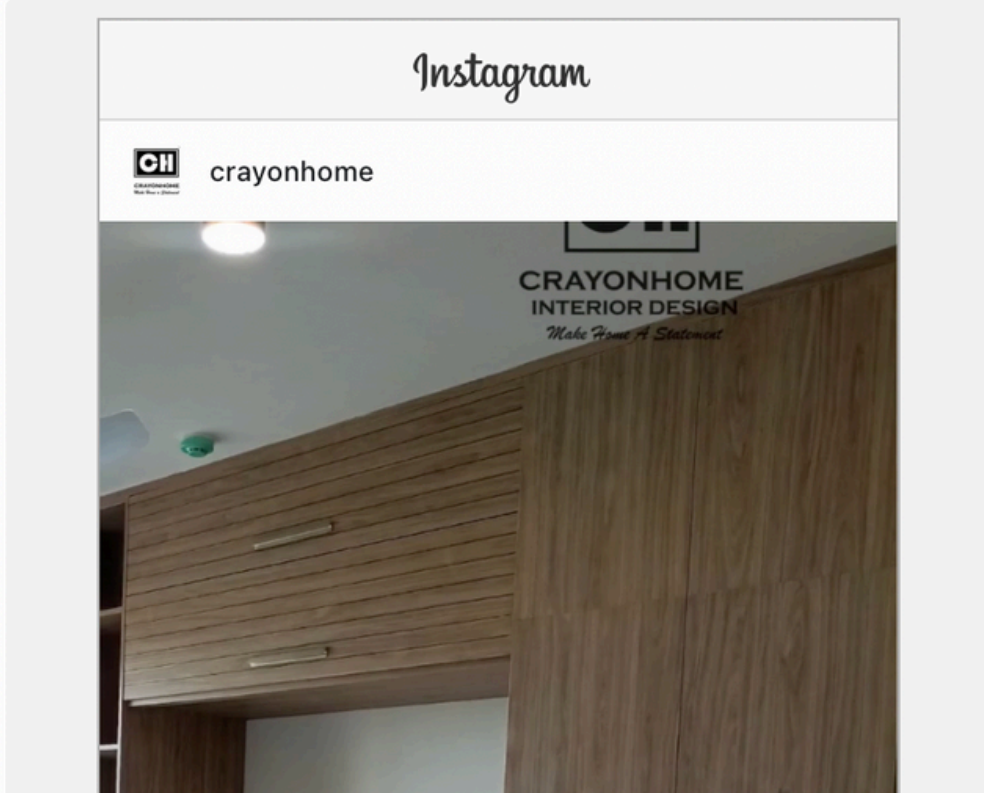
Reach ⓘ 201,425 Higher than typical	Impressions ⓘ 336,700 Higher than typical	Interactions ⓘ 1,689 Higher than typical
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Plays and watch time

Plays ⓘ 337,141 Higher than typical	Average watch time ⓘ 7s Higher than typical	Watch time ⓘ 54m 20s Higher than typical
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Initial plays 302,523
Replays 34,618

Feed preview





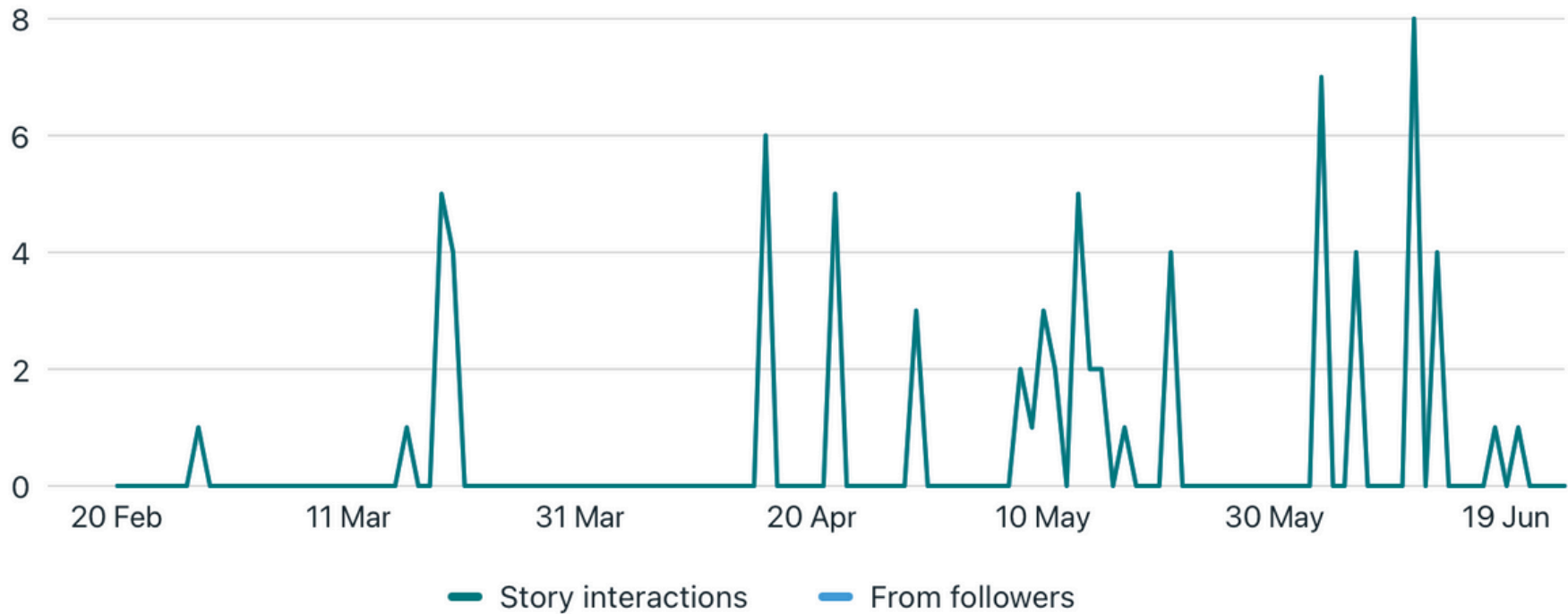
RESULTS WE ACHEIVED

f Content overview

Breakdown: Followers/non-followers ▾

All Posts **Stories** Reels Videos Live

Reach ⓘ --
Interactions ⓘ **72** ↑ 2.3K%



Interactions breakdown

20 Feb - 24 Jun

Total
72 ↑ 2.3K%

From followers
72 ↑ 2.3K%

From non-followers
--

TO INCREASE THE ENGAGEMENT, WE CREATED INTERACTIVE STORIES AS WELL, LEADING TO INCREASE IN CONTENT INTERACTIONS BY 2.3K%.

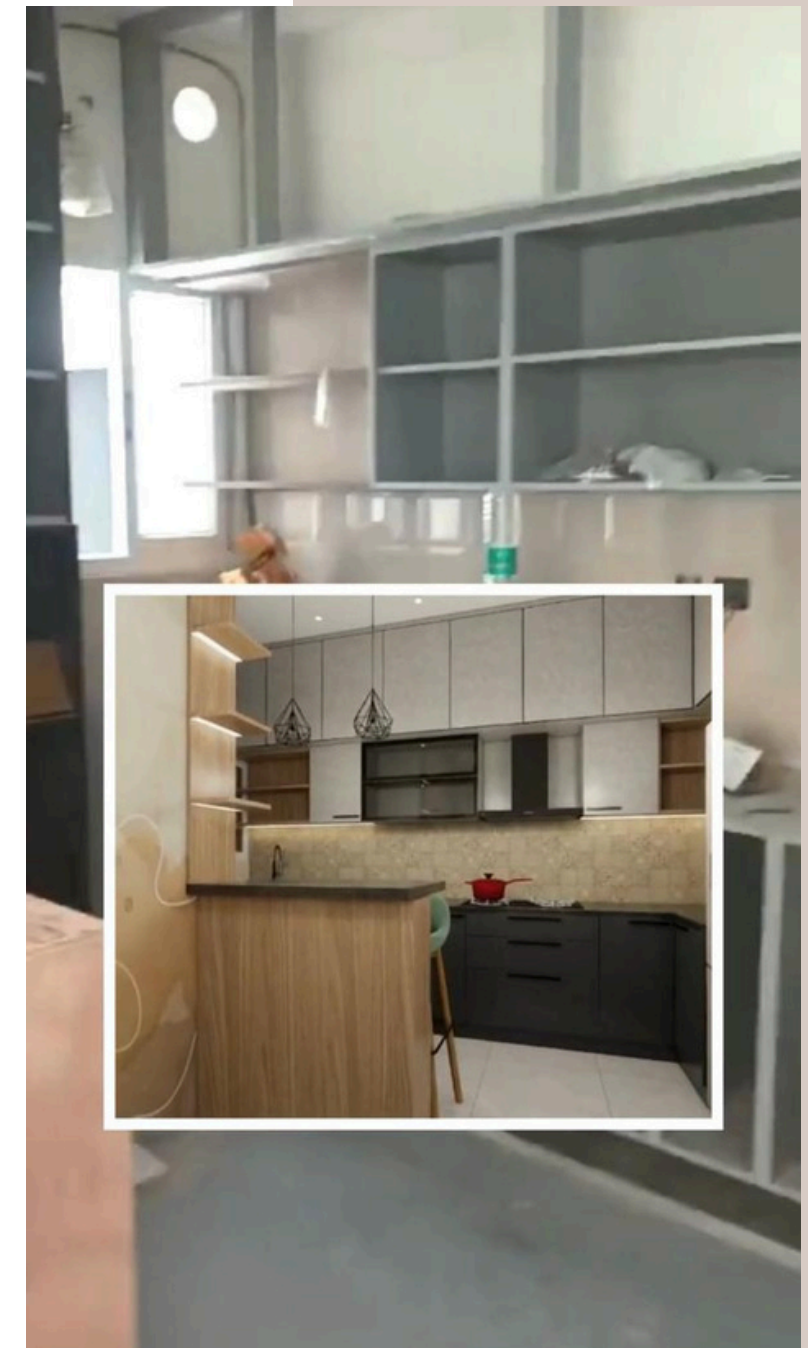
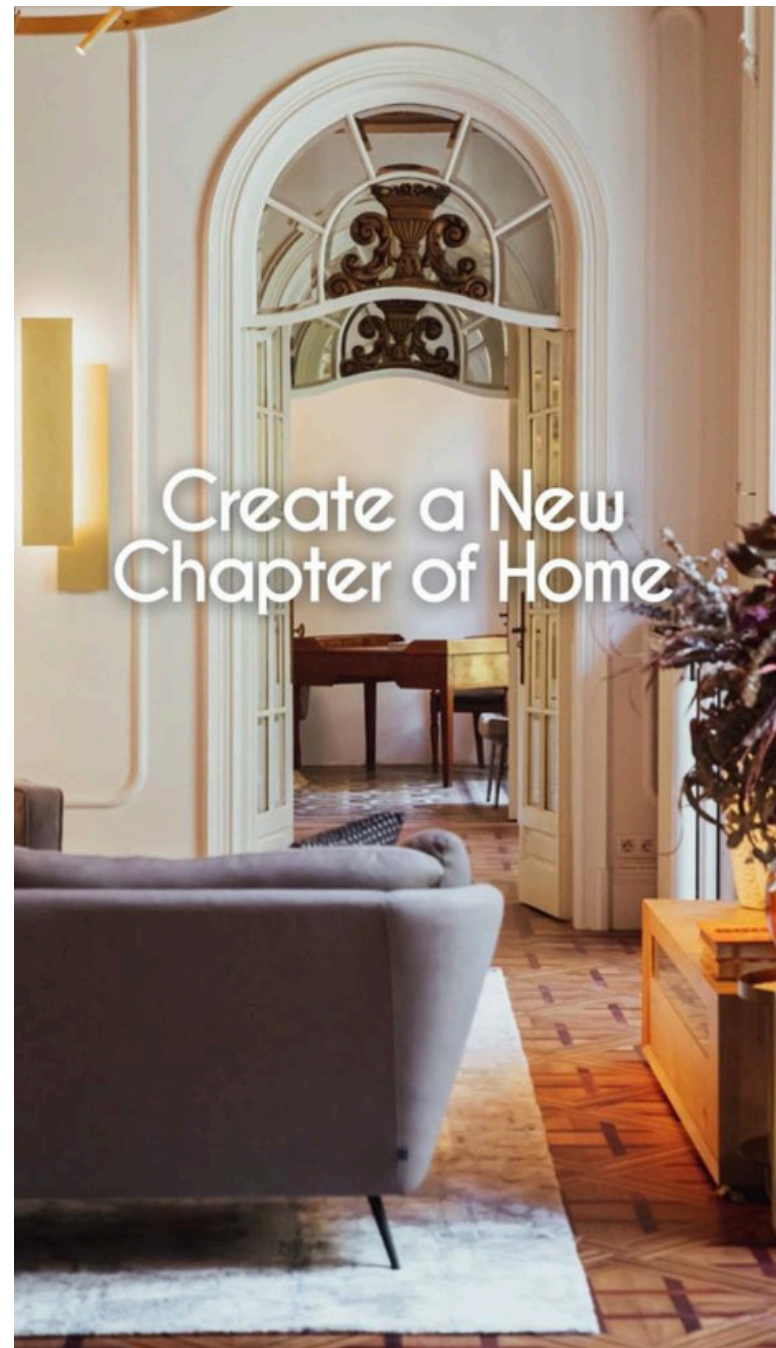
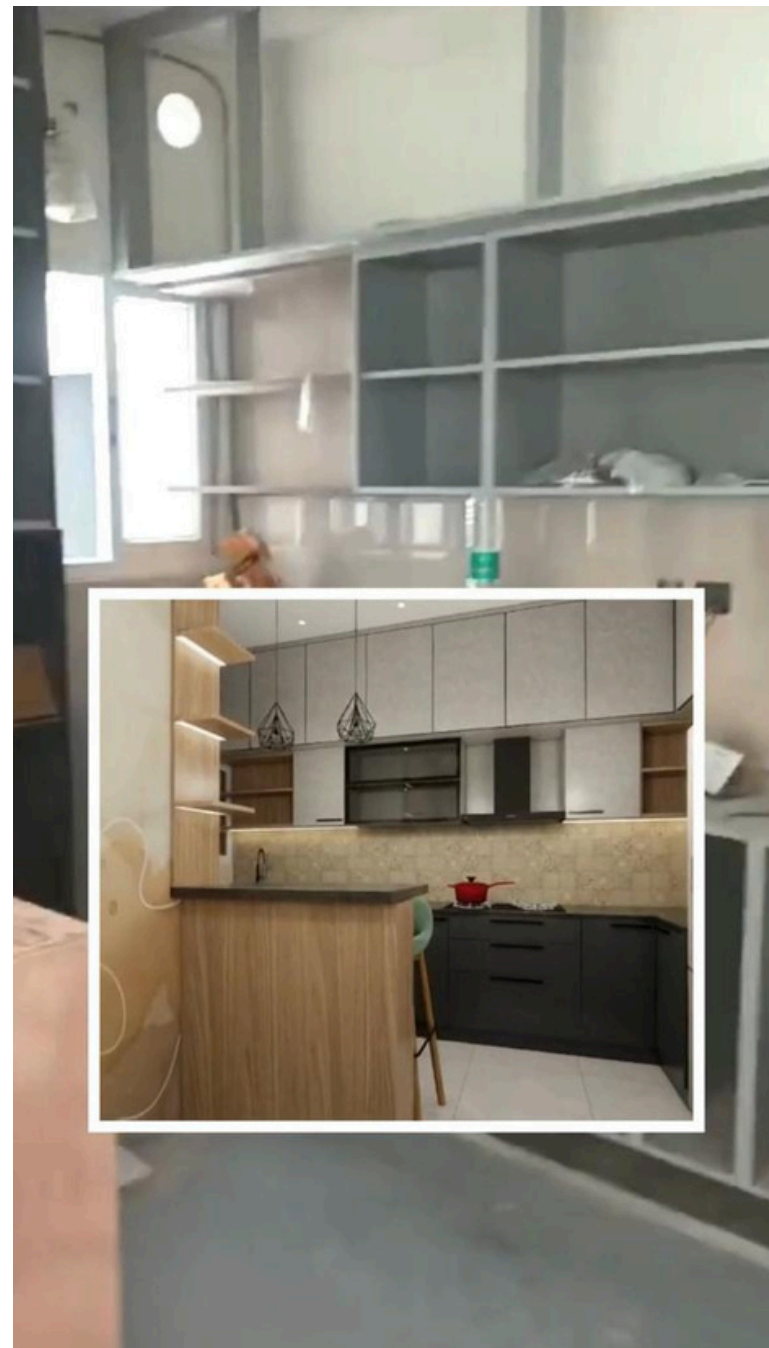


POSTS

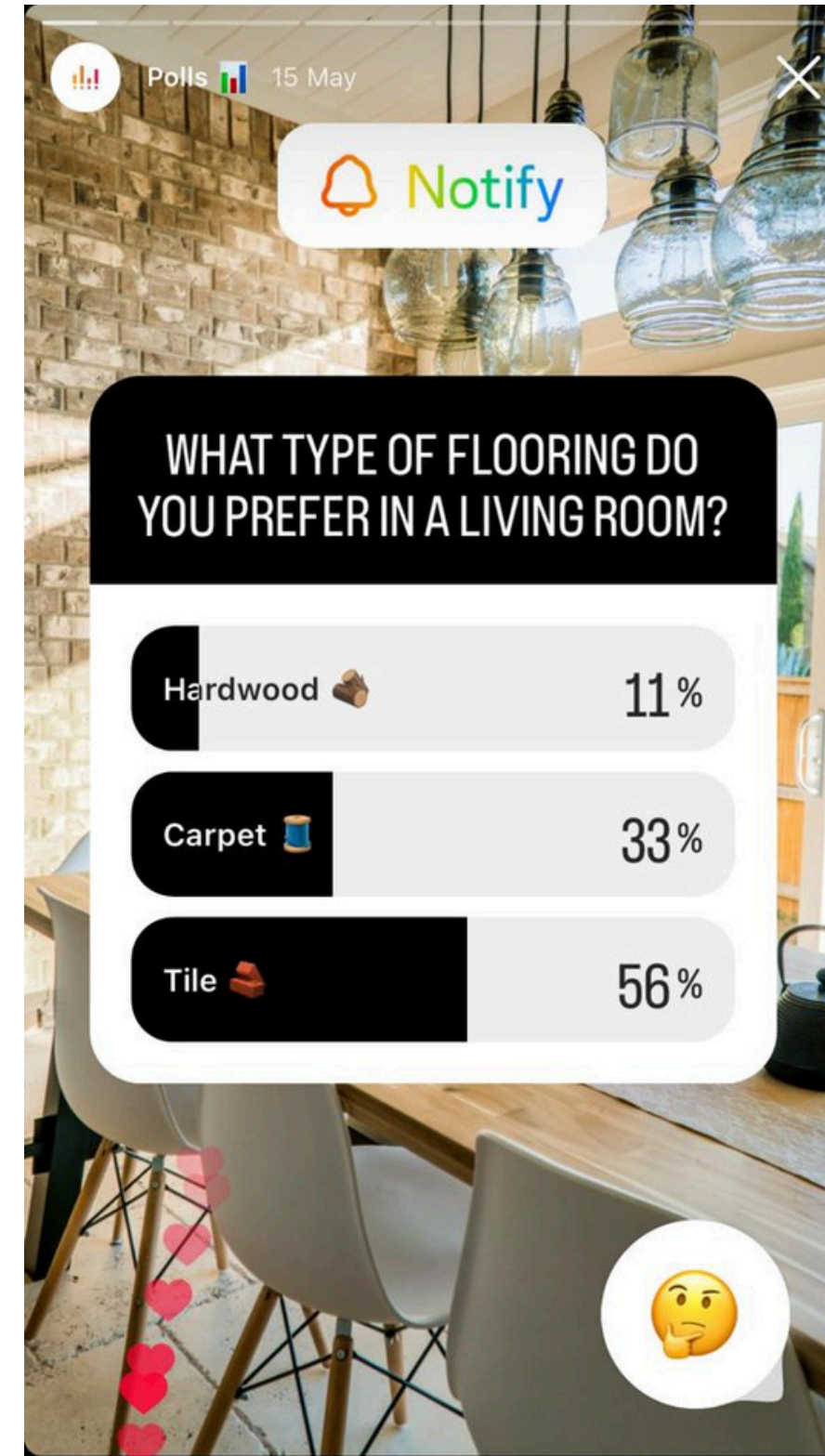
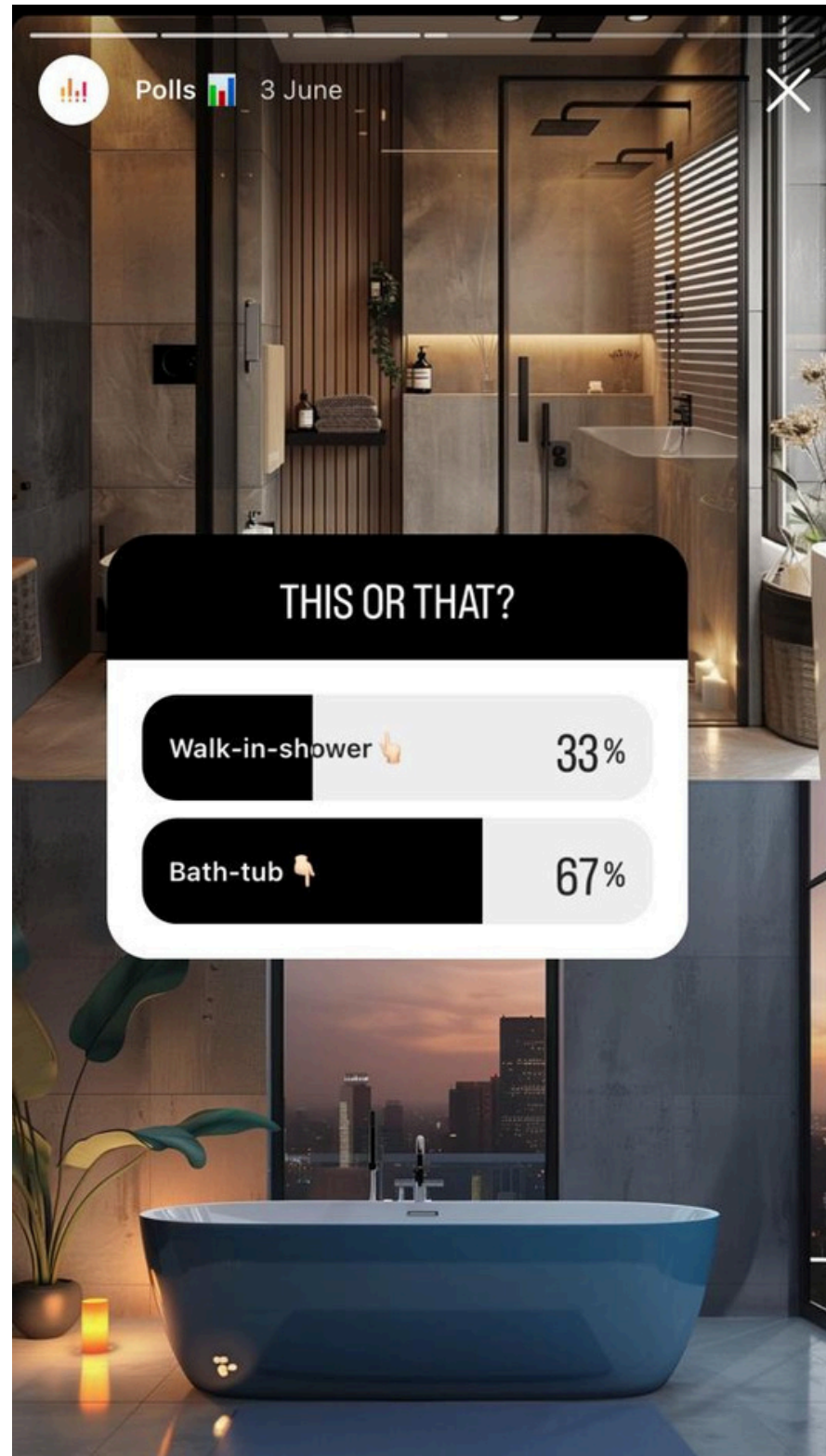




REELS

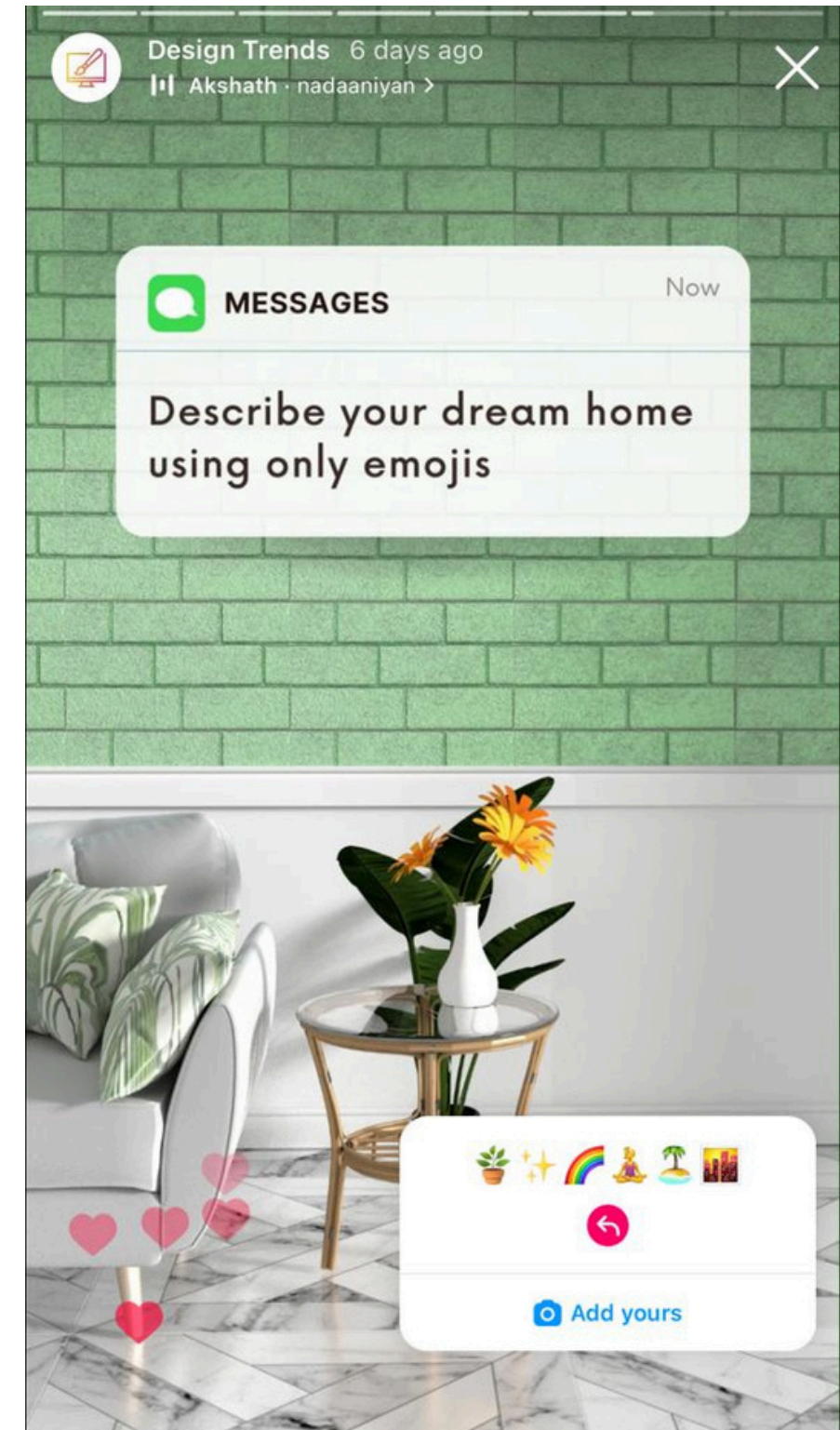
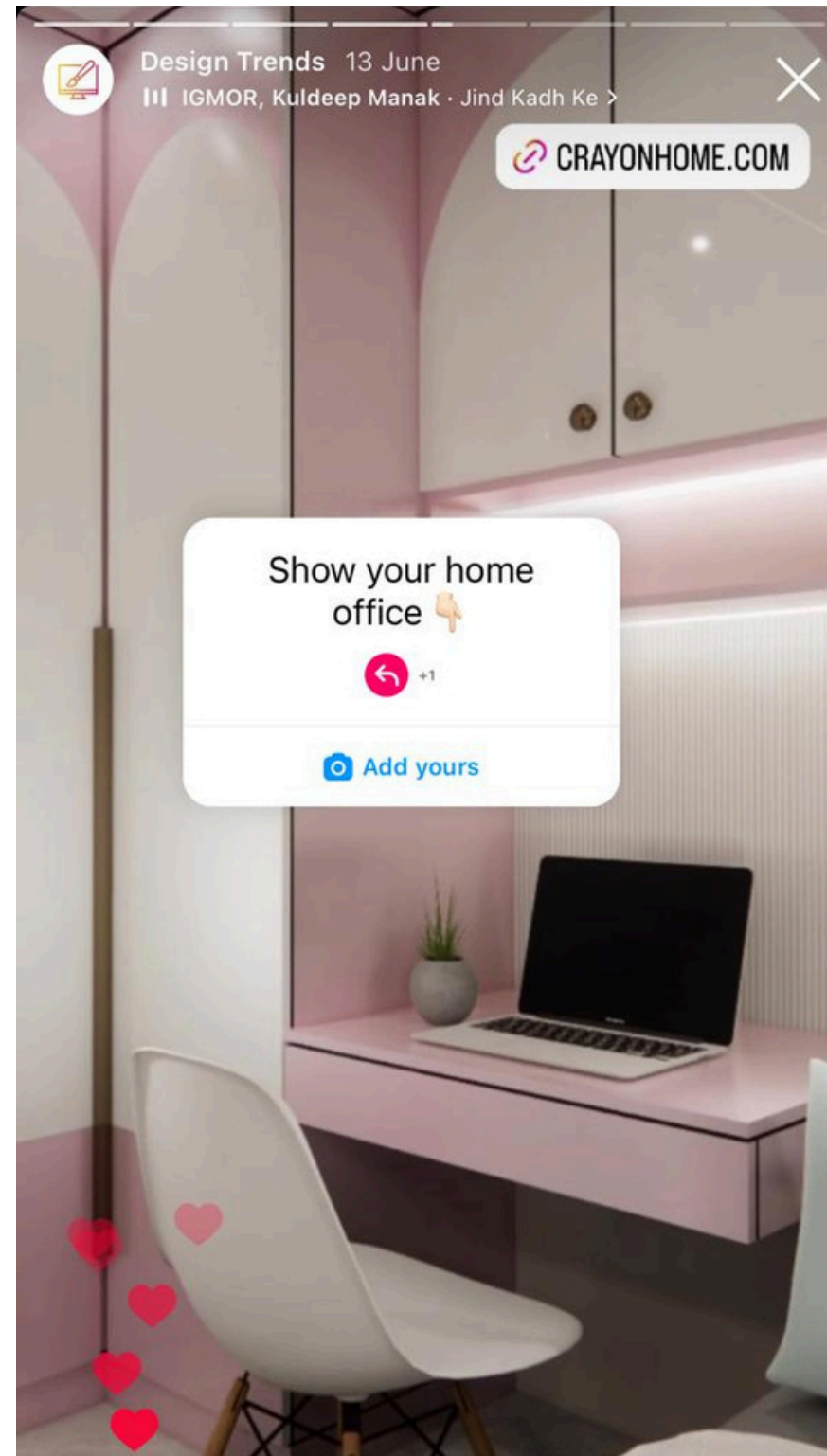
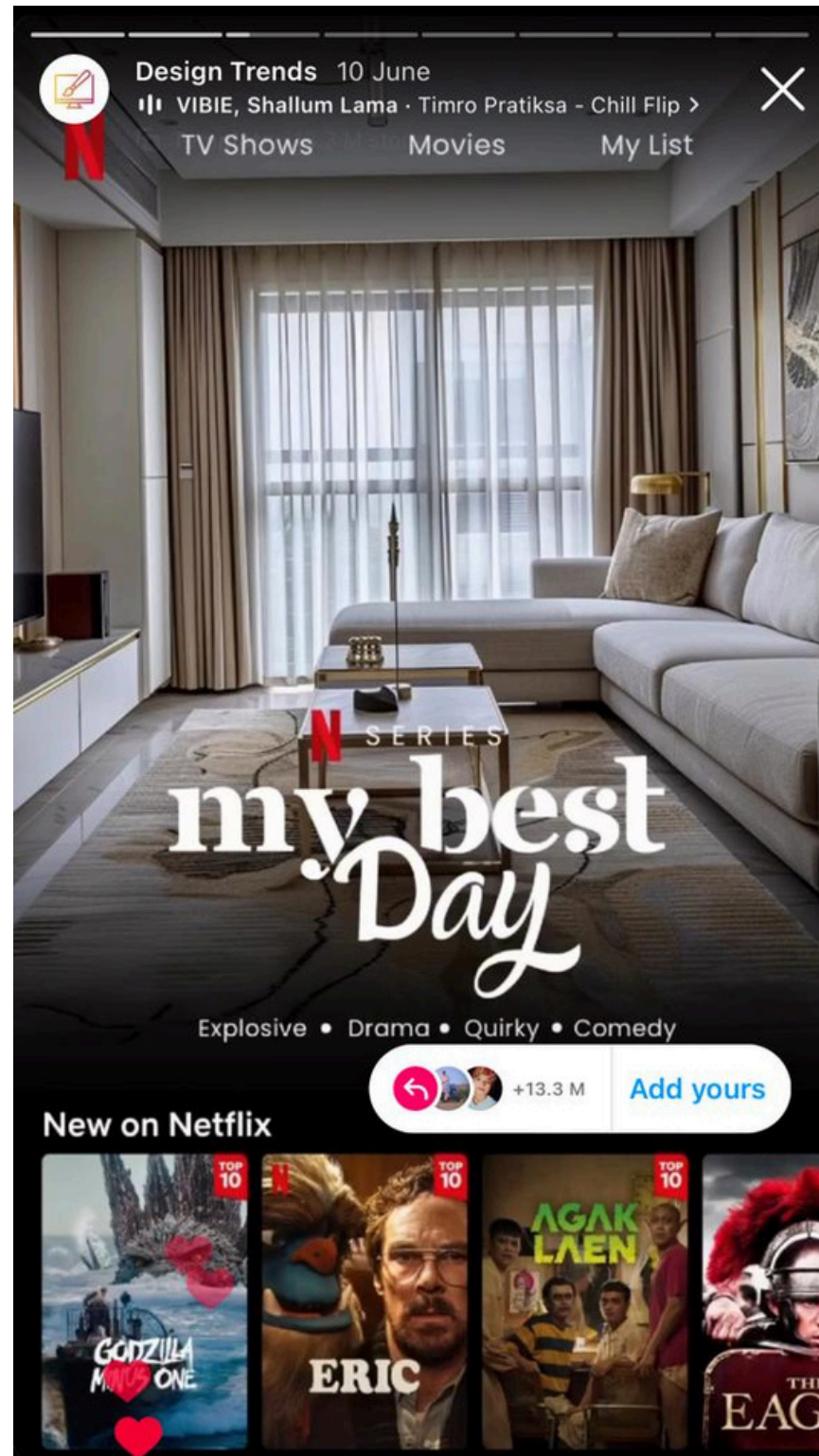


STORIES



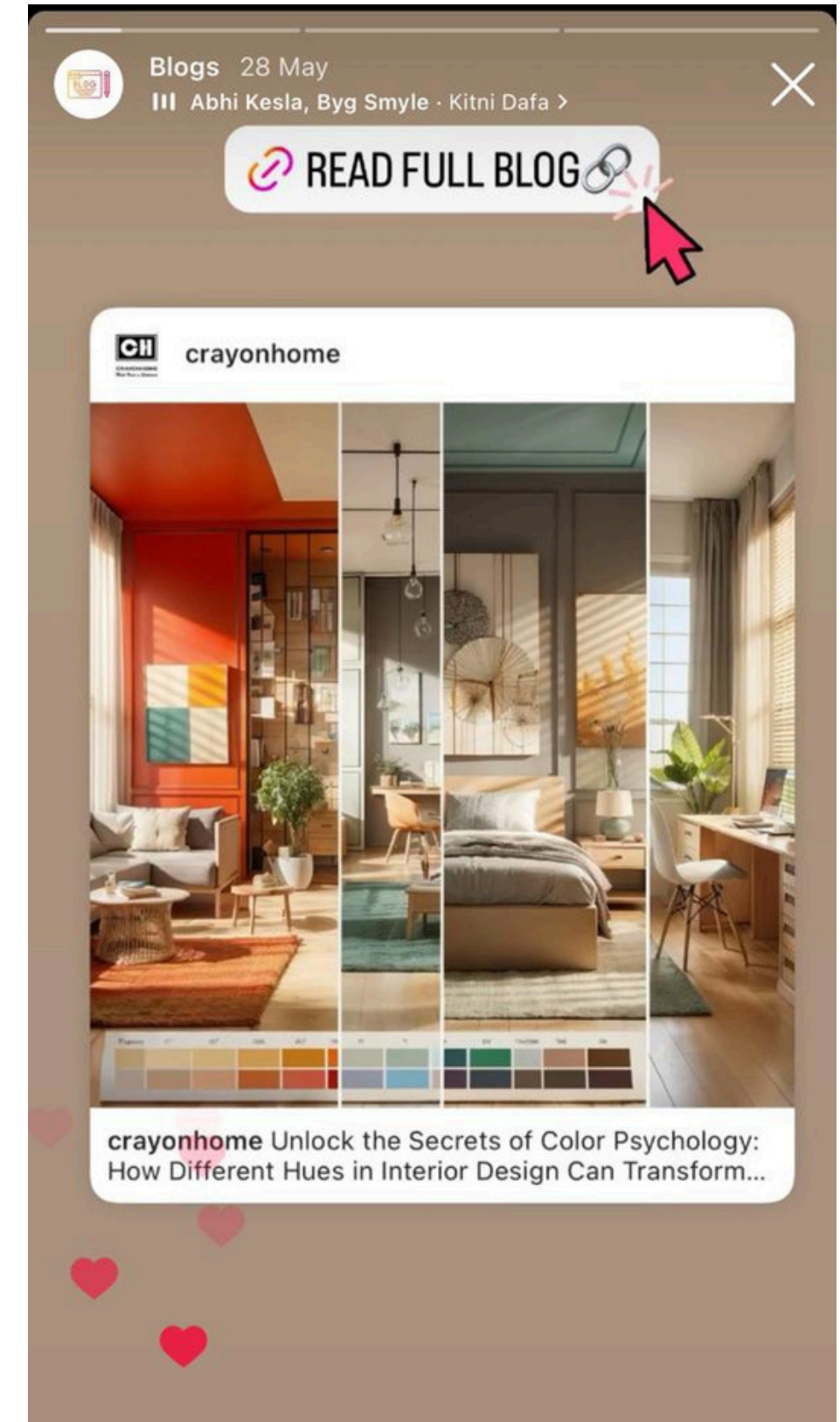
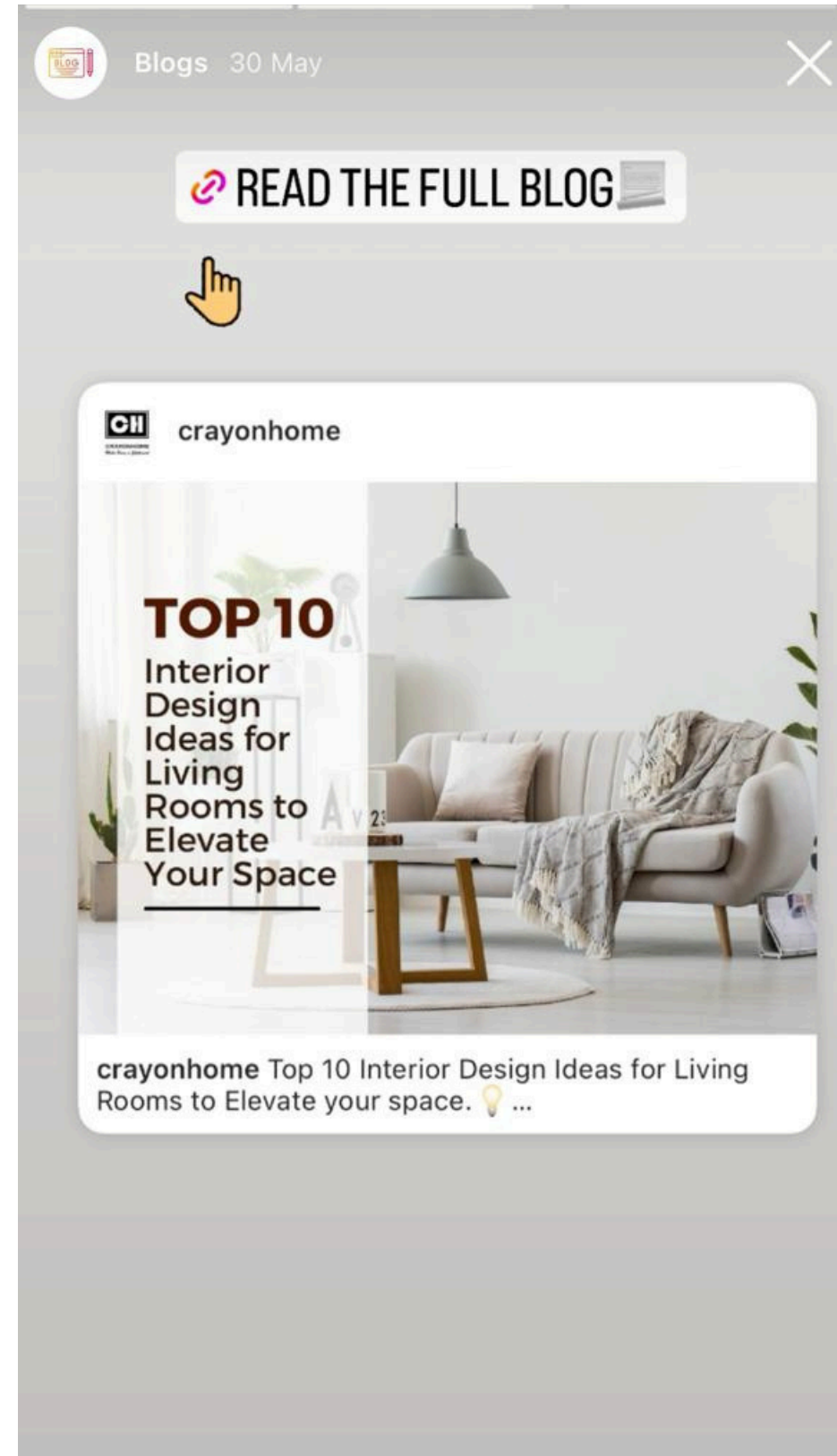
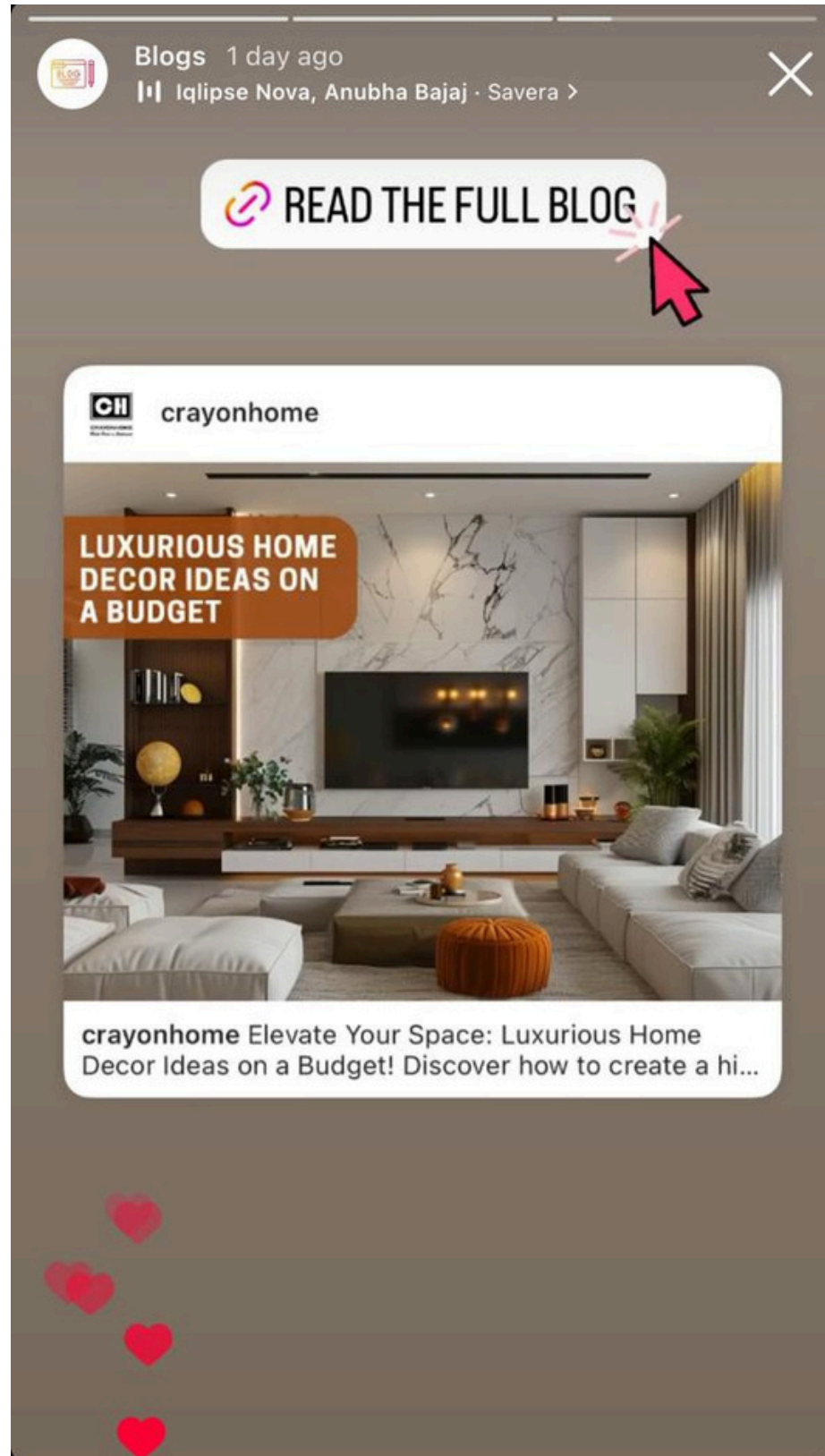


STORIES





BLOGS



THANK YOU





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