

Samsung *Case* Study



Presented by: Drivers Marketing

Samsung *Overview*

Samsung positions itself as a global leader in technology and innovation, renowned for its high-quality, cutting-edge products across a wide range of consumer electronics and digital solutions. The brand emphasizes innovation, design excellence, and reliability, aiming to enhance consumers' everyday lives with advanced technology.



Challenges & Objectives



Challenges

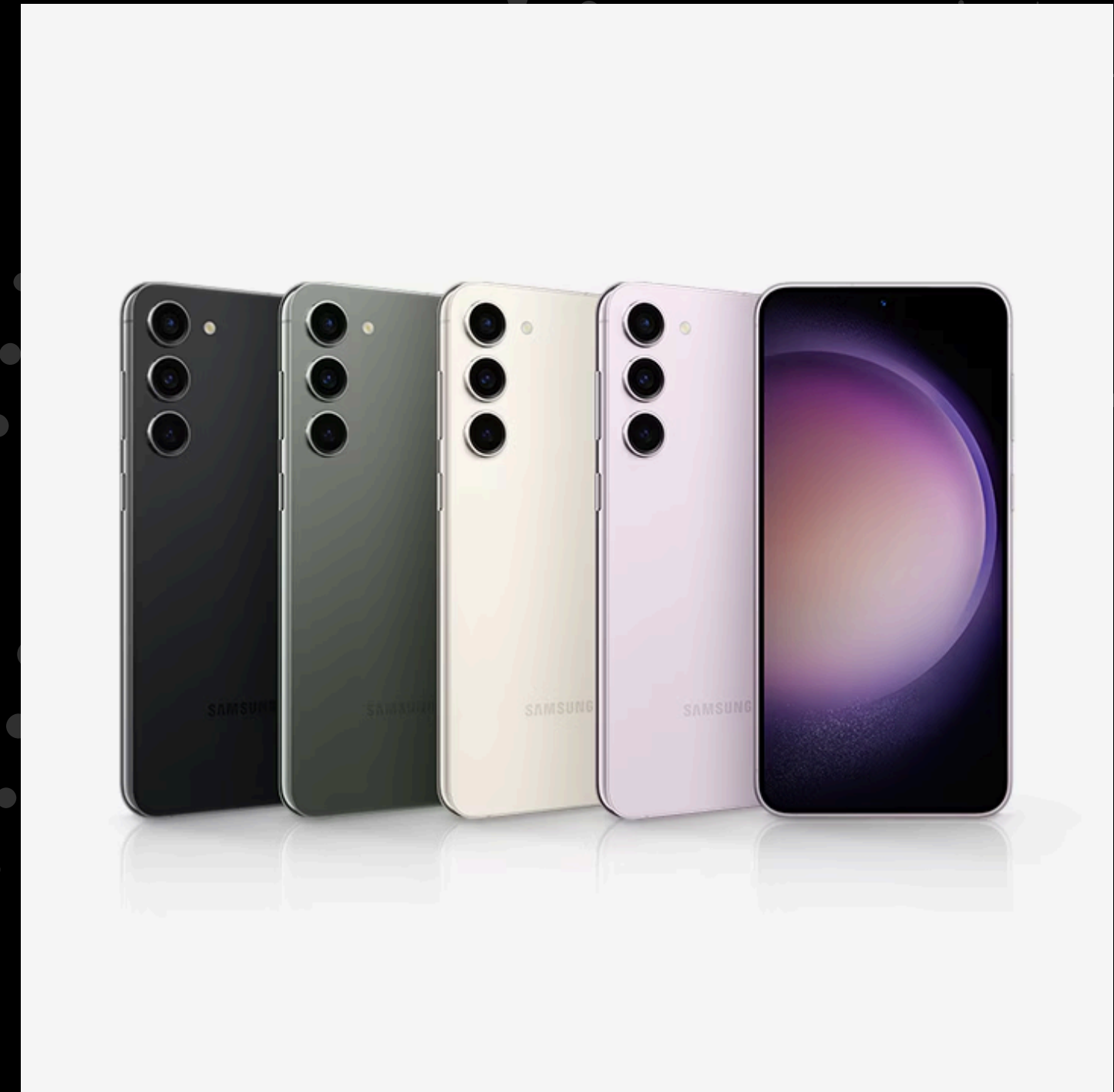
- Intense Competition
- Rapid Technological Advancements
- Market Saturation
- Brand Perception and Trust

Objectives

- Set apart from the Competition
- Boost Sales
- Maximise Social reach for customers
- Enhance Social Media Platforms

Our *Strategy*

To elevate Samsung's brand image, increase market share, and drive customer engagement and loyalty through targeted marketing efforts and innovative product offerings.



Our Complete *Solution*

We came up with an elaborate social media strategy to elevate Samsung's online presence and engagement, focusing on:

- Enhanced Differentiation through Innovation
- Strategic Partnerships and Alliances
- Targeted Marketing and Customer Experience Enhancement
- Digital Marketing and Social Media Engagement
- Social Media Campaigns
- Influencer Partnerships



Our Execution

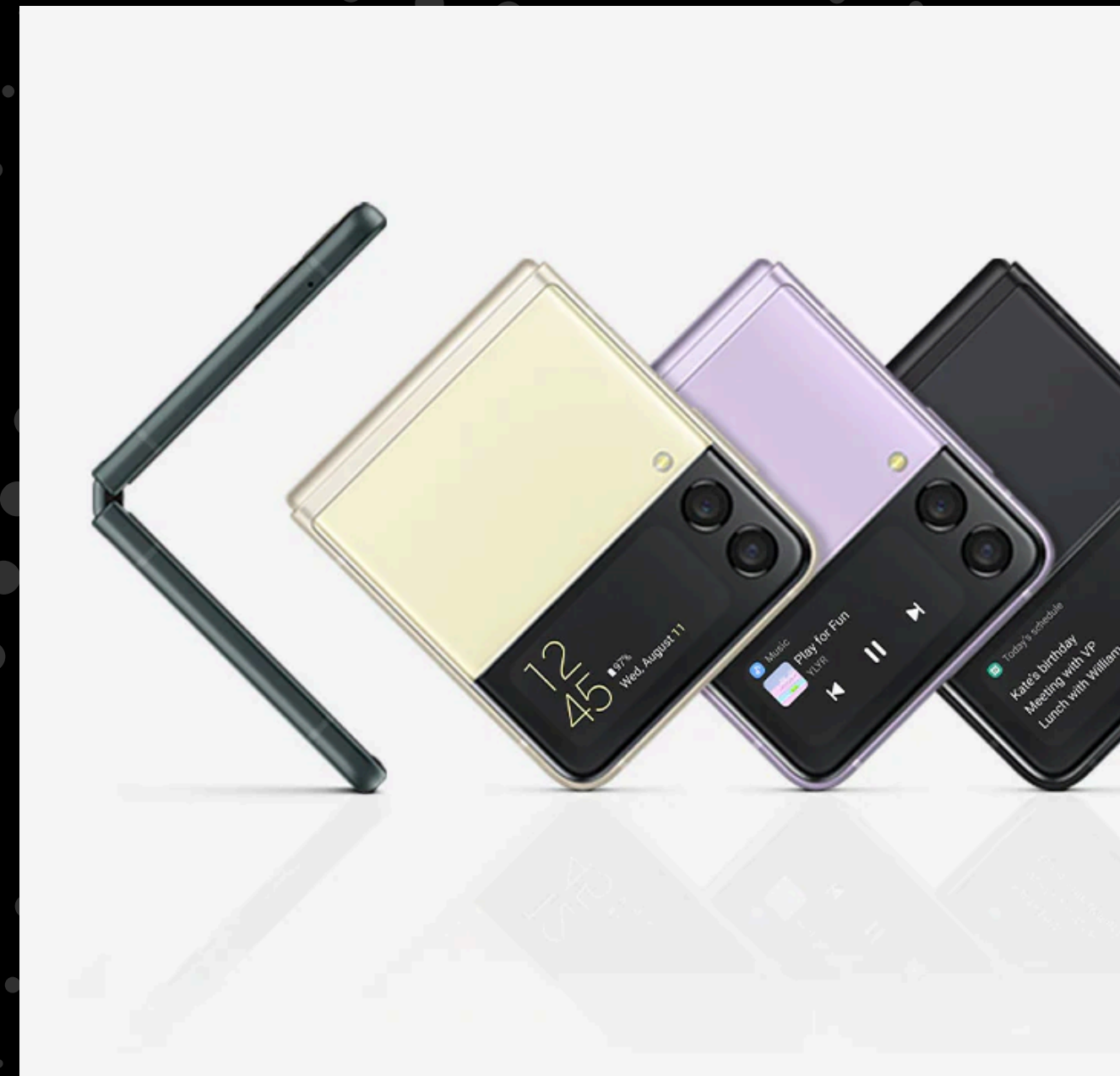
By following these execution pointers, Samsung can effectively implement its marketing strategy, driving growth and establishing a stronger market presence.

1. Innovative Product Development
2. Strategic Partnerships and Alliances
3. Diversified Product Portfolio
4. Strengthened Brand Trust and Consumer Engagement
5. Consumer Appeal
6. Performance Monitoring



Our Outcomes

1. Sales Growth
2. Revenue Growth (35% increase)
3. Market Expansion
4. Improved Customer Satisfaction
5. Improved Consumer Appeal
6. Increase in Engagement Rates
7. Increase in Conversion Rates:



Site & Search Results

- Impressions: +98.7K
- Ad Clicks: +76.6K
- Landing Page Views: +31.9K
- Unique Impressions: +51K



Results

Our data-driven social media marketing strategy massively improved Samsung's social media presence, engagement, and conversion rates.

The results we got with Samsung were incredible and performed exceptionally well.

Results

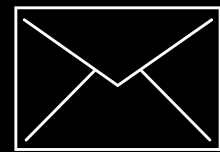
+37% Increase in Average Engagement Time on Site

+54% Rise in the Number of Engaged Sessions per User

+35% Boost in Organic Search Traffic to Product Pages

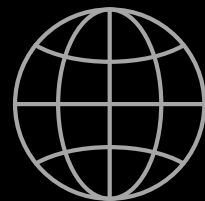
21 Non-brand keywords have climbed to a top 10 position in Google search results

Get *In* Touch



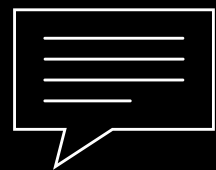
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