

Case Study

360.9% ↑
Increase

Facebook Page Likes

1220% ↑
Increase

Facebook post Impressions

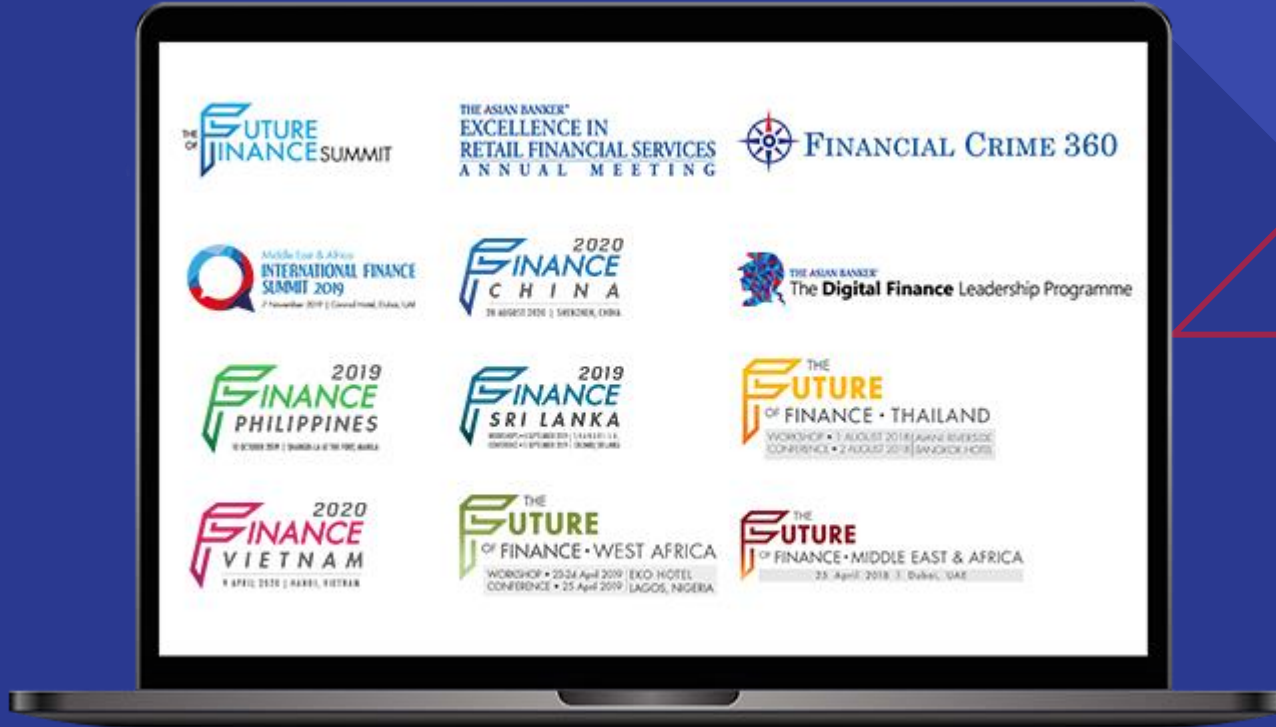
387.5% ↑
Increase

Website New Users

222.7% ↑
Increase

Instagram Followers

About TAB



- Event Organizer
- News and Media Website
- Financial Service
- Podcaster/Interviewer



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Services Offered by DriveIT Digital

- **Website Designing**
- **Website Development**



**Designed and
Developed
56+ websites**



Social Media Optimization

Managing Facebook, LinkedIn, Twitter, Instagram, SoundCloud, Podbean, and Spotify



Social Media Marketing

Reduced cost per like, cost per click; increased traffic



Online Reputation Management

Wikipedia page, Got the Facebook page verified



OFF Page SEO



Google Ads



ON Page SEO

Initial Challenges

- To improve the engagement score
- Improve followers rate
- Optimizing websites (user friendly, web page speed score, etc.)
- Promoting all online and physical events
- Run ads on targeted audience
- Increase website traffic with lower bounce rate
- Generate leads
- Live viewers for online events





Facebook and Instagram

360.9% ↑
Increase

Facebook Page Likes

1220% ↑
Increase

Facebook post Impressions

227% ↑
Increase

Instagram Followers

940.5% ↑
Increase

Instagram Reach

- Sharing posts in relevant groups
- Tag people and organization which are in the articles
- Use relevant hashtags on posts
- Run ads on post and Event to the targeted audience
- Build community on Instagram
- Increase reach/impressions on Facebook and Instagram
- Reduced cost per page like by 7042%





LinkedIn & Websites

109.8%

Increase



LinkedIn Page Followers

67.4%

Increase



LinkedIn post Impressions

140.7%

Increase



Website Users

387.5%

Increase



Website New Users

107%

Increase



Website Sessions

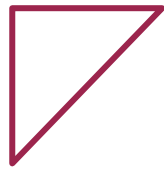
37%

Increase



Bounce Rate





Managed

50+

Websites

Facebook Page reach up to

156k

in a month

Reduced cost per like

7042%



Organic Post Reach

The Asian Banker Published by Drive It Digital · 29 January at 12:29 · 🌐

NCB and Banque Misr are strongest in the Middle East and Africa as peers deliver weaker performance amid heightened stress

Read the full article at <https://bit.ly/3t5VvXw>

[The National Commercial Bank - Alahlincb](#) [Banque Misr](#) [Qatar National Bank Standard Bank Group...](#) See more

Performance for your post

4532 People reached

82 Likes, comments and shares

80 Post clicks

0	15	65
Photo views	Link clicks	Other Clicks

NEGATIVE FEEDBACK

0	0
Hide all posts	Hide post
0	0
Report as spam	Unlike Page

82 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION [View Breakdown](#)

4532	4434	143
Total reach	Organic reach	Paid reach
4800	4649	151
Total impressions	Organic impressions	Paid impressions

Organic Post Reach

The Asian Banker Published by Drive It Digital · 20 January · 🌐

Absa Bank infused a new sense of ownership and growth after split with Barclays group

Read the full article at <https://bit.ly/2XXehSA>

[Absa South Africa](#) [Absa Bank Kenya](#) ... See more

Performance for your post

9918 People reached

42 Likes, comments and shares

45 Post clicks

0	31	14
Photo views	Link clicks	Other Clicks

NEGATIVE FEEDBACK

0	1
Hide all posts	Hide post
0	0
Report as spam	Unlike Page

42 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION [View Breakdown](#)




9918	9918	0
Total reach	Organic reach	Paid reach
10191	10191	0
Total impressions	Organic impressions	Paid impressions

THEASIANBANKER.COM



Absa Bank infused a new sense of ownership and growth after split with Barclays group

You and 36 others 1 comment 1 share



Organic Post Reach

TAB The Asian Banker 
Published by Drive It Digital · 12 January ·  · 

\$18 billion Gojek-Tokopedia merger brewing after talks with Grab hit a snag
Read the full article at <https://bit.ly/3qcQWZ2>
Tokopedia and Gojek are reportedly in merger discussion ahead of a planned public listing in Indonesia and the United States... [See more](#)



THEASIANBANKER.COM
\$18 billion Gojek-Tokopedia merger brewing after talks with Grab hit a snag

  You and 48 others 1 share

Performance for your post

6392 People reached

50 Likes, comments and shares

25 Post clicks

0 Photo views | 10 Link clicks | 15 Other Clicks

NEGATIVE FEEDBACK




0 Hide all posts | 0 Hide post
0 Report as spam | 0 Unlike Page

50 Likes, comments and shares



BRANDED CONTENT DISTRIBUTION View Breakdown

6392 Total reach	6392 Organic reach	0 Paid reach
6488 Total impressions	6488 Organic impressions	0 Paid impressions



Organic Post Reach

TAB The Asian Banker 
Published by Drive It Digital · 30 December 2020 ·  · 

Standard Chartered Kenya is Most Recommended Retail Bank in Africa: Nedbank, Capitec Bank, CalBank PLC, and GTBank lead multiple consumer rankings
Read the Full article at: <https://bit.ly/38LaVaf>
Customers decide which banks in the Africa region stood out from the rest and were most helpful during COVID-19 following the result of the Bank Quality Consumer Survey and Rankings for 2020... [See more](#)



THEASIANBANKER.COM
StanChart Kenya is Most Recommended Retail Bank in Africa; Nedbank, Capitec Ban...

   You and 14 others 1 share

Performance for your post

6436 People reached

27 Likes, comments and shares

39 Post clicks

0 Photo views | 15 Link clicks | 24 Other Clicks

NEGATIVE FEEDBACK

0 Hide all posts | 0 Hide post
0 Report as spam | 0 Unlike Page

27 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION View Breakdown

6321 Total reach	6436 Organic reach	0 Paid reach
6321 Total impressions	6321 Organic impressions	0 Paid impressions

Ads The Asian Banker (148538405172491...

Updated just now

Discard Drafts

Review and publish



Facebook Ads Manager

Save Clear

1 May 2023 11 May 2023

Resource centre

Campaigns

1 selected

Ad sets

1 selected

Ads for 1 Ad set

+ Create

Duplicate

Edit



Preview

Rules

View Setup



Reports

<input type="checkbox"/>	Ad name	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...
<input type="checkbox"/>	The Asian Banker (148538405172491...)	28-day click o...	5,348 Page Likes	122,432	200,692	₹1.01 Per Page Like	--	--
<input type="checkbox"/>	The Asian Banker (148538405172491...)	28-day click o...	5,363 Page Likes	122,560 People	201,335 Total	₹1.02 Per Page Like	--	--

Overview

Ads

Followers

Likes

Reach

Page views

Actions on Page

Posts

Branded content

Events

Videos

Stories

People

Messages

Orders

Actions on Page

28 January - 24 February

Total actions on Page ▲302%



Page Views

28 January - 24 February

Total Page views ▲142%



Page previews

28 January - 24 February



We have insufficient data to show for the selected time period.

Page Likes

28 January - 24 February

Page likes ▲189%



Post reach

28 January - 24 February

People reached ▲221%



Story reach

28 January - 24 February

Get story insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

Recommendations

28 January - 24 February



We have insufficient data to show for the selected time period.

Post engagement

28 January - 24 February

Post engagement ▲361%



Videos

28 January - 24 February

3-second video views ▲142%





Thanks



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