

# Digifish3

Mozaty Case Study





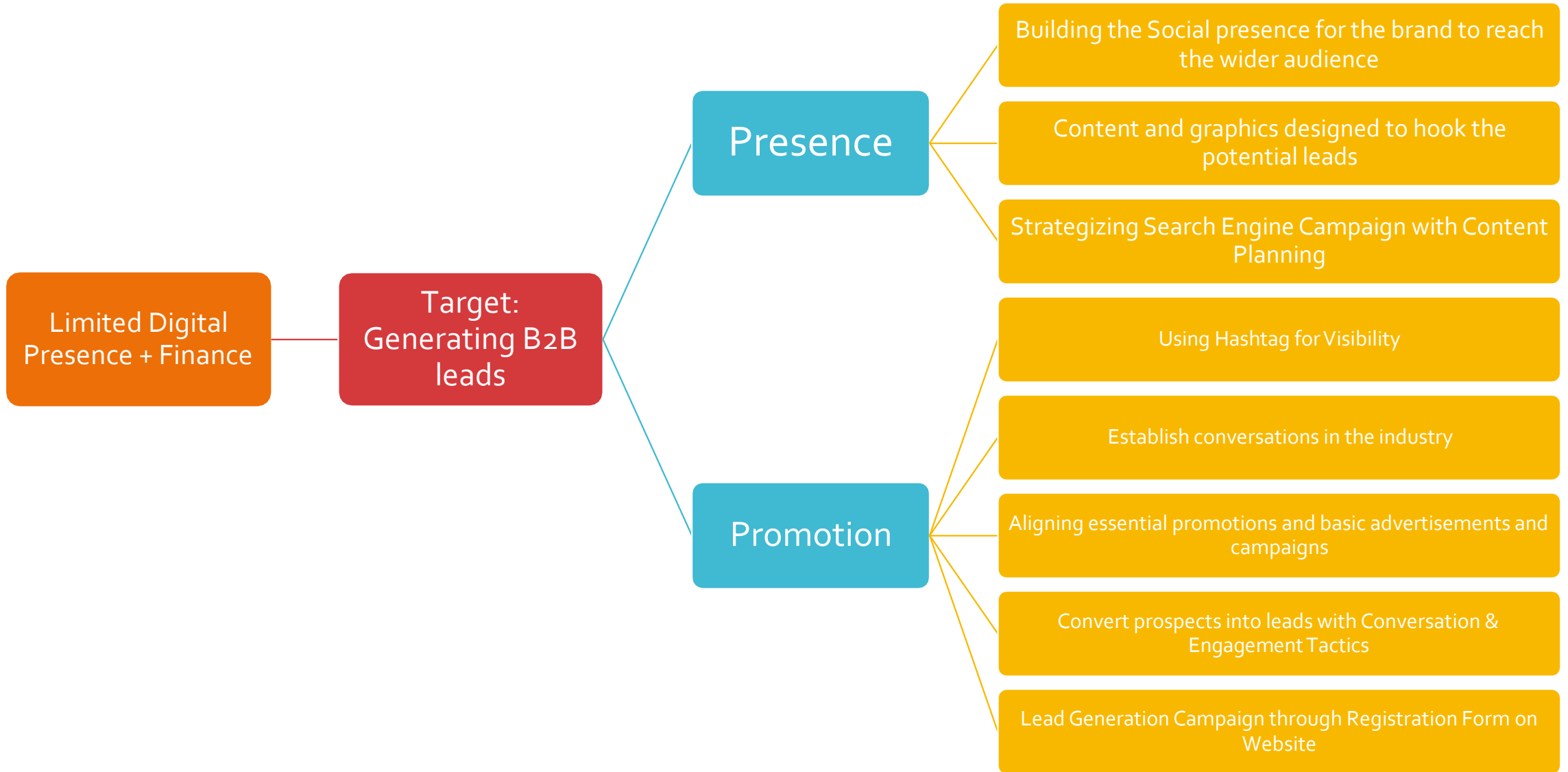
# Mozaty

## Overview

- Online library of a visual pitch of experts in Advertising, Branding and Communications.
- Help to take an informed decisions based on genuine ratings by professionals

# 5 Key Expectations from Digifish3

- Mozaty wanted an agency that could help them establish the Brand with limited financial resources and generate leads.
- Communicating the Brand story as one-of-a kind solution, different from their competitor was critical.
- Establishing Brand in the Market
- Professional Creatives and Thought Provoking Content
- Generating B2B leads from Digital Platform



Limited Digital Presence + Finance

Target: Generating B2B leads

Presence

Building the Social presence for the brand to reach the wider audience

Content and graphics designed to hook the potential leads

Strategizing Search Engine Campaign with Content Planning

Promotion

Using Hashtag for Visibility

Establish conversations in the industry

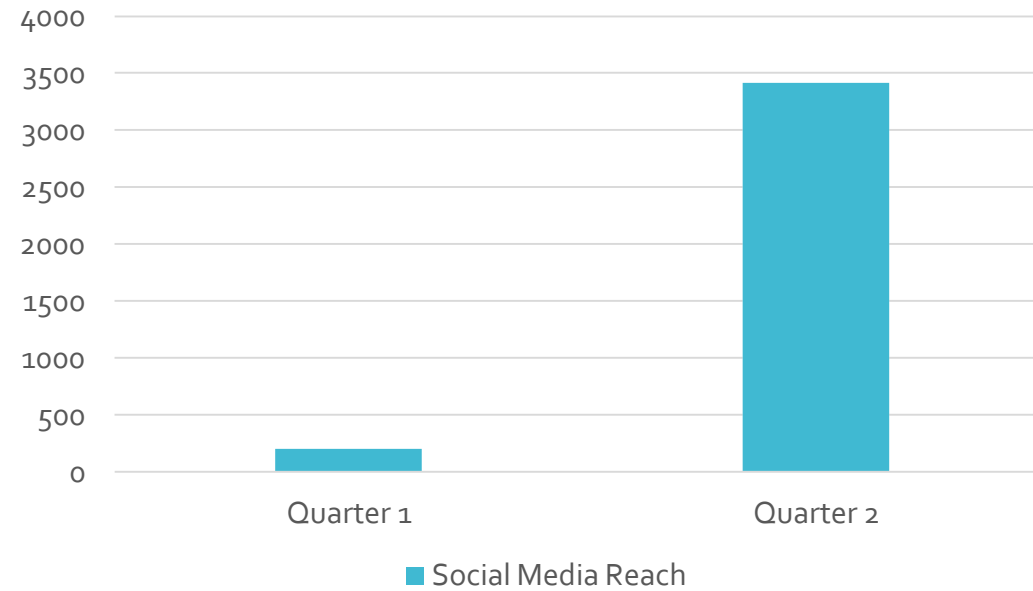
Aligning essential promotions and basic advertisements and campaigns

Convert prospects into leads with Conversation & Engagement Tactics

Lead Generation Campaign through Registration Form on Website

# Digifish3 Deliverables

## Social Media Reach



8 keywords were positioned on page 1 of SERP

Content and graphics were appreciated across the connects

Aligning essential promotions and basic advertisements and campaigns



**DIGIFISH3**  
Become Global Digitally