



SEVEN BOATS™
Sail on it. Grow with it.

Facebook Campaign & Fan Page Management of Pran Frooto India - A Social Media Case Study -

A Brief about “PRAN”

‘PRAN’ has started its operation in 1981 as fruit & vegetable processors in Bangladesh. Over the years, the company has not only grown in stature but also contributed significantly to the overall socio-economic development of Bangladesh. Today “PRAN” is one of the most admired food & beverages brands among millions of people in more than 106 countries of the world where PRAN Products are regularly being exported. PRAN is currently producing more than 200 food products under 10 different categories i.e. Juices, Drinks, Mineral Water, Bakery, Carbonated beverages, Snacks, Culinary, Confectionery, Biscuits & Dairy.

URL: <http://www.pranfoods.net>

Why have They Sought Our Help?

- 1) For competing in fruit drink segment with established brands like Mazaa, Frooti & Slice, initially penetrating market through North-East India & West Bengal market
- 2) Facebook brand building
- 3) For gaining market share through social media activity, targeting youth.

Analysis We have Done to Formulate the Recommendations

1. Analyzing current status of Facebook page
2. Social Media Benchmarking
3. Competition Research
4. Defining Target Groups & Location
5. Defining USPs



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6. Implementation phase analysis, feasibility study, planning alternative solutions & preparing recommendations for implementation

What We have Recommended

- 1) Regular creative posts on page maintaining a monthly content calendar for engaging fans
- 2) Target youth aged 18 - 40 years in locations like Kolkata (West Bengal), Guwahati, Agartala, etc.
- 3) Increasing number of fans for building brand value & trust
- 4) Reaching out to more & more people
- 5) Doing youth focused campaigns for more people to know & talk about the brand

The client has accepted all our recommendations & given us go ahead with the strategy

Our Challenges

1. Engaging fans on a page that has not been regularly active
2. Improving the poor page response management
3. Increasing the page response rate high with regular monitoring
4. Irregular flow of project fund for various technical issues

The KPIs of the Project & How We are Monitoring

- 1) Increase number of Fans
- 2) Reach more people
- 3) Improve engagement with fan page (like, share, comments)
- 4) Maintain page response rate always above 90%

We are monitoring the KPIs from Facebook Insight & using other apps & tools for meeting the KPIs

A Glimpse of Our Works for Pran Frooto India



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Facebook Page of Pran Frooto India: <https://www.facebook.com/PRANFrooto.in/>

Campaign 1: Valentine's Day Campaign

Campaign Description: "Love with Frooto" is the campaign we have designed and done the creatives inviting people to share "Love Quote" & "Like" Pran Frooto India Facebook page

Objectives: 1) Reaching out to more people

2) Increasing engagement

3) Keeping the page response rate above 100%

[Campaign Creatives, Reach & Engagement Snapshots](#)



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PRAN Frooto India
Published by Biplab Das [?] · February 2 at 6:00pm · 🌐

This Valentine's Day, Gift your loved one the Best Ever Surprise - A Fabulous Trip to THAILAND!! Just Like Our Page & Share your Love Quote in 50 Words. Everyday 100 early bird love quotes with page likes will win Rs 10 FREE MOBILE RECHARGE till 14th Feb 2016. #pranfrooto #love #valentinesday

44,417 people reached [View Results](#)

6.1K Likes 30 Comments 24 Shares

Like Comment Share

44,417 People Reached		
6,273 Likes, Comments & Shares		
6,190 Likes	6,138 On Post	52 On Shares
59 Comments	48 On Post	11 On Shares
24 Shares	24 On Post	0 On Shares
557 Post Clicks		
271 Photo Views	0 Link Clicks	286 Other Clicks
NEGATIVE FEEDBACK		
2 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

PRAN Frooto India
Published by Biplab Das [?] · February 8 at 6:52pm · 🌐

LOVE WITH FROOTO CONTEST :
What you need to do?
1. Like Our Page... See More

27,605 people reached [Boost Post](#)

5.3K Likes 11 Comments 6 Shares

Like Comment Share Chronological

View 9 more comments

Saddam Mali
I Love you
Unlike · Reply · Message · 1 · February 11 at 12:55am

Arka Prabh Saha Love! Love! Love! Everything is depends on love Without love nothing is possible so do anything with love u can achieve that thngs.
Unlike · Reply · Message · 1 · February 11 at 2:29am

27,605 People Reached		
5,408 Likes, Comments & Shares		
5,382 Likes	5,339 On Post	43 On Shares
17 Comments	14 On Post	3 On Shares
9 Shares	7 On Post	2 On Shares
381 Post Clicks		
221 Photo Views	0 Link Clicks	160 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	



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PRAN Frooto India
Published by Dipab Das | February 2 at 6:02pm

This Valentine's Day, Gift your loved one the Best Ever Surprise - A Fabulous Trip to THAILAND!! Just Like Our Page & Share your Love Quote in 50 Words. Everyday 100 early bird love quotes with page likes will win Rs 10 FREE MOBILE RECHARGE till 14th Feb 2016.
#pranfrooto #love #valentinesday



44,417 people reached

Like Comment Share

You, Debajyoti Banerjee, Lisa Das, Chandra Gupta and 6.1K others

24 shares

PRAN Frooto India Just LIKE our Page and POST Your Feelings, Thoughts or story about LOVE within 50 Words on our Page and WIN Rs. 10 Mobile Recharge instantly !!!
BEST LOVE POST will Win A FREE TRIP to THAILAND for TWO
So, Why Waiting ??... See More
Like · Reply · Commented on by Mihir Chitrn | February 3 at 12:32pm

TA He love you Pran Frooto, I really enjoy ur every drop, in my opinion its da best Mungo Drink among all mungo drink, #pranfrooto #love #valentinesday
Unlike · Reply · See Response · Commented on by Mihir Chitrn | February 3 at 10:41am

PRAN Frooto India Hi TA He,
Thank You for sharing this wonderful message. Please like our Facebook Page and Message your Name and Mobile Number on Pran Frooto Page to claim free mobile recharge and also get a chance to win Thailand Trip with your loved one.
Like · Reply · Commented on by Deep Chatterjee | February 3 at 11:05am

PRAN Frooto India Hi Al,
To participate in the Valentine's Day campaign please Like Facebook Page of PRAN Frooto India. After that Share one Love RELATED Post under 50 Words in our page <https://www.facebook.com/search/top/?q=PRAN%20Frooto%20India> to claim free mobile... See More
Like · Reply · Commented on by Dipab Das | February 3 at 12:29pm

Angal Jenny I love it
Unlike · Reply · Message · Commented on by Dipab Das | February 3 at 12:50pm

PRAN Frooto India Thank You for sharing this wonderful message. Please like our Facebook Page and Message your Name and Mobile Number on Pran Frooto Page to claim free mobile recharge and also get a chance to win Thailand Trip with your loved one.
Like · Reply · Commented on by Deep Chatterjee | February 3 at 12:53pm

PRAN Frooto India
Published by Dipab Das | February 3 at 6:52pm

LOVE WITH FROOTO CONTEST :
What you need to do?
1. Like Our Page... See More



27,605 people reached

3.3K 11 Comments 6 Shares

Like Comment Share Chronological

Moullum Khan Pyar kame wale pyar karte hai lekhan ham to pehle kisi ko pyar me pagal hoga hu ham jiske pyar me pagal hu wo badi ka nambur mujhe nahi miltaha he kya karo
Unlike · Reply · Message · Commented on by Dipab Das | February 3 at 7:51pm

Priya Sadhukhan #FrootoLove
"The best and most beautiful things in this... See More
Unlike · Reply · See Response · Commented on by Dipab Das | February 3 at 2:27am

PRAN Frooto India Thank You for sharing this wonderful message. Please like our Facebook Page and Message your Name and Mobile Number with Mobile Network Provider's Details (E.g.- Airtel/Vodafone /Aircel/BSNL) and Location (City, State) in our inbox to claim free mobile recharge and also get a chance to win Thailand Trip with your loved one.
Like · Reply · Commented on by Deep Chatterjee | February 3 at 10:10am

Shi Pankaj
Like · Reply · Message · February 3 at 2:40am

Wanbok Petralan " If you love your Girlfriend, you cant ignore #FrootoLOVE and feel the Love
Unlike · Reply · See Response · Commented on by Dipab Das | February 3 at 5:23pm

PRAN Frooto India Thank You for sharing this wonderful message. Please like our Facebook Page and Message your Name and Mobile Number with Mobile Network Provider's Details (E.g.- Airtel/Vodafone /Aircel/BSNL) and Location (City, State) in our inbox to claim free mobile recharge and also get a chance to win Thailand Trip with your loved one.
Like · Reply · Commented on by Deep Chatterjee | February 3 at 5:23pm

Abhijit Ghosh #FrootoLove
" love is beautiful things... See More
Unlike · Reply · See Response · Commented on by Dipab Das | February 10 at 12:10am

PRAN Frooto India Thank You for sharing this wonderful message. Please like our Facebook Page and Message your Name and Mobile Number with Mobile Network Provider's Details (E.g.- Airtel/Vodafone /Aircel/BSNL) and Location (City, State) in our inbox to claim free mobile recharge and also get a chance to win Thailand Trip with your loved one.
Like · Reply · Commented on by Deep Chatterjee | February 10 at 10:55am

Soumyadeep Mandal "We're all a little weird, and life's a little weird. And when we find someone whose weirdness is compatible with ours, we join up with them and fall in mutual weirdness and call it love..." #FrootoLove
Unlike · Reply · Commented on by Dipab Das | February 10 at 2:00pm



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Campaign 2: Asia Cup T20 Tournament

Campaign Description: We have designed this campaign to engage more & more cricket loving youth with the brand page

- Objectives:
- 1) Reaching out to more people of our target group
 - 2) Engage people to start talking about Pran Frooto
 - 3) Keeping the page response rate above 100%

PRAN Frooto India
Published by Diplo Das (1) · February 23 at 5:01pm · 🌐

All set for ACC #T20AsiaCup #IndiaVsBangladesh ??
Game 1, Wednesday, 24 February, 7:00 PM.
Who's your favorite to win this encounter?
#GuessTheWinner #Frooto

15,647 People Reached

1,741 Likes, Comments & Shares

1,711 Likes	1,094 On Post	17 On Shares
28 Comments	27 On Post	1 On Shares
2 Shares	1 On Post	1 On Shares

196 Post Clicks

109 Photo Views	0 Link Clicks	87 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

15,647 people reached [Boost Post](#)

Yas, Liza Das, Karan Das, Siddam Sr and 1.6K others · 24 Comments · 1 Share

Like Comment Share Chronological

- Mozaffar Khan INDIA WILL WIN
Unlike · Reply · Message · 1 · February 23 at 9:49pm
- Kunal Mandal Indiasssss
Unlike · Reply · Message · 1 · February 23 at 9:53pm
- Shritam DasadHikar 100% INDIA
Unlike · Reply · Message · 1 · February 23 at 9:54pm
- Pankaj Sahani India
Unlike · Reply · Message · 3 · February 23 at 9:53pm
- Debagiri Kalita Nyt
Unlike · Reply · Message · 1 · February 23 at 9:58pm
- Debasmita Naskar India Will Win #Frooto #GuessTheWinner #T20AsiaCup
Unlike · Reply · Message · 2 · February 24 at 12:15pm
- Subham Saha India
Unlike · Reply · Message · 1 · February 24 at 1:46pm
- Nekib Hassan जय "DIGITAL INDIA" से शुरू है...
और हर ईंट हमारे इरादे...
और मुझे वो से इरादे का रंग हीरे...
... See More
Go Translation



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PRAN Frooto India
Published by Deep Chatterjee [?] · February 26 at 1:18pm · 🌐

#FinalBeforeFinal . Bleed Blue !!! It's Clash of Titans !!! #India Vs #Pakistan #AsiaCup, Saturday, 27 February, 7:00 PM.

64,206 people reached

4.9K

93 Comments 33 Shares

View previous comments

Pradip Sen I love india pakistan gobak
Like Reply See Response 1 · Yesterday at 12:55am

Sik Indiyaa Aam Sunash Raina 100 Run mnage aur india jeejaga
Like Reply See Response 2 · Yesterday at 1:45am

Sarav Mandal INDIA WIN
Like Reply See Response 1 · Yesterday at 2:35am

Md Ehsab Plaza p k
Like Reply See Response 1 · Yesterday at 4:23am

Mukti Purkait Pakistan r banta jpa fra dho...
Like Reply See Response 1 · Yesterday at 5:06am

Ripen Mallik india my best
Like Reply See Response 1 · Yesterday at 6:22am

Ravi Sharma I love my india
Like Reply See Response 1 · Yesterday at 6:25am

Soham Ray india india india india
Like Reply Message 1 · Yesterday at 6:56am

Papal Saha india
Like Reply Message 1 · Yesterday at 7:02am

Michael Henderson IND
Like Reply Message 1 · Yesterday at 7:28am

Rajat Choudhary INDIA
Like Reply Message 2 · Yesterday at 7:35am

Debasmita Majhi I love you my..... INDIA...
Like Reply Message 1 · Yesterday at 7:51am

Ritik Ghoshal india
Like Reply Message 1 · Yesterday at 8:16am

Ripen Skill india has a captain who ven the match any where any position, his name is MS Dhoni. This is the difference between india & pakistan

PRAN Frooto India
Published by Deep Chatterjee [?] · February 26 at 1:18pm · 🌐

#FinalBeforeFinal . Bleed Blue !!! It's Clash of Titans !!! #India Vs #Pakistan #AsiaCup, Saturday, 27 February, 7:00 PM.

64,206 people reached

4.9K

93 Comments 33 Shares

64,206 People Reached

5,150 Reactions, Comments & Shares

5,010 Like	4,950 On Post	60 On Shares
1 Love	1 On Post	0 On Shares
3 Haha	2 On Post	1 On Shares
3 Wow	3 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
98 Comments	93 On Post	5 On Shares
33 Shares	33 On Post	0 On Shares
864 Post Clicks		
587 Photo Views	1 Link Clicks	276 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

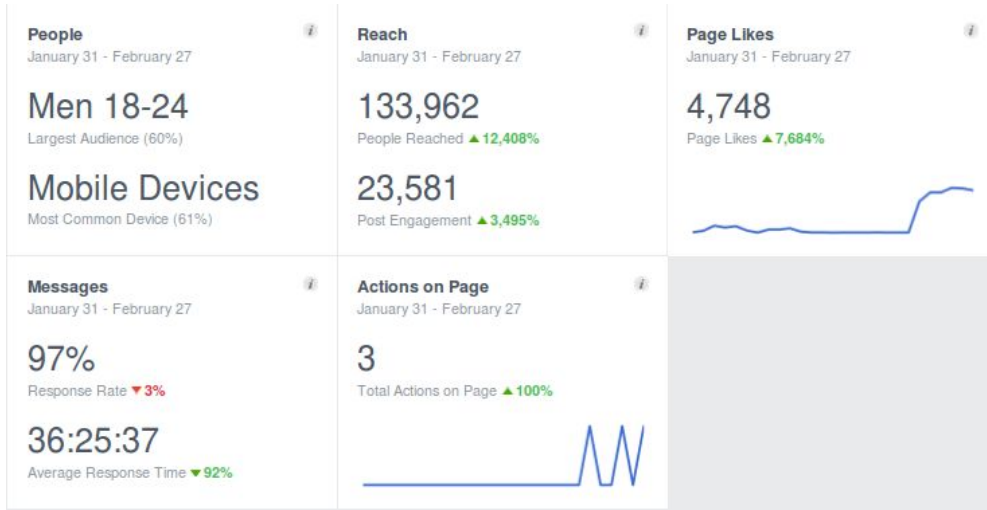
Quantifying Client's Benefits from Our Recommendation and Implementation

<< Insights are of one month activity 1-Feb to 29-Feb >>



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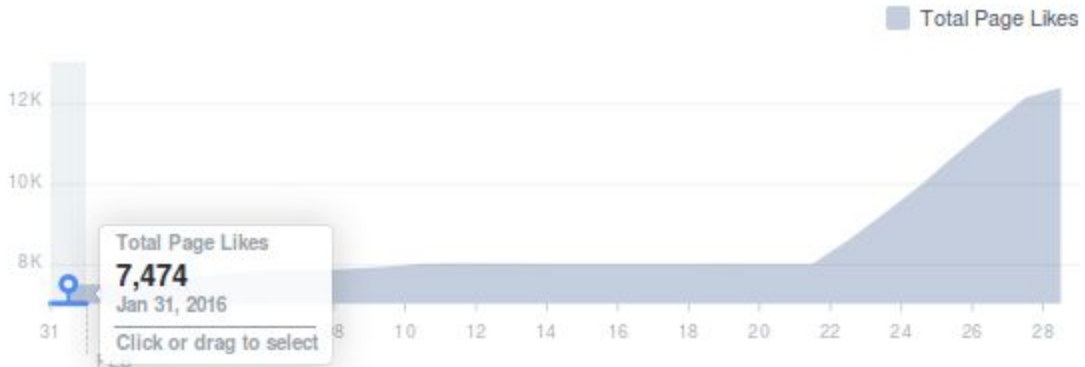
Published ▾	Post	Type	Targeting	Reach	Engagement
02/28/2016 10:32 am	 Sunday Brunch Partner!!! It's Frooto Time			14	7% 
02/27/2016 7:33 pm	 Ditch Caffeine: Opt Frooto with Friends			56	7% 
02/27/2016 6:31 pm	 #DidYouKnow? The River Brahmaputra that criss-crosses the N			65	6% 
02/27/2016 1:17 pm	 Enjoy calories don't count on weekends!!			77	4% 
02/26/2016 5:46 pm	 Fasten your seat belts !!! It's Chelsea vs Southampton. Premier Le			143	5% 
02/26/2016 5:00 pm	 Watch Tere Bin Laden or #Aligarh !! Any Time is #Frooto Time. Do			130	4% 
02/26/2016 1:18 pm	 #FinalBeforeFinal . Bleed Blue !!! It's Clash of Titans !!! #India Vs #			64.2K 	9% 
02/25/2016 8:45 pm	 #DidYouKnow? Till 1963, Northeast India consisted of Assam and			209	9% 
02/25/2016 6:36 pm	 Quote of the Day!! " Kind words are short and easy to speak, but th			469	11% 
02/25/2016 12:00 pm	 Get Ready to Laugh Out Loud with Tere Bin Laden: Dead or Alive.			39	174% 



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Total Page Likes as of Today: 12,359



Post Reach

The number of people your post was served to.

