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VUMFA

Mobi-Site Case study

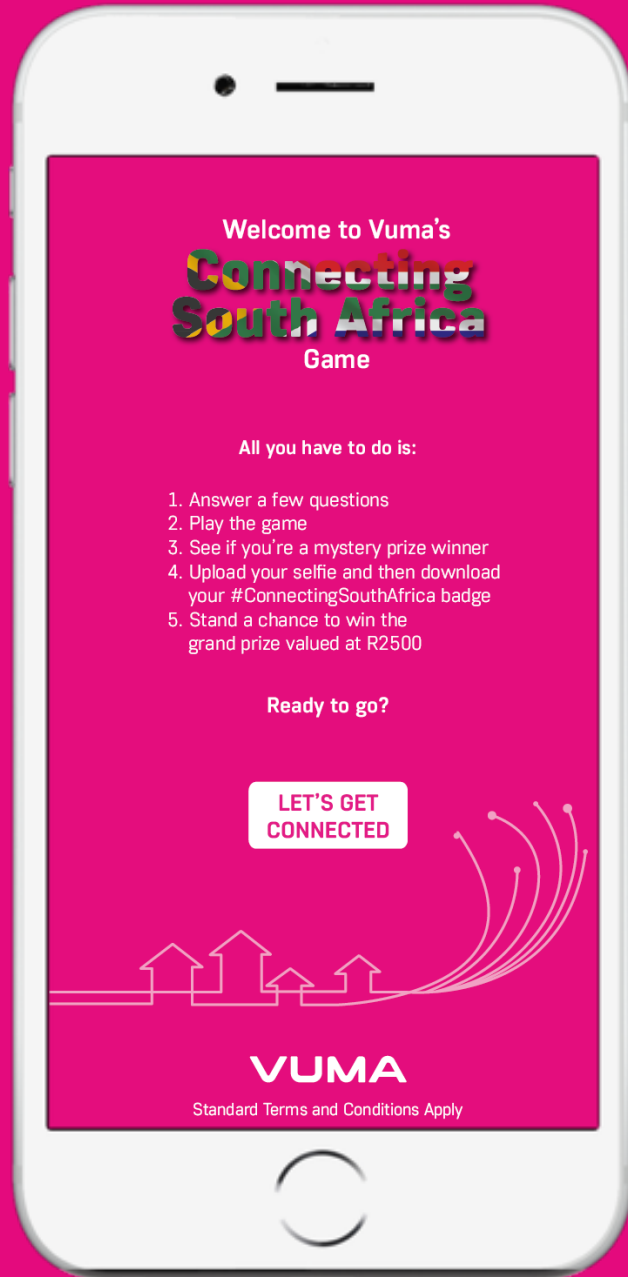


Market Research and Lead Generation

The Problem

During the height of the 2020 global pandemic, Vuma wanted to better understand the need for connectivity at home during this period as well as identify different channels for lead generation in a time when human interaction was little to non-existent.

Furthermore, in line with Vuma's vision to create a more digitally inclusive country, particularly in a time of great uncertainty, they wanted to help unify South Africans through connectivity.



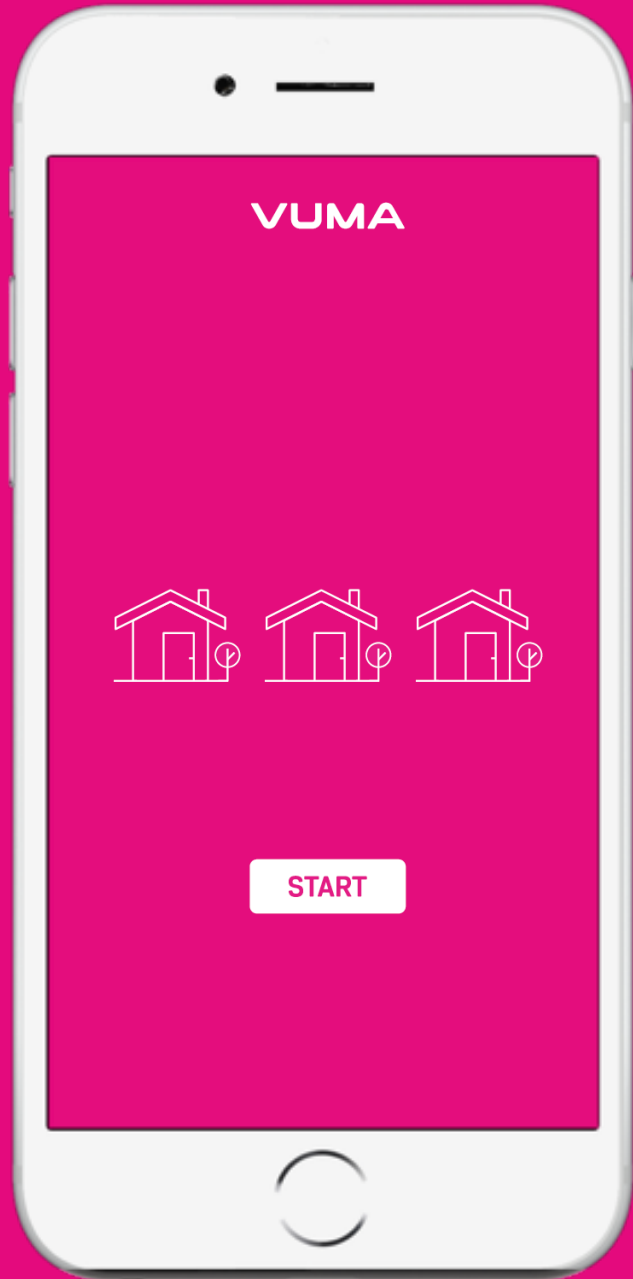
#ConnectingSouthAfrica Mobi-site Campaign

The Solution

Based on the notion of connecting South Africa while we were apart during lockdown, we devised and executed a mobi-site on behalf of Vuma, one that was designed for the purpose of; generating new leads, attaining valuable market research while encouraging brand participation and affinity.

The Vuma #ConnectingSouthAfrica Campaign primarily lived on the mobi-site whereby visitors had to travel along a digital journey and complete all sections on the site namely;

1. Fill in their details
2. Answer a series of six questions
3. Play the fibre at home game
4. Upload their at-home selfie
5. Stand a chance to win either cool weekly prizes or the grand prize of R2500



#ConnectingSouthAfrica Mobi-site Campaign

The Solution

Platform: Mobi-site

Campaign Duration: 4 weeks

Marketing: Facebook, Instagram, Twitter (paid ads and organic posts) and live events with key macro influencers (Instagram Live)

Regions: Retreat, Vosloorus, Soweto, Tshwane, Grassy Park, Blue Downs, Western Cape, Ekurhuleni, Kwa-Zulu Natal, Johannesburg, Polokwane and Bloemfontein (all key regions for fibre)

Goals: Generate at least 250 new leads for the brand



The Thinking Behind The Mobi-site

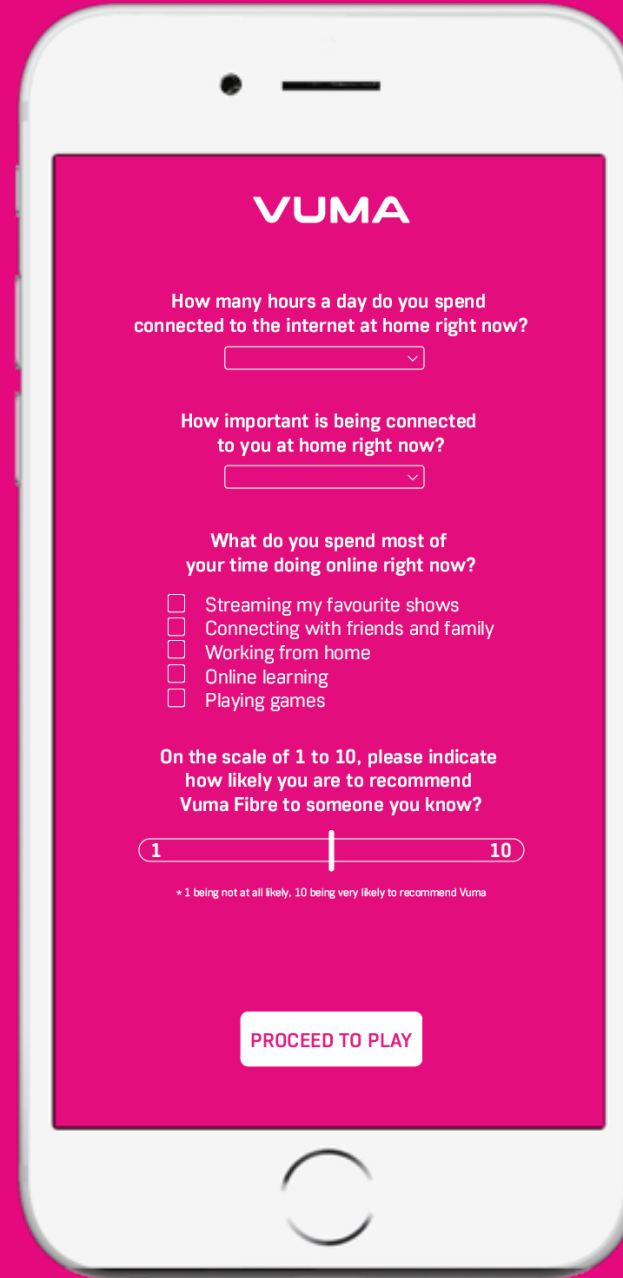
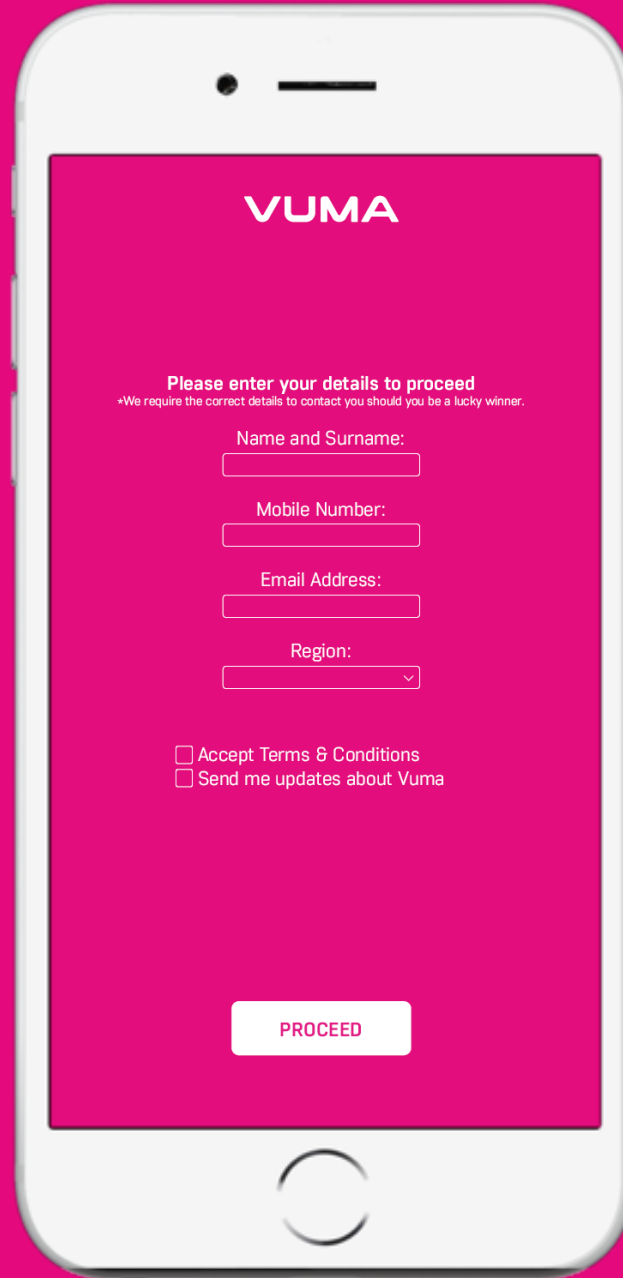
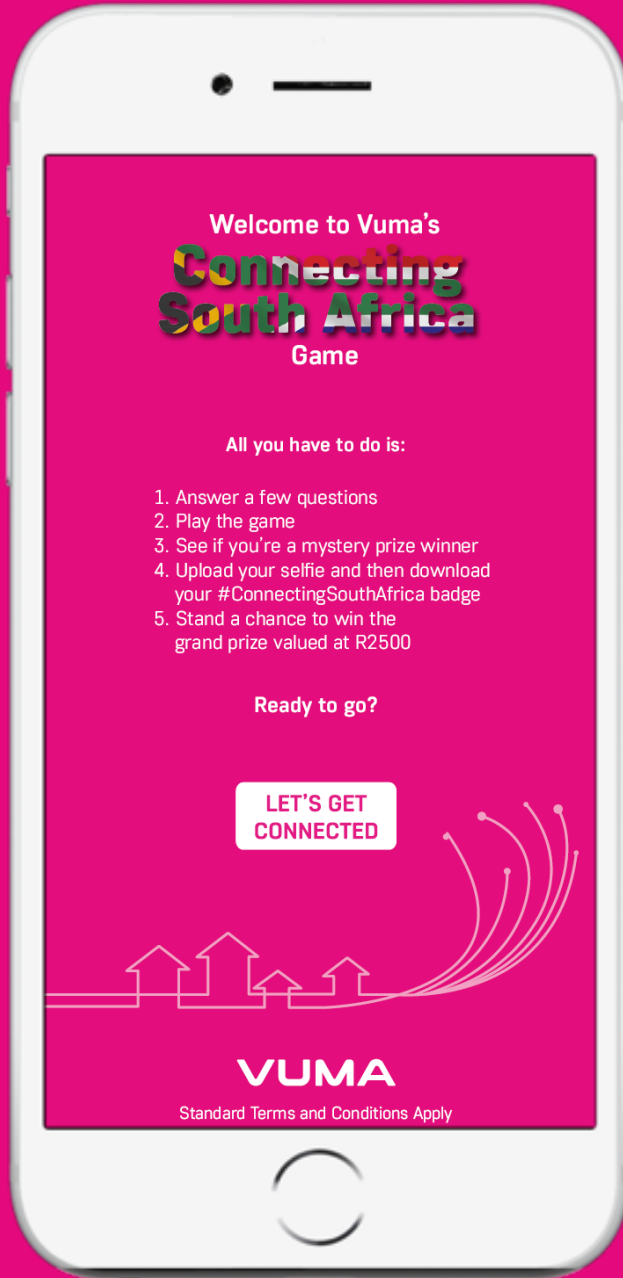
The Solution

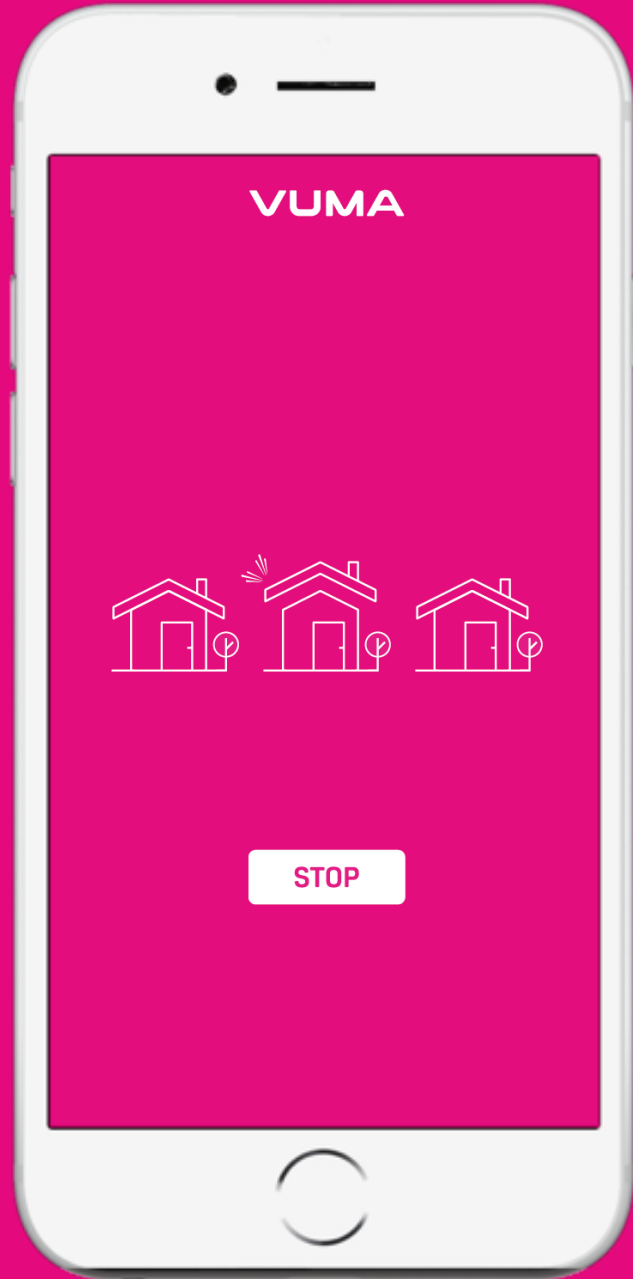
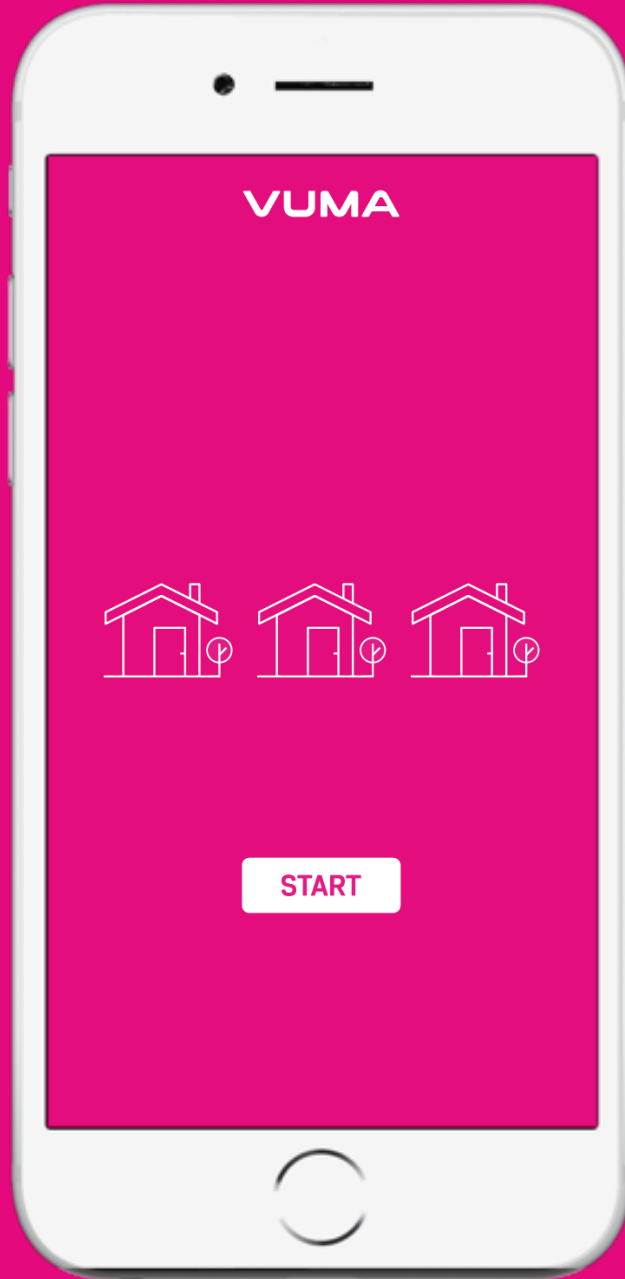
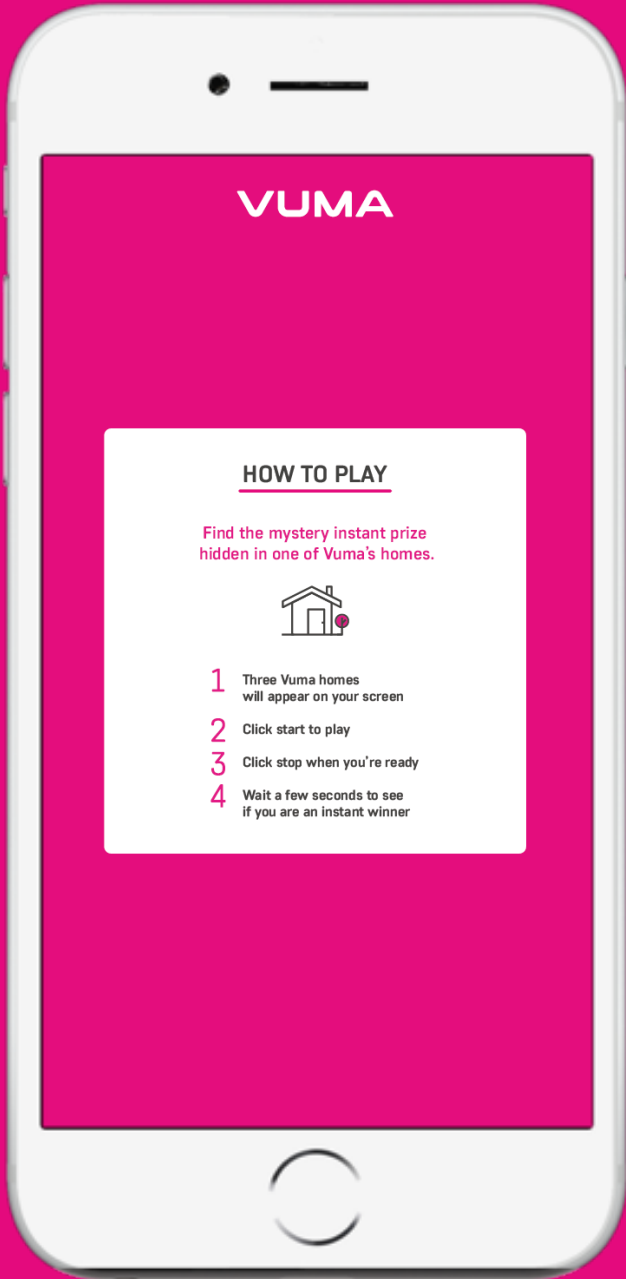
We needed to create an interactive, multifaceted platform that allowed the brand to achieve numerous objectives in one fowl swoop. A mobi-site is the perfect solution for such a task as it can be uniquely developed to encourage visitors to partake in various activity along their digital brand experience.

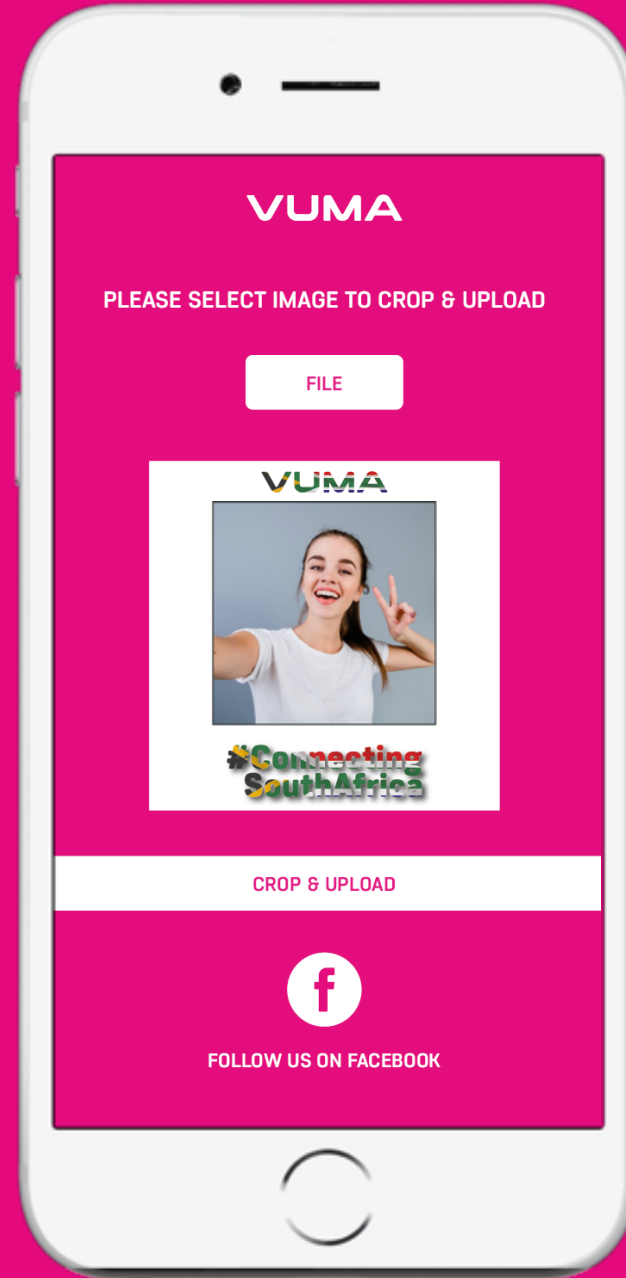
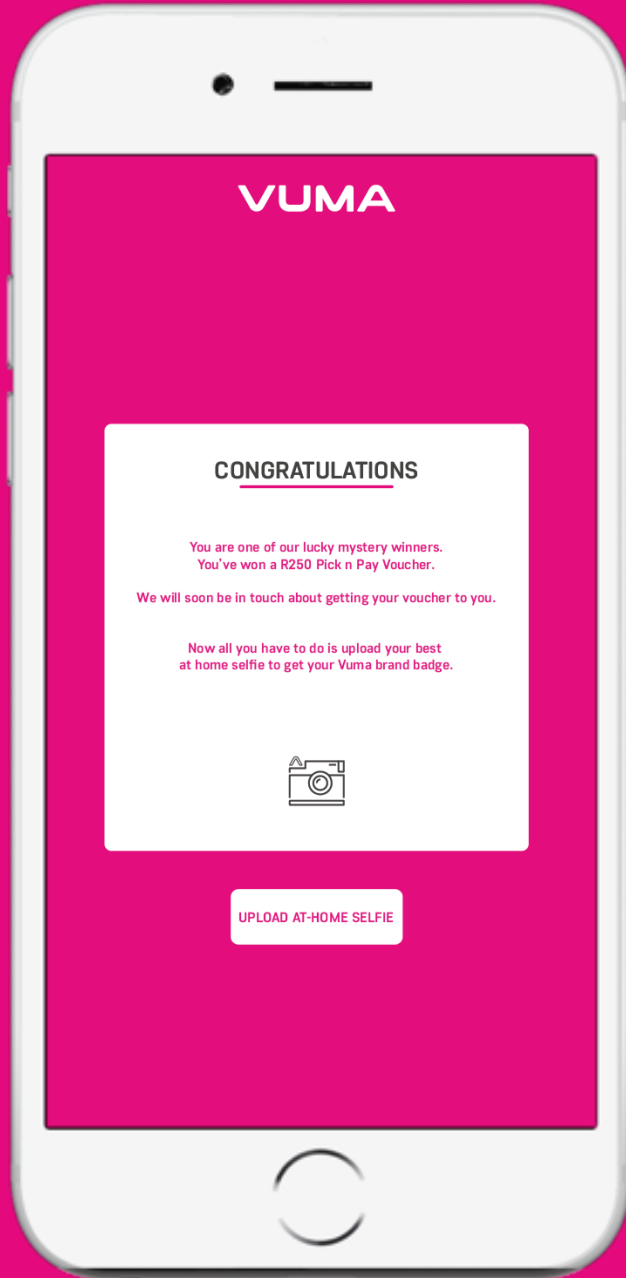
In this instance, we collected participant information, garnered data in the form of market research, let visitors play a game to win great prizes as well as upload their selfies to the platform, with the goal of connecting South Africans through connectivity.

As most South Africans access the digital world on their phones, this micro-site enabled them to participate in the campaign in space that they frequently utilised.

Link: <http://vumamobi.co.za/>







Entries

The Results

This 4 week campaign, driven purely via Vuma's social media channels, resulted in 383 qualified leads for the business. This is one of the highest achieving initiatives undertaken by the brand in order to garner new leads via one channel, in such a short period of time. Positive ROI was achieved which is what we strive for as an agency.

Total Entries: 539

Total Positive Entries: 383 (completed all questions)

Total Negative Entries: 34 (did not complete questions)

Total Unique Entries: 395 (unique cell numbers entered)

Total Duplicate Entries: 122 (duplicate cell numbers/more than 1 entry)





Thank you

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