



Case Study

Social Media Services

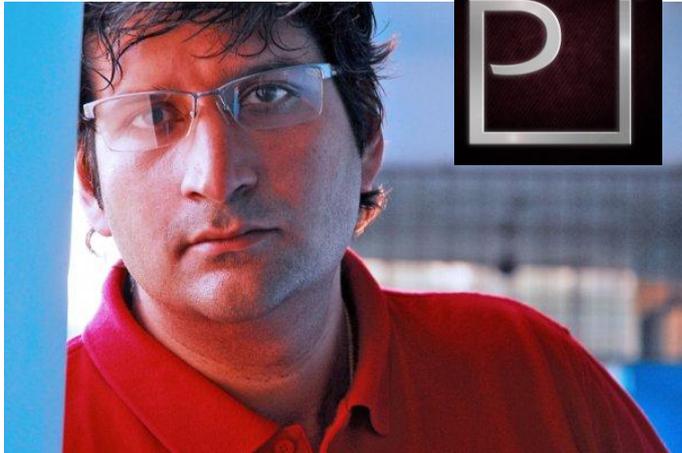
Paresh Lamba

www.scion-social.com

A social media services case study

Paresh Lamba

(The fashionable success story of social media!)



The Client:

Paresh Lamba is one of India's well-renowned fashion designers. He works hands-on with clients to create clothes that are tailor-made to suit their personalities.

His signature clothes and exclusive events are something that most fashionistas look forward to!

The Objective:

Paresh Lamba didn't have any social media presence. So, the most important objective was to build this for him.

The secondary objective was to completely re-design his website so that he can showcase his new works in a different avatar to make an effective impression.

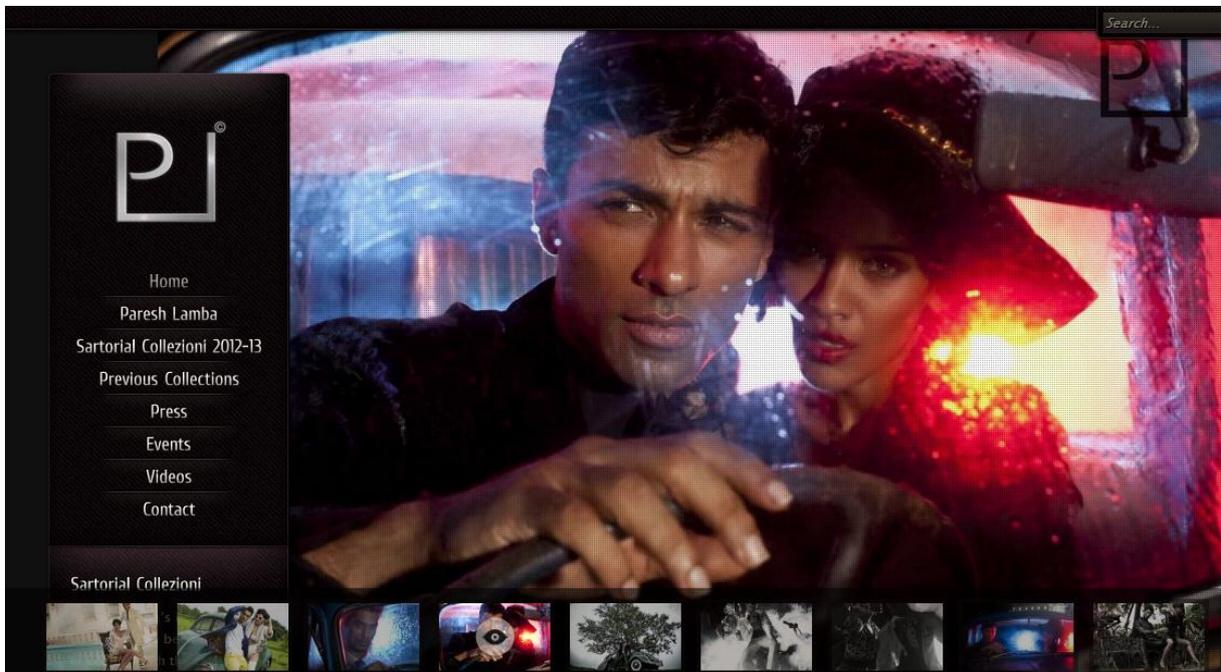
The Plan:

This is what we proposed:

- Build social media presence via Facebook and Twitter
- Create an impressive website designs and layouts
- Hold contests and increase fan base on social media networks
- Build a community for those into fashion and his customers or for people who want to know about his work
- Showcase his events online to create offline traction

The Result:

As a designer, Paresh Lamba is a perfectionist when it comes to his website and how his work is being showcased. Our ideas about the website managed to impress not only him but his fans also. The website was able to create a **'wow'** factor!



In 6 months we have managed to increase his visibility and build a **highly engaged community** of people who are constantly looking out for what's new in the fashion world.



By showcasing his events we have **increased his total social net worth!** And hence increased the number of people walking into his store.

A strong social media presence can do wonders to not just a start up but to a well-established business as well. After all, better branding generates better business!

We hope you enjoyed reading this case study! Log on to www.scion-social.com to know more about us.

Find out how effective your brand is on Social Media

**[Click here](#) to get your
FREE Social Media Evaluation!**

