



# Case Study

## Social Media Services

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**Right Selection Group**

[www.scion-social.com](http://www.scion-social.com)

## A social media services case study

# Right Selection Group

(The story of going from 1500 to 11000+ fans!)



### The Client:

A Dubai based event organiser; Right Selection is also a wholesale distributor of books on personal growth and development in the Gulf region. This company aims at promoting learning culture within organisations.

### The Objective:

In spite of a strong business background, Right Selection did not seem to have a very active social media presence.

They had a base of 1500 fans on Facebook. Reaching a larger fan base and widening the community of lifelong learners was imperative. And this was possible only through a strong social media presence. This is where Scion Social stepped in.

### The Plan:

Scion Social followed a structured social media strategy for Right Selection.

Our plan was to:

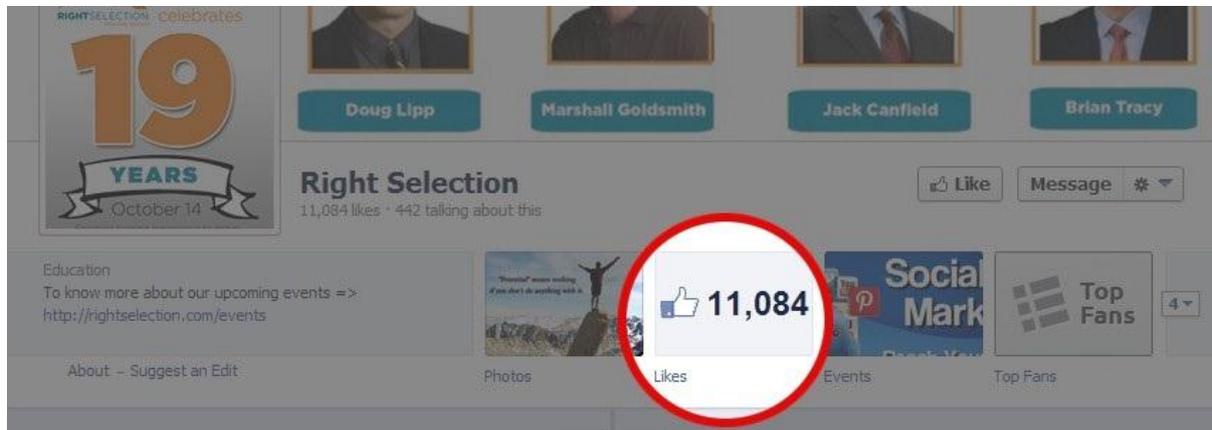
- Get more people on board and make Right Selection easily accessible and more prominent on a social media forum
- Set up a proper system to capture leads for their events

So to start promoting their events, we did the following:

- Held an online contest for our first event with the international speaker 'Brian Tracy'
- Set up an event landing page keeping everybody informed about the upcoming events
- Set up a blog page containing articles regarding personal growth and success
- Create a TV show carrying interviews of successful entrepreneurs and speakers

## The Result:

The contest we held for the 'Brian Tracy' event on Facebook led to an overwhelming increase in their fan base – from 1500 to 5000!



We also promoted events with speakers like Ron Kaufman, Marshall Goldsmith, John Gray and Jack Canfield. The fan base then reached to **11,000, in just a matter of eight months!** In fact more people heard about the 'Ron Kaufman' event thanks to our strong social media strategies and promotional activities.

By increasing traffic on their websites (by developing a larger community online) we were able to not only **increase their profitability, but we were also able to reduce their advertisement costs and other marketing costs.**

As demonstrated by the case of Right Selection Group, it is our belief that leveraging social media can help businesses reach out to their consumers more powerfully and add impact to their marketing efforts!

We hope you enjoyed reading this case study! Log on to [www.scion-social.com](http://www.scion-social.com) to know more about us.

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