



# Case Study

## Social Media Services

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### **Simply Healthy Diets**

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

## A social media services case study

# Simply Healthy Diets

(The health conscious social media story!)



**SIMPLY HEALTHY** Foods

### The Client:

Simply Healthy Diets is owned by Mitun De Sarkar who is an award winning and licensed dietician based out of Dubai who helps plan nutritional diets for people. She is known for her personalised meal delivery system.

With a B. Sc in Food Microbiology, Mitun is also a Diet & Nutritional consultant at Northwest Clinic For Diabetes & Endocrinology.

### The Objective:

In December 2012 she came to us to improve her social media presence. The objective was to increase people subscribing to her personalised diet programmes.

She had enough credibility and her work is well-known. She in fact is a diet celeb who has appeared on several TV shows. So although she had a good offline presence, a strong online presence was the need of the hour. This is where Scion Social stepped in. We wanted to showcase her work and build a community around it.

### The Plan:

This is what we proposed:

- Re-design her website completely
- Integrate an e-mail marketing system to help capture leads
- Ramp up all her social media profiles – Facebook, Twitter and Pinterest
- Blogging to generate quality traffic on her page
- Set up e-mail lead capture system and give away 80 days of free healthy tips

## The Result:

We enhanced all her social media profiles and set up a brand new website for her, making sure branding was consistent throughout all platforms. We also managed to showcase her already existing credibility and build a community around it.

The e-mail marketing system set up gave away **free diet and health tips for 80 days** to people who subscribed to her program. By doing this we were able to build her social proof.

We also ran ads and campaigns targeting people in UAE and were able to increase traffic on her Facebook page.



**Her clientele instantly increased by a whopping 63% in just 5 months from several hundred leads generated! This was purely through the power of social media.**

With an active social media presence, one can reach new heights in their venture as shown in the case of Simply Healthy Diets.

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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