

# NGO (Branding, Promotion & Social Media Virality)

## Background

A non-profit organization working on a social cause gathering blood donor database and support somebody's life who need fresh blood.

## Problem

The company wanted to increase the database of concerned individuals who would volunteer to donate blood for free. Also the campaign was intended to create awareness about the importance and the value of blood donation.

## Solutions

vidCampaign team developed a socially responsible and heart touching video that explains the importance of blood donation, and also on the process of blood donation, which is the need for the hour. Once the video was published, we identified the target audience based on the previous campaign experiences. We segmented the socially responsible people. The entire video email campaign design was focussed to make the video viral and to share the video in the social media to increase the virality of the cause. We placed the social media share elements to facilitate the end consumer to share the video in the facebook, twitter & google+. We executed the campaign to the target audience.

## Result

The social media analytics were strongly measured in real time using our vidCampaign platform. For this campaign we were successful in measuring the individual engagement in the social media, who were the best influencers in the social media. We were also able to identify the people who would become the brand ambassadors of the company in the future based on their behavioral and interest patterns. Overall campaign got a great visibility in the social

media, mainly in facebook.

## Benefits

Social media is a great platform to increase the engagement level and to take the brand message viral. If there is an opportunity to communicate the right message to the right audience, that will be the best combo. Here in this campaign it was evident we got both the sides right. For eg, 1 email share reached out to almost 800 people from their friends group. Virality measurement helped the company segment the list in a proper manner and also benefited the company with new volunteers who were not even in the email list as the virality spread across in the facebook sharing of the video from the targeted consumers in the video email campaign.