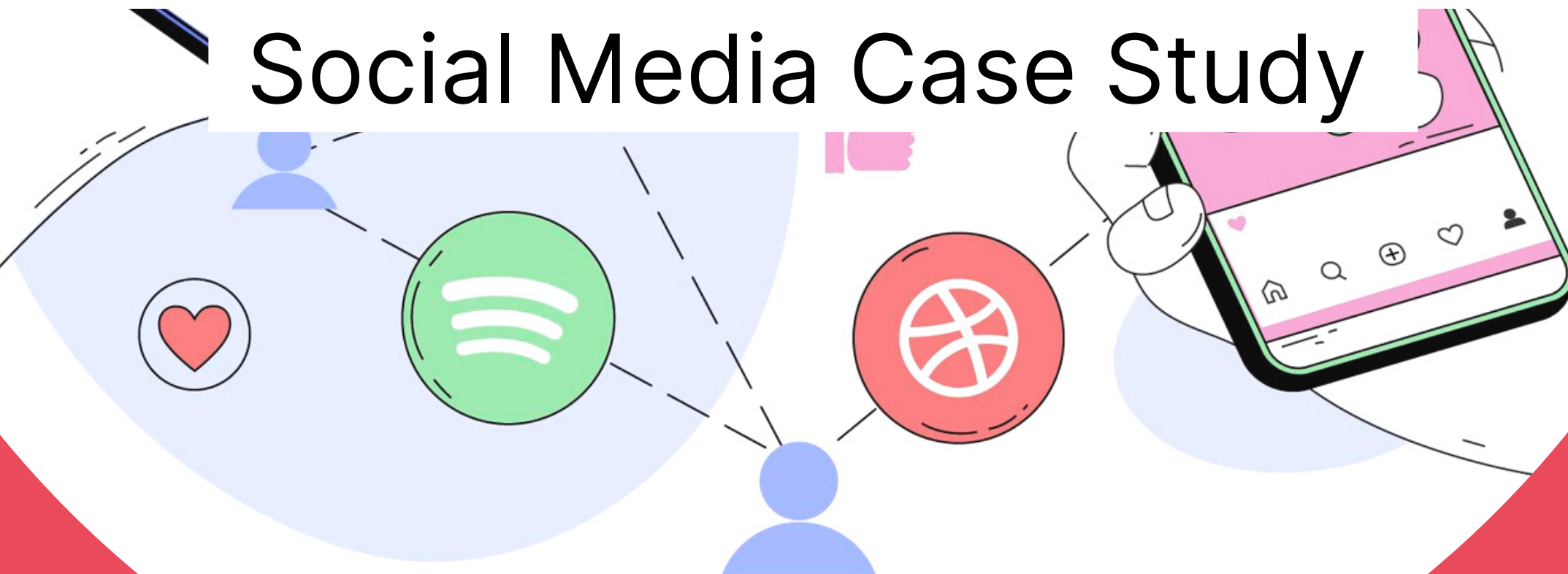




Media Search Group

Social Media Case Study



flyingcolour[®]

Perception through trust

Flyingcolour[®] Consulting

Accounting & VAT

Business Setup in
UAE

360[°]
Advisory

Immigration
Services

Global Business
Setup

Succession & Inheritance

<https://www.flyingcolour.net/>



People trust us

Since 2004

FlyingColour Group is the top-rated Dubai-based group of companies that offer company formation in the UAE, accounting and taxation, visa processing, immigration, and purchase and sale of luxurious properties in Dubai.

FlyingColour Group of Companies



Flyingcolour® Business Setup Services

Flyingcolour® Tax Consultant

Flyingcolour® Immigration Services

Signature Habitat



OVERVIEW

FlyingColour has a mission to assist their clients at every stage of development to achieve their business targets by offering total business solutions for setting up their businesses and to provide opportunities for Wealth Development through Business setup / Accounting / Taxation / Immigration solutions.

With an extreme focus on huge growth moving forward, the client aimed to connect its brand with targeted audience segments and drive overall leads through social media optimizing. Media Search Group was responsible for managing their company's all 4 services social media optimization and advertising campaigns. Our partnership began in April 2018 and within only few months, our digital marketing solutions delivered significant results for the company.

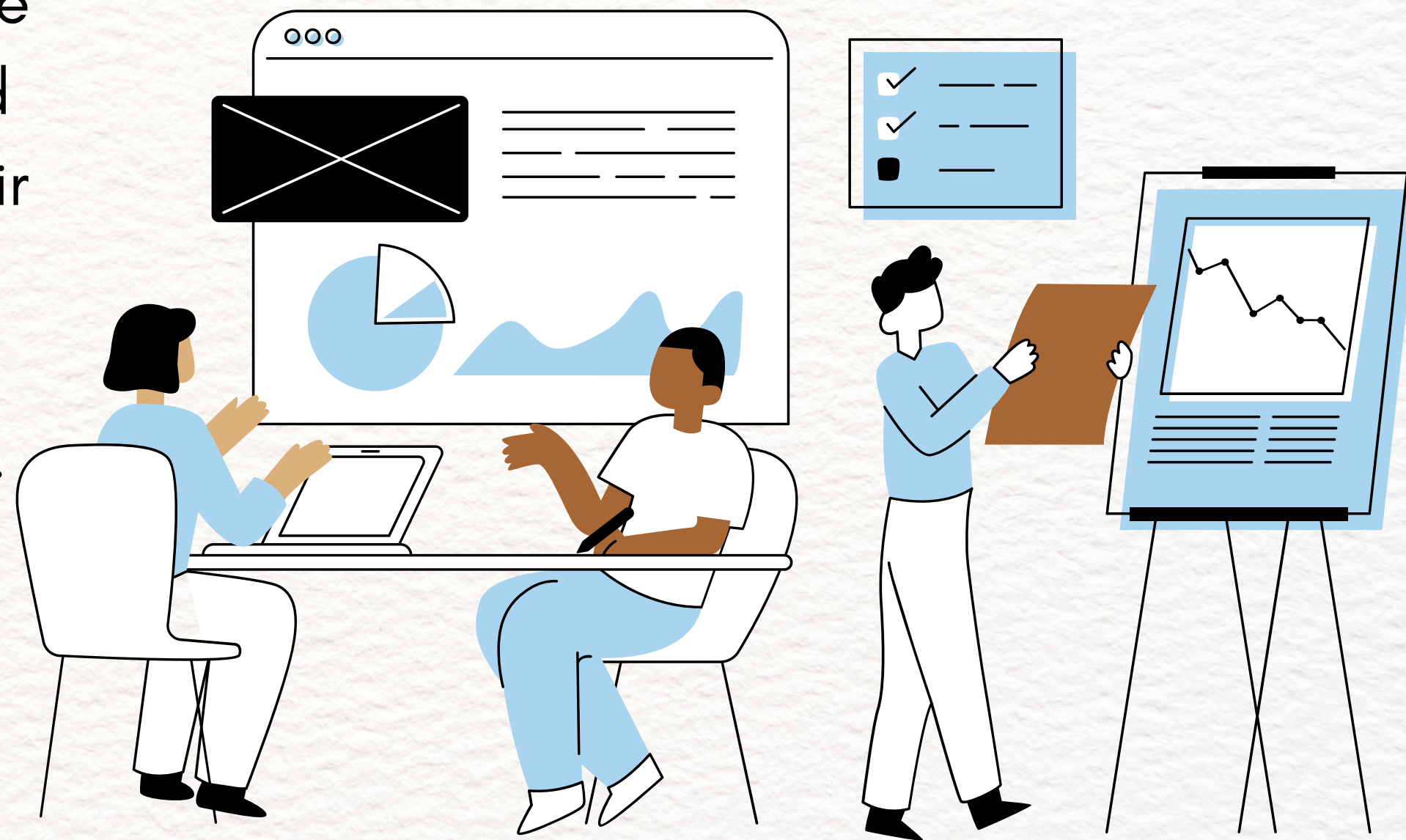
CHALLENGES

Before Media Search Group, FlyingColours which worked in 4 vectors- Business setup consultancy and Accounting & Taxation, Immigration and Property selling business, faced challenges like:

- The company had very limited digital reach
- The company was struggling to get online leads.
- The company needed increase in visibility & engagement on social media
- The company wanted to improve traffic to its website, and get attention from potential clients.
- The company was looking for an SEO & SMO agency to target specific regions in the UAE such as Mainland, Free Zones, and Offshore locations, it wanted to attract clients from all over the world in addition to local clients. That's where Media Search Group stepped in.

In order to meet FlyingColour's specific goals to increase brand awareness and boost revenue through real leads, we developed a stellar SEO and SMO strategy to optimize their website for maximum conversions and boost reach engagement on social media.

SOLUTION





SOLUTION

Media Search Group's Social Media Campaign involved -



- Creating original content and Optimizing Content of all forms: Graphics, Caption, Hashtags and more
- Working towards optimization of Profiles of all social media platforms location wise
- Build and Increase social media reach, awareness and engagement by joining communities and increasing individual interactions on pages
- Tracking and improving as per the Social Media Analytics



RESULTS

Media Search Group's hands-on management of all Facebook , LinkedIn and IG accounts also helped the client boost its engagements (i.e., likes, shares, clicks, reactions, etc.) month-over-month . Through our Facebook management efforts, we reached approximately 18.1K people and generated 56.7K post impressions in just few months .

People Reached

18.1 K

56.7K

Impressions





PAGE LIKES



365.9 %

PAGE FOLLOWERS

RESULTS

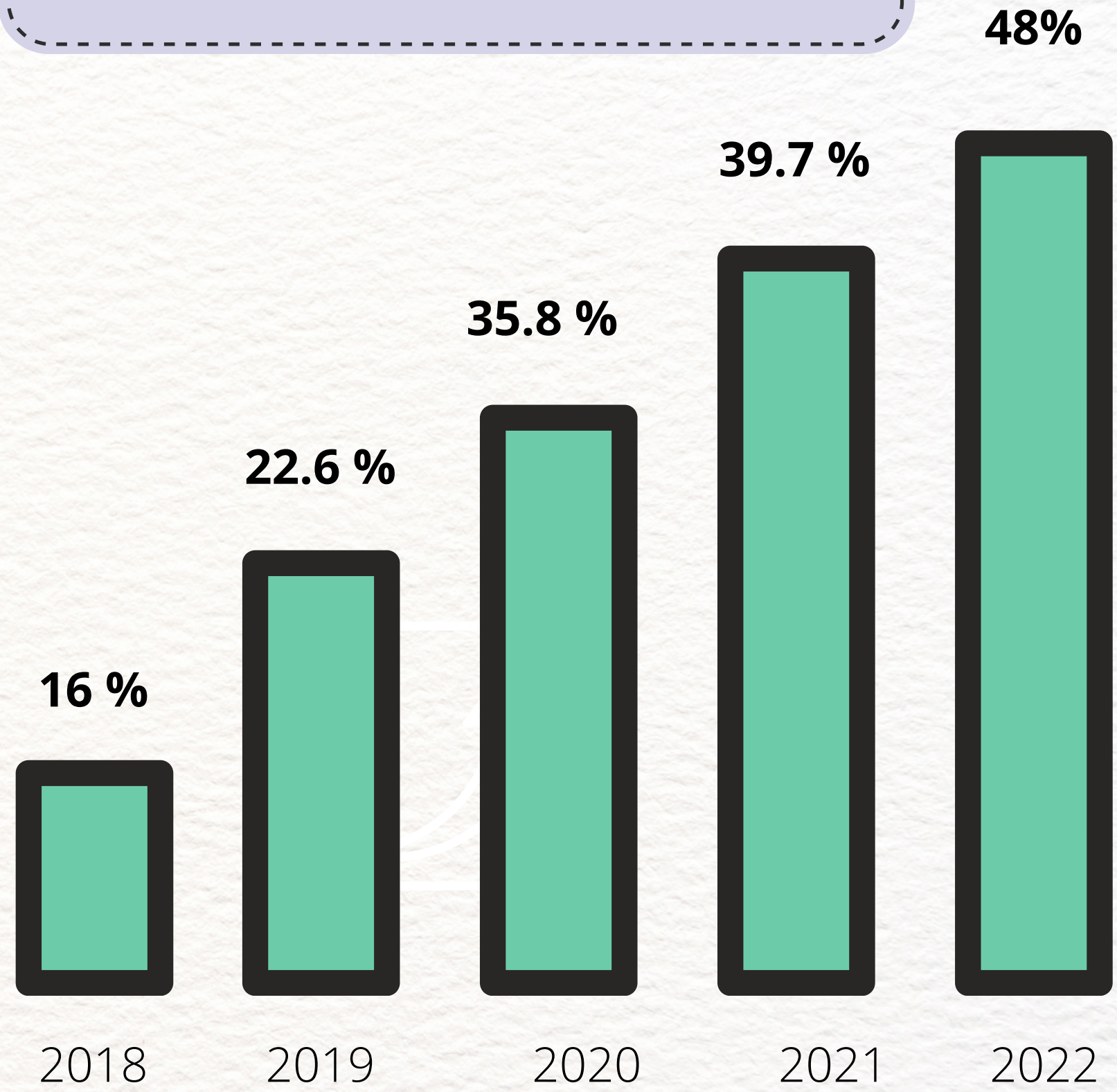
The client's Facebook page engagements also significantly improved from March 2018 to August 2021, generating a 465.9 percent increase in total page likes and a 465.5 percent increase in page followers

Media Search Group's Instagram management campaigns also delivered a whopping 70.8 percent increase in channel engagement and a 37 percent increase in monthly page growth rates.

HIGHLIGHT

Media Search Group's organic social media management campaign for Flying Colour centered on building and maintaining a positive brand image and increasing the company's social media follower growth rates and online visibility rates.

Since taking over the client's social media management, we've delivered significant audience growth and visibility on Instagram:



Instagram Follower Growth (2018 – 2022)





THANK YOU

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