

## Case Study

Name of Client : Durban Business Fair  
Type of platform : Facebook, Twitter, Youtube, Instagram



### Overview

This report will give you a top level overview to the services rendered to Hashtag South Africa via Splendid Marketing to strategies, manage and execute Social Media during the 2013 Durban Business Fair with eThekweni Business Support Tourism and Markets Unit. Facebook Account was handed to Hashtag South Africa with 206 Likes and 11 People talking about DBF. Twitter Account was handed to Hashtag South Africa with 281 Followers and 127 Tweets Youtube Account was handed to Hashtag South Africa with a total view count of 72 views.

### Facebook

Hashtag South Africa created content campaigns to promote attendance at the Durban Business Fair 2013. We grew conversations with Entrepreneurs and business owners in the region of Durban Kwazulu Natal between the age group of 25-35.



Overall Analytics	Contract		
	July-13	Aug-13	Sep-13
Total Likes	205	1957	3752
Talking about you	11	593	1327
	July-13	Aug-13	Sep-13
People Who Like Your Page			
Male	n/a	58%	45%
Female	n/a	42%	55%
Majority Age Reach	n/a	25-35	25-35

Based on the analytical report We have seen a greater interest from Male followers between 25-35, business related queries from incubation to access to finance. Communication queries continue post the event and we are redirecting queries to the Business Support Landline.

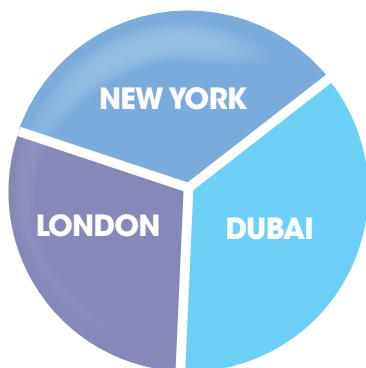
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### Twitter

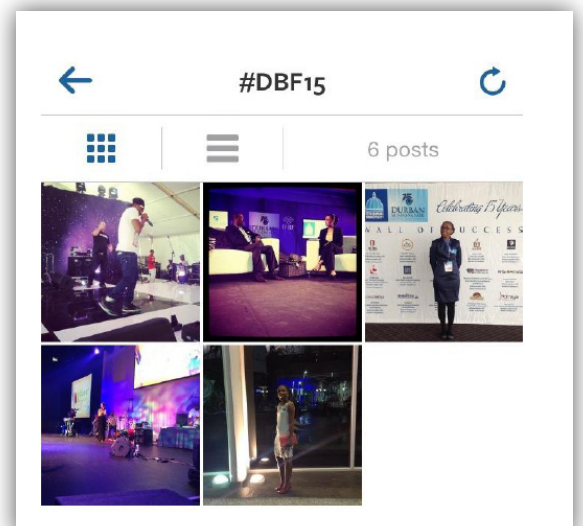
We created a Hashtag for The Durban Business Fair 2013 #DBF15 we created posters that were placed around the city of Durban, travelled around the city and engaged with audiences- this gave birth to a trend. A conversation about the 15th Business Fair. A Hashtag Trend that started in Durban South Africa and spread awareness to the following cities around the world where people were talking about The Durban Business Fair this hashtag trend grew our following to a larger targeted audience.



	Jul-13	Aug-13	Sep-13	Oct-13
<b>Tweets</b>	127	315	428	568
<b>Followers</b>	281	444	756	977
<b>Following</b>	638	1162	2001	2001

### Instagram

No marketing strategy was established for Instagram, but organic awareness was created as a rollover based on the twitter hashtag a total of 6 people shared their experience with their networks about Durban Business Fair



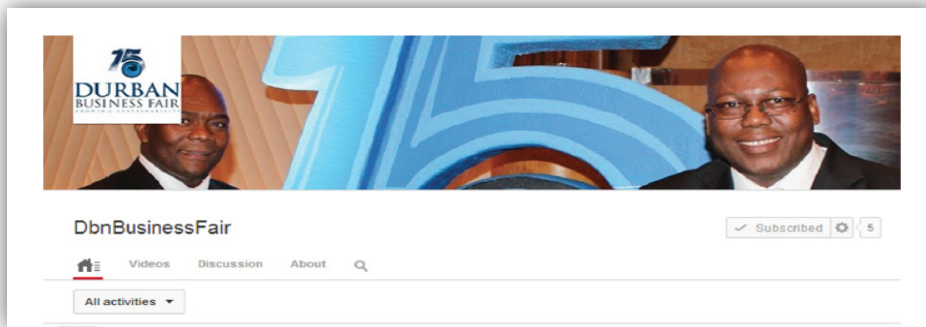
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### Youtube

Hashtag South Africa executed an advertising campaign to focus views to a targeted audience of viewers that were searching for the words Business, Durban, Kwazulu Natal, South Africa, Entrepreneur. This resulted in 98% of viewers watching 100% of the Durban Business Fair video.



Overall	Jul-13	Aug-13	Sep-13	Oct-13
Total Subscribers	0	4	4	5
Total Videos	1	1	1	1
Total Video Views	72			
Performance				
Views	72	749	1340	1408
Estimated Minutes Watched	89	6461	12960	21088
Engagement				
Likes		1	1	5
Dislikes		0	0	0
Comments		0	0	0
Shares		0	0	0
Favourites Added		0	0	0
Subscribers		4	4	5
Demographics				
Top Geographics				
		United Kingdom	South Africa	South Africa
		United States	United Kingdom	United Kingdom
Top Playback Locations				
Youtube Watch Page		75%	80	95
Mobile Devices		25%	20	5