

INDUSTRY

Online Retail

NEED

Our client provides not only a business-to-consumer platform for selling goods, but a consumer-to-consumer one as well. While it started off as an auction-style sales platform, our client has evolved into a direct and immediate selling platform to facilitate the selling and buying goods. A significant portion of the commerce happens in the sale of automobiles. The marketing department wanted to ensure that prospective buyers and sellers had access to the valuable knowledge-base on social media, without having to navigate away from the client's site. Content that remained updated and current was a primary goal.

SOLUTION

Akraya attended motor shows and evaluated various automobile models and wrote unbiased reviews through the blog on the company website. The consumer base received information from the blogs about the latest auto models so that they could then make informed buying decisions.

RESULT

The Akraya marketing team helped build a brand for the client's motors vertical and created content that brought value to customers. Facebook, Twitter, and Instagram were the social media channels used.