

Case Study/ **HARMAN Inc.**

World's finest
Acoustics maker
opted **social media**
tools to expand in
digital space



At a Glance/ **HARMAN INC.**

HARMAN

Client: Harman Inc.

Audio Equipment experts targeting masses on social media with DJ Tiesto.

Founded: 1980

Headquarters: Stamford, Connecticut

Audience: Professionals from the fields of Tour Sound, Cinema Sound, Recording & Broadcasting, Musicians Acoustics consultants and Architects, Sound Engineer, Recording Studios, DJ Owners, Broadcast Engineers and lighting Engineers.

Industry: Electronics

Website: <http://www.harman.com>

Products: World's best automotive, home, professional audio equipments, speakers, amplifiers, headphones, microphones, home theatre and personal audio.

ADG Services: SEM campaigns
Social Media Marketing

Key Benefits/

- Delivered business oriented conversation through micro site (FOH).
- Built a strong presence for the Harman Audio Equipment against competition.
- Through social media upraised exposure for Harman audio equipments in Palm Expo 2013.

From ADG, for the pioneers of acoustics and light, in just 2 months.

- ✓ **1500 + Leads**
- ✓ **CTR of 0.4%**
- ✓ **3% Conversion**
- ✓ **Over the night 1200+ likes on Facebook page**

Turning Prospects into Advocates



“Friends of Harman” by ADG were another way to quantify the digital space **Harman** captured.

Exceptional Audience Acquisition

ADG deployed a micro-site named “Friends of Harman”, especially crafted keeping in mind the engagement of target audiences. AKG promotion on social media platform were enough capable to grab the attention of niche audience aimed to targeted. Grabbing attention only establishes a relationship, but to nurture that relationship, retaining them was most crucial.

Therefore, in beginning the audiences were asked to participate in contests on social media platforms. In this way a two way communication was being riveted. The contests started communication among the masses as they were facilitated to express their views as well as prompted to answer questions like “Why they deserve AKG headphones?” The best answers were gifted AKG headphones.

Along with that micro-site Friends of Harman (FOH) allows music lover to interact, discuss with each other on various subjects reciprocal to acoustics and sound arena.

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Using social media to **Report** and **Engage**

AKG promotions were by DJ Tiesto Rhythm Rapture concerts, hence ADG helped engaging the target audiences by consistent reporting of Pre-event, in between live event and Post events widgets.

Fishcat banners, Advertorials were flooded on various websites, which converged relevant traffic on website and social media pages in quite short span of time.



We quantified the success of Harman AKG's, generated **668** leads in **1** month and **18,706** fans on Harman Professional India page within **2** months

03

Conversion Oriented approach

ADG team extremely focused to bring the merchandize and competent expertise of Harman in front of the world. Therefore, ADG populated Harman organized workshops under Palm Expo promotions. Bringing these workshops added more accurate audience in account of AKG promotions.

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Harnessing ROI

Within 2 months ADG catapulted 18,706 fan like on Harman Facebook page which was enough lethargic to squeeze out 668 quality leads for AKG merchandize within 1 month.

Contests on official Facebook page piggybacked some of the masterpieces by AKG like AKG Tiesto' K67 and K167.

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Summary

Harman and ADG blended with each other achieved newer milestone in platform of Digital Promotions.

With ADG, Harman successfully positioned itself among it targeted audience as a finest lifestyle mover & shaker.

About/

ADG Online Solutions

ADG is an award winning digital media outfit that specializes in formulating digital lead gen strategy and conversion led plans for a large chunk of blue chip accounts.

The company specializes in Social Media Marketing, Measurement, Monitoring and Listening, Conversion Driven Media Planning & Buying, CRM centric analysis, Multimedia and Creative's, Performance driven Mobile Marketing, Analytics – Google Analytics Conversion Optimization Auditing Reporting, Direct Marketing coupled with Teletouch.





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