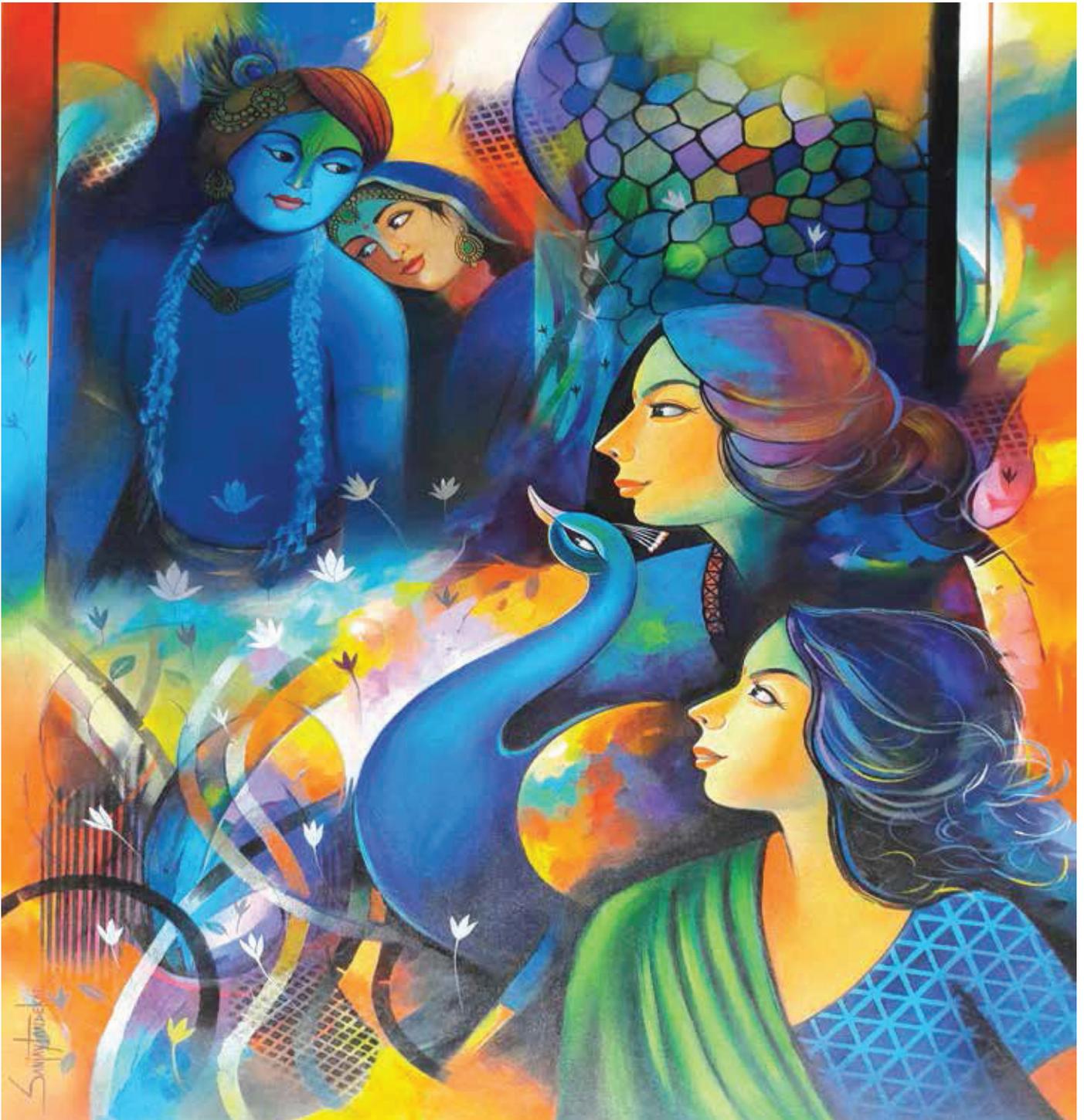


Case Study on Social Media Management of Indian Art Ideas



About IAI

The client aims of bringing artists and art collectors, most notably the Indian art collectors closer to each other with little or no involvement of traditional art galleries.

Business Need

Client wants to spread awareness and increase reach of the marketplace with both Artist and Art Lover participation on website and social media.

Technical Solution provided

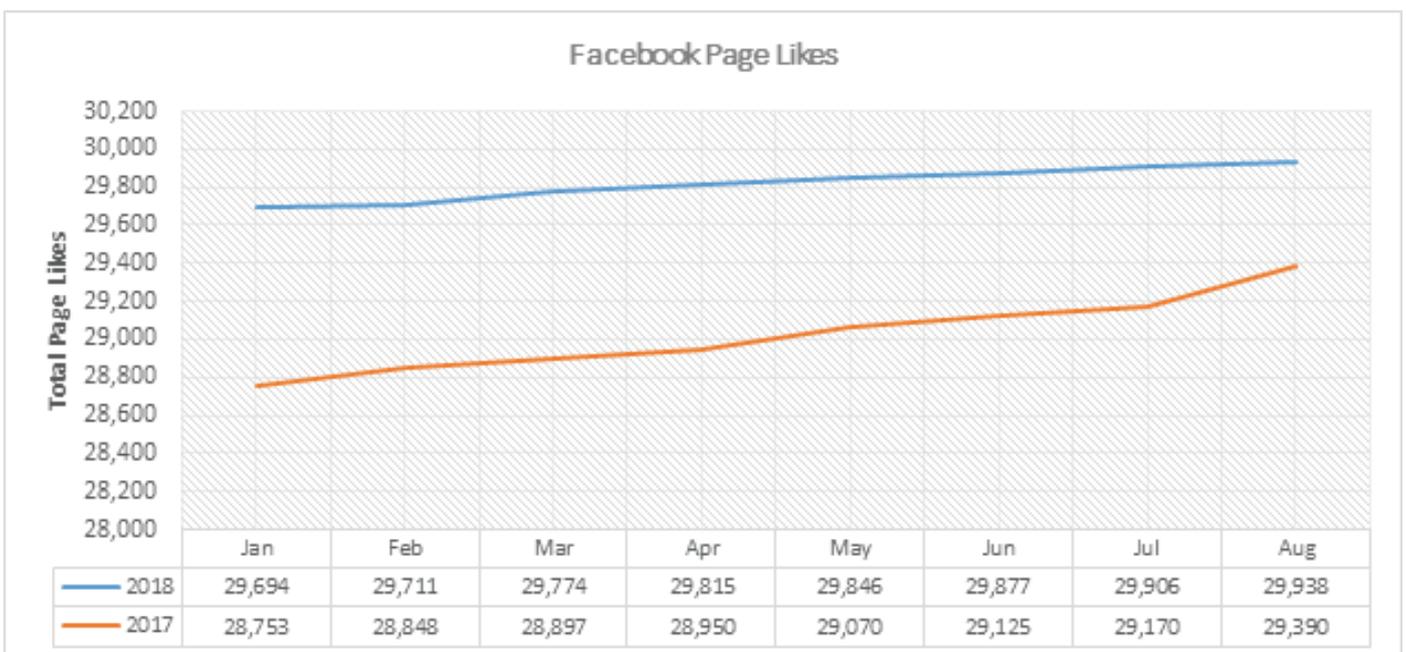
Artiste Painting & Interview Videos Creation – We initiated with creation of videos of Artist painting for Youtube which were later distributed on Facebook / Twitter / Instagram profiles

Artiste of the Month: Took an initiative to create Artiste of the Month for Website and Social Media to facilitate Artist for their painting.

Provisioned Shop on Facebook that showcased premier art work of the artists

Business Results

Social Media engagement and likes increased on Facebook



Month	Page Likes - 2017	Page Likes - 2018
Jan	28753	29694
Feb	28848	29711
Mar	28897	29774
Apr	28950	29815
May	29070	29846
Jun	29125	29877
Jul	29170	29906
Aug	29390	29938