

Seepassword.com

SeePassword

Duration: 1-2 months

URL: www.seepassword.com



Short Description

Seepassword.com is a website that sells software by the same name. An Online Marketing campaign through Discussion Forums and E- mail marketing was organized to generate additional sales by attracting customers in a distinguished way. The Online Marketing Campaign for Seepassword.com proved to be a great success.

Need

Marketing a product or a service is a very interesting task for the very fact that it involves thinking of new and innovative ways of reaching the audience. Product promotion on Discussion forums is one such approach, it is not only free, but also provides an interesting medium to generate additional promotional value.

Seepassword.com is a website that promotes the Seepassword software. The need was to make the software popular by organizing an Online Marketing campaign through Discussion Forums. The client wanted

to increase sales and hits to the website by promoting the software as the best bargain for the customer. The aim was to produce quality results.

Challenge

Our approach was straightforward and clear cut. We would use Discussion Forums to drive customers to the site faster than any other marketing medium.

An in-depth analysis of the software and market was required to figure out the potential customers. The major task was to do a thorough research and make a list of all possible Discussion Forums and Message Board sites where the messages could be posted to make the most impact, to reach and inform the target audience about the features of the software. This involved a great deal of research and study to make sure that messages were posted only on relevant discussion forums. Also, much time was devoted to make sure that the messages posted were relevant to the potential customers' need. The aim was to market the product on the forums in a constructive way by establishing a trust relationship and add credibility to the product.

Solution

At Netsmartz, we made sure that during our Online Marketing campaign through discussion forums, we shared our knowledge of the product features and benefits with the potential customers so that they could get a solution to serve their needs. Our approach is ethical and has proved positive and productive from all aspects, be it sales, increased traffic or product popularity and publicity. We ensure that we market only on Forums that are meant for the purpose of marketing.

Seepassword.com

The marketing campaign for seepassword.com produced remarkable results and the traffic and sales increased greatly. The website achieved impressive ranking on important search engines and the client was greatly satisfied by the results.

It was scheduled and organized in five cycles to produce effective results. The first cycle that is most crucial to the whole campaign takes around one to two weeks. During this, messages were posted to inform the audience about how the product Seepassword could help them in various situations and make them aware about its unique features. Then five subsequent rounds were done at weekly intervals that would take one or two days. These involved answering the queries related to the product, features and benefits etc. and how the product would help the user in various scenarios.

Skills / Expertise Used

- Advanced knowledge of search engine optimization techniques
- Good communication skills with a logical bent of mind to understand the queries and concerns posted by people.
- Understanding of search engine algorithms.
- Using structured and streamlined processes to reduce the Project Life Cycle.

Benefits

As a result of the Marketing Campaign there was a significant improvement in traffic and page rank. It helped the client to generate more business opportunities and thus profits. The Online Marketing Campaign for Seepassword.com proved to be a great success.