



Fravega discovers the most effective way to gain followers on Twitter.

By generating meaningful conversations, the Brand caught the attention of new audiences.

Frávega is a 100 year-old consumer electronics and home appliance retailer with locations across Argentina.





CHALLENGE

How does an electronics and appliance retailer spark relevant conversation with consumers?

The brand wanted to increase the overall brand awareness and relevance to consumers by targeting new audiences and generating more meaningful conversations.



SOLUTION

Twitter's Promoted Account and Promoted Tweet products helped [@fravegaonline](#) increase their reach, engagement and community size.

For the Promoted Account, they targeted consumers based on categories of interest (sports, home and garden, games, music and radio, movies and tv, tech and computers), alike profiles of main technology brands, journalists and influencers, as well as banks, credit cards and e-commerce platforms.

For the Promoted Tweets, targeting was based on interests (sports, films, tech and computers) and keywords related to cellphones and videogame consoles. They also used targeting based on location and what users were saying on Twitter.

The company highlighted special offers, popular brands and rich media to engage Twitter users. [@fravegaonline](#) constantly monitored and optimized the campaign in real time to ensure the most relevant messages were placed in front of an engaged audience.





TESTIMONIAL



"We found Twitter to be the ideal place to achieve our goals of expanding reach and engagement and the size of our community, by delivering branded content to interested consumers. The key to success for Frávega was using Twitter's targeting and working closely with the Twitter sales team on the ground to constantly monitor our campaigns to ensure that we pivoted and optimized our paid media strategy in."

Valeria Quaranta

Marketing Digital Leader
Fravega

TIP



Use Promoted Tweets to increase brand awareness and reach new customers by engaging consumers in relevant conversations.



RESULTS

1.3 M

Promoted Trend
impressions

800 K

Promoted Tweet
impressions

10 K

New
followers



Promoted Trends recieved an average cost per follower of **\$0.40**, with and **increase of 28%** in the number of followers.



Promoted Tweets drove an average **engagement rate of 3.53%** with a cost per engagement of **\$0.20**.



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KEYS TO SUCCESS

#01

INTEGRATE TO MAXIMIZE RESULTS

To grow its base of followers and extend reach, @fravegaonline combined Promoted Accounts and Promoted Tweets targeted to the most receptive audience based on their interests.

#02

INTEGRATE TO MAXIMIZE RESULTS

@fravegaonline used Twitter Advertising to increased brand awareness by targeting people that had the same interests of their current followers.

#03

OPTIMIZE IN REAL TIME

The team at @fravegaonline actively monitored performance and updated Promoted Tweets based on what content was resonating with Twitter users in the moment.



Contact us to learn more about the possibilities
that Twitter offers for your business.

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