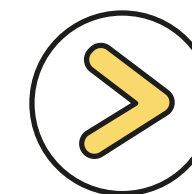


# **The Power of Gifting: Driving App Subscriptions During Lockdown**



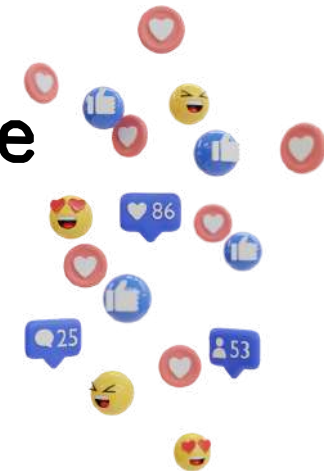
# Challenge

- A subscription-based skill-learning app needed a creative way to boost engagement and sales during the pandemic when customers were hesitant to spend.



# Strategy

- ✿ Positioned skill-learning as a thoughtful gift. Instead of direct selling, we launched a "Gift a New Hobby" campaign, encouraging users to purchase subscriptions for friends & family.
- ✿ Leveraged social proof-testimonials, influencer shoutouts, and user-generated content, to showcase how learning a new skill brought joy during lockdown.
- ✿ Created targeted ad campaigns on social media to highlight the emotional value of self-improvement during uncertain times.



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# Impact



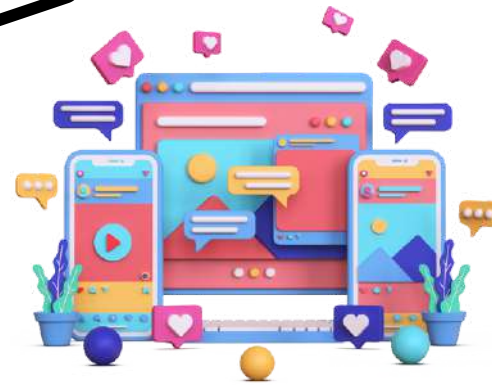
🚀 Campaign led to a 28% spike in subscriptions within a month.

🎯 Customers started sharing their experiences, turning the campaign into an organic word-of-mouth success.

💡 Proved that marketing isn't just about selling—it's about solving problems and creating emotional connections.



# Takeaway



- ✓ Emotional storytelling + social proof can drive conversions even during challenging times.
- ✓ Positioning a product as a "solution" rather than a "purchase" increases perceived value.



**Thank You  
So Much**

