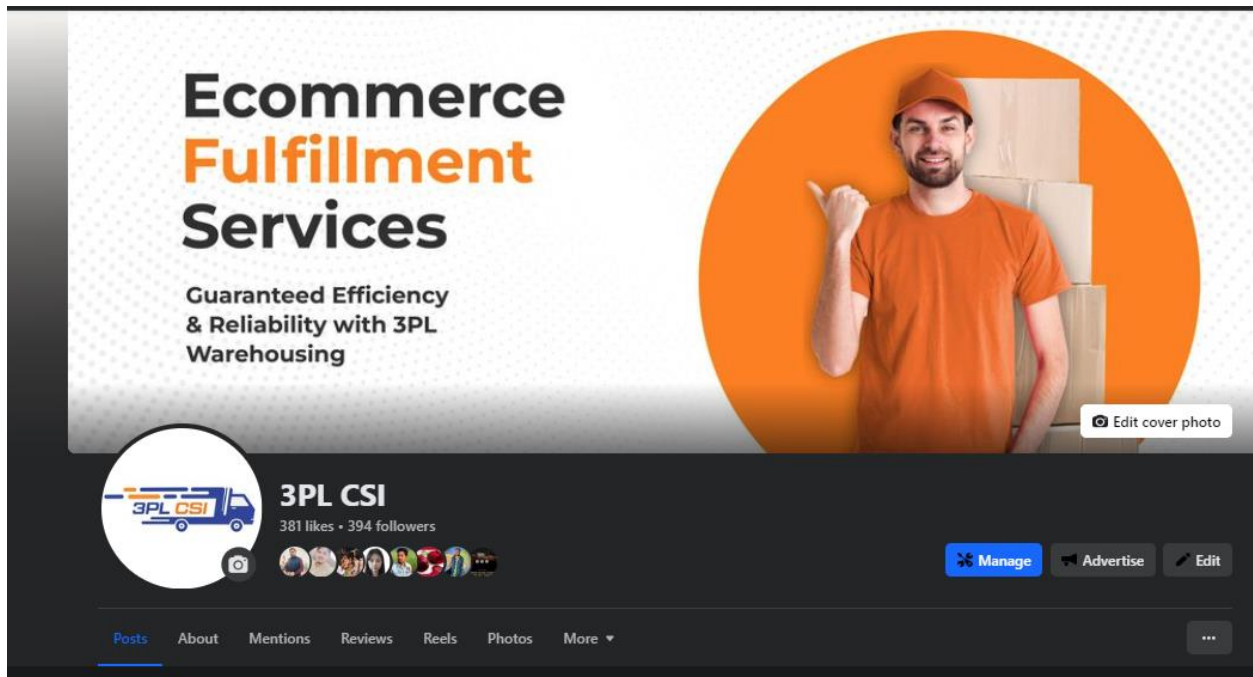


Our Past Work Experience.

3PL CSI Facebook Growth Case Study

Introduction:

This case study details Our work in establishing and growing the Facebook presence of [3PL CSI](#) (a 3PL prep service company based in the USA). We were tasked with transforming the brand new Facebook page, 3plcsi, into a thriving community that generates organic leads.



The Challenge:

1. Launched a new Facebook page for 3PL CSI with no existing audience.
2. Generated brand awareness for 3PL CSI within the competitive 3PL prep service market in the USA.
3. Attract qualified leads organically through the Facebook page, fostering a community around 3PL CSI's expertise.

Our Strategy:

1. **Organic Growth Focus:** We prioritized building a strong organic following by developing a content strategy that addressed the target audience's needs and interests.

2. **Targeted Audience Definition:** We meticulously researched and defined 3PL CSI's ideal customer profile to tailor content that resonates with them.
3. **Engaging Content Creation:** We created informative and engaging posts, including industry news, tips, and insights related to 3PL prep services.
4. **Community Building:** We fostered a sense of community through interactive content like polls, Q&A sessions, and contests, encouraging audience participation.

Audience Response on Targeting Ads,

The screenshot displays a chat interface with two distinct conversations. The top conversation is with a client named 'Areeba Naz', who has a profile picture of a woman. The chat header includes her name, a small 'Assign conversation' dropdown, and a row of icons: a speech bubble, a trash can, a star, an envelope, an exclamation mark, and a checkmark. The chat history shows three messages: a blue bubble from 'Hi Areeba! How can we help you?' (sent by 'Threepi Csi'), a grey bubble from the client saying 'Hi, I have 100 units. Its kitchen gadgets.', and another grey bubble asking 'Kindly let me know your prices?'. On the right side of the chat area, there are three blue buttons: 'Ok.', 'Sure', and a partially visible 'Hi Mannar'. The bottom conversation is with 'Mannar Abou El-kheir', also with a profile picture and a similar header. The chat history shows a blue bubble saying 'Hi Mannar . Thanks for contacting us. We've received your message and appreciate your getting in touch.How can we help you today?', followed by a grey bubble from the client saying 'Hello' and another grey bubble asking 'Cost please for your services'. On the right side of this chat area, there are two blue buttons: 'Hi Mannar.' and 'Let me share our pricing chart.'

As these are only 2 of the clients which I have showed.

Must See Below. 

Table view

Done + Add filters Campaign Forms Select dates Status Source Milan Faizan Rasool Labels Clear F

Intake 30 Qualified 0 In-Progress 7 **Converted 110**

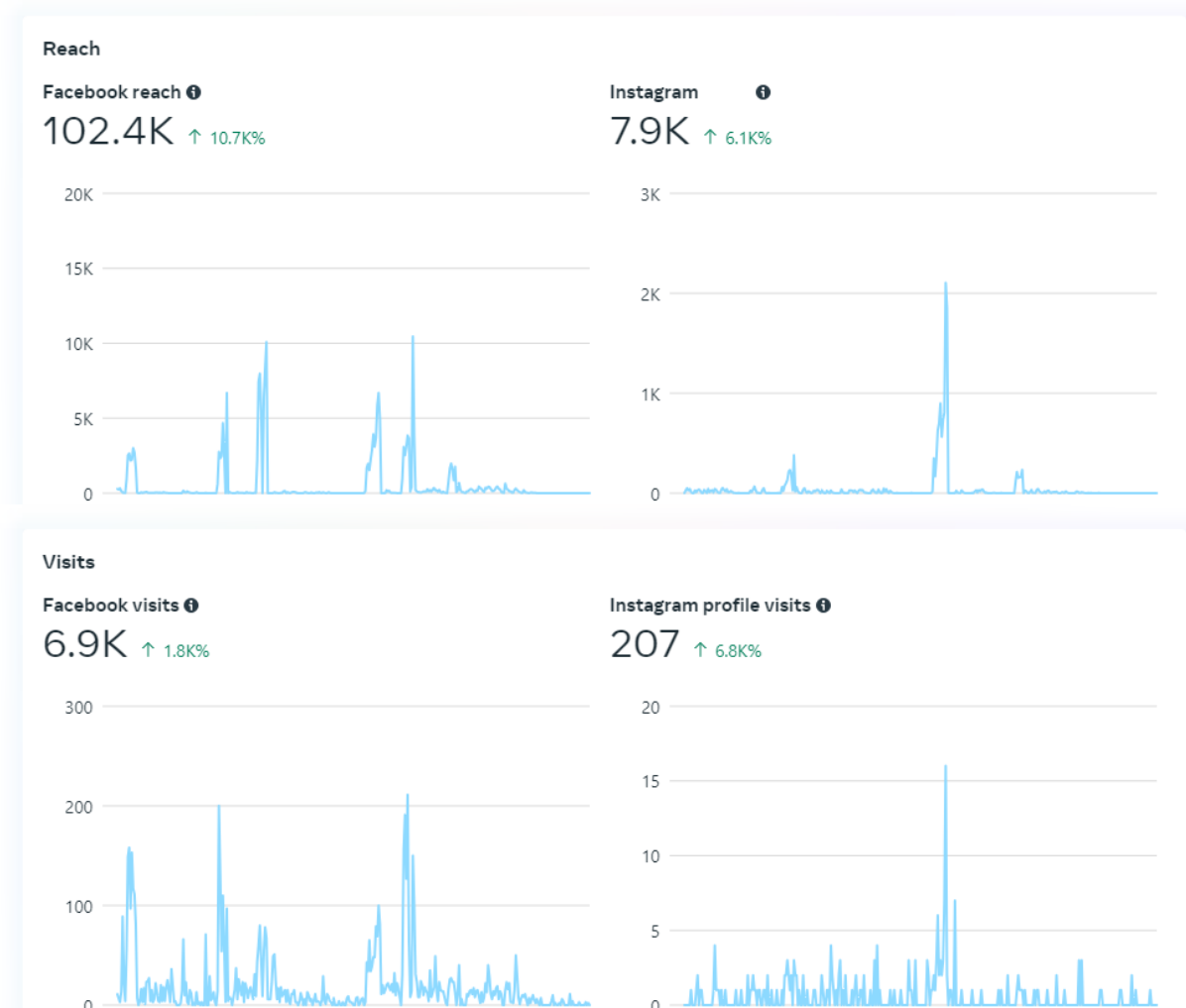
Name T1	Stage T1	Source T1	Assigned to T1	Channel T1	Status T1	Reminder
Jawad Khalil Ch	Converted	Organic	Milan Faizan Rasool	Messenger		
Ibrahim Khan	Converted	Organic	Milan Faizan Rasool	Messenger		
Ali Haider Shah	Converted	Organic	Milan Faizan Rasool	Messenger		
John Prince	Converted	Organic	Milan Faizan Rasool	Messenger		
Abdul Aziz	Converted	Organic	Milan Faizan Rasool	Messenger		
Mannar Abou El-kheir	Converted	Organic	Milan Faizan Rasool	Messenger		
Hridoy Khan	Converted	Organic	Milan Faizan Rasool	Messenger		
Eddy Berk	Converted	Organic	Milan Faizan Rasool	Messenger		
Namir Shakil	Converted	Organic	Milan Faizan Rasool	Messenger		
Mandy Yao	Converted	Organic	Milan Faizan Rasool	Messenger		
Shipstar Freight	Converted	Organic	Milan Faizan Rasool	Messenger		
Hunie Sh	Converted	Organic	Milan Faizan Rasool	Messenger		
Saud Khan Yousafzai	Converted	Organic	Milan Faizan Rasool	Messenger		
Samad Ali	Converted	Organic	Milan Faizan Rasool	Messenger		
Rajbhandari Sanjit	Converted	Organic	Milan Faizan Rasool	Messenger		
Anwar Khan	Converted	Paid	Milan Faizan Rasool	Messenger		
Tomy Germello	Converted	Organic	Milan Faizan Rasool	Messenger		
Ezharullah Qazi Zada	Converted	Organic	Milan Faizan Rasool	Messenger		
Nurman I Iannat	Converted	Organic	Milan Faizan Rasool	Messenger		

As you can see there are 110 Leads which I have generated. And they are a long term paying customers.

The Results:

1. Grew the 3plcsi Facebook page organically, attracting a significant number of followers interested in 3PL prep services.
2. Increased brand awareness for 3PL CSI among businesses in the USA searching for 3PL solutions.
3. Generated a significant number of qualified leads interested in 3PL CSI's offerings through organic engagement.

Analytics.



Key Takeaways:

Our work on the 3plcsi Facebook page demonstrates Our ability to:

1. Develop organic social media growth strategies.
2. Craft engaging content that resonates with a target audience.
3. Foster online communities around brand identities.
4. Generate leads through effective social media engagement.