



**InterWood**  
Complete Plywood Range

# InterwoodPlus Social Media Case Study

[www.interwoodplus.com](http://www.interwoodplus.com)

## CLIENT

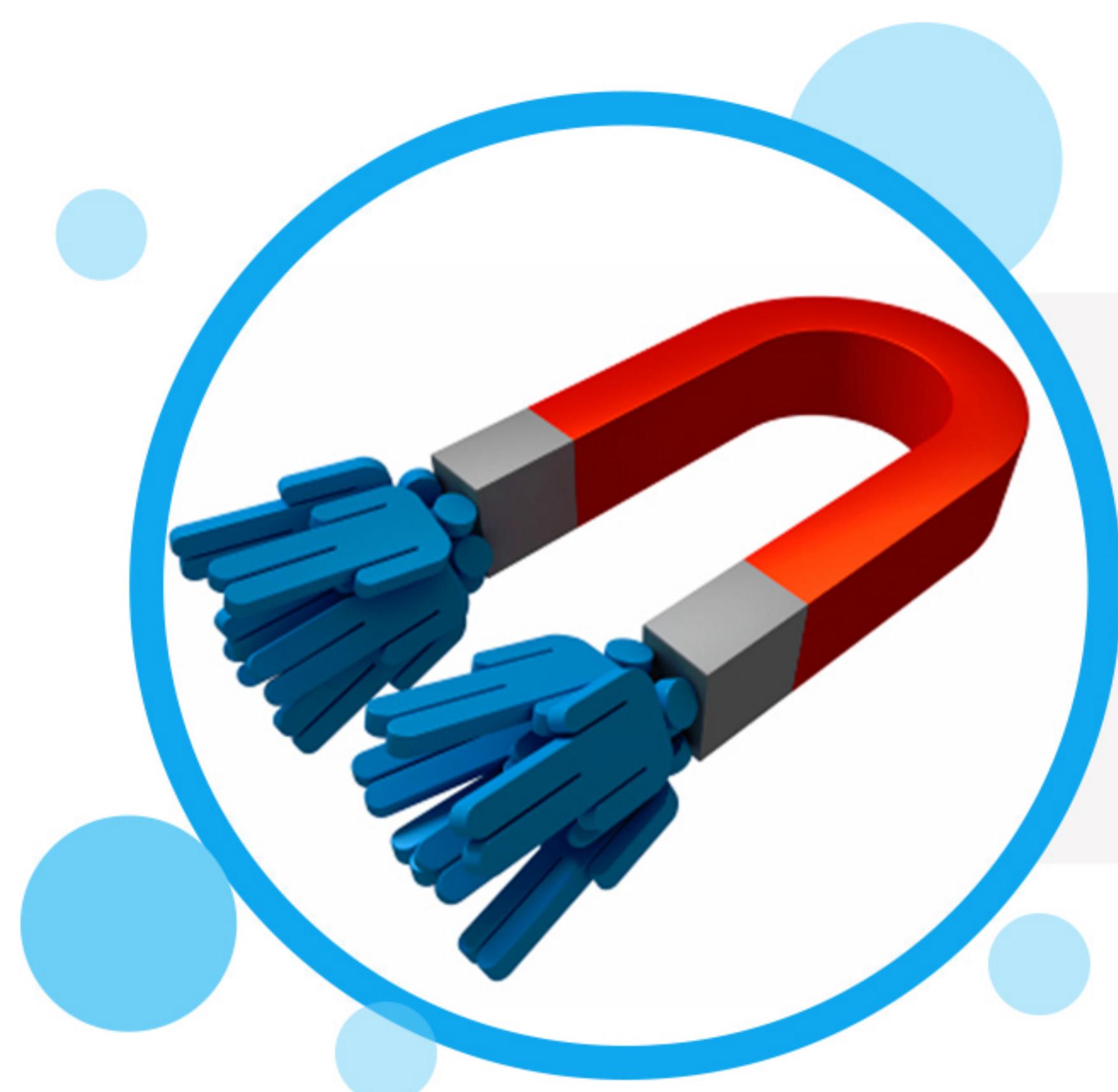
Complete range of Hybrid Plywood - Commercial, Water-proof, Flush Doors, Decorative Plywood, Shuttering Plywood, Flexible Plywood etc. Since foraying into plywood production under its flagship brand-InterWood, has successfully established itself as the market leader of hybrid engineered plywood. InterWood with its comprehensive range of premium plywood, InterWood Plus, has become a benchmark of unrivaled quality, strength, versatility and durability.



## WHY

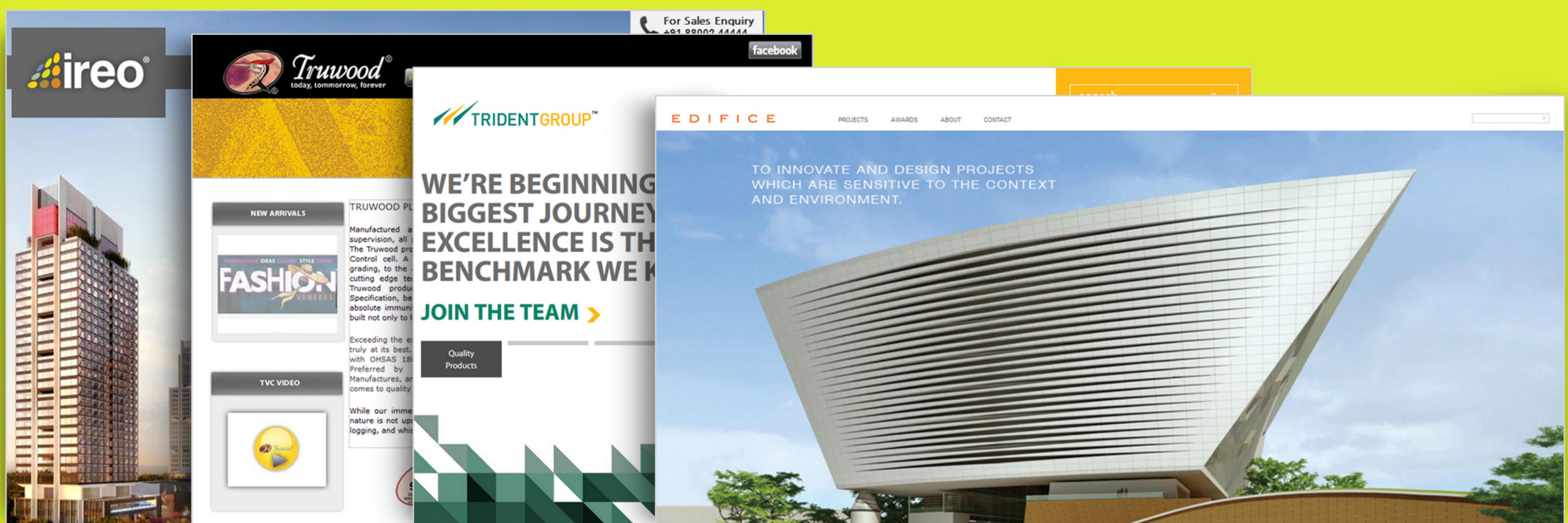
Client requirements were to increase brand awareness, create engaging and fashion- centric content to generate buzz and drive sales. Increase campaign efficiency while growing overall campaign results.

# RESULTS



200 leads from Architects, Retailers & Builders at cost of \$1.5/lead

Leads From  
**BIG & REPUTED** Brands



Interwood facebook page with  
3,253 Likes



## People started responding and filled facebook lead forms

Suggested Post

**InterWood Plus** Sponsored (demo) · [Like Page](#)

InterWood offers InterShutter - A high performance concrete shattering plywood range which can be used for numerous construction related applications.

Sign-up to book an appointment with one of our experts.

**High Performance Shuttering Plywood**

**Shuttering Grade Plywood**  
value is what you get

[HTTP://INTERWOODPLUS.COM/PRODUCTS/SHUTTERING-GRADE/](http://INTERWOODPLUS.COM/PRODUCTS/SHUTTERING-GRADE/)

[Sign Up](#)

Aditya Barua, Rajesh Peshkar and 21 others

[Like](#) [Comment](#)

InterWood Plus

Sign up by providing your info below.

Full Name	<input type="text" value="Enter your answer."/>
Email	<input type="text" value="Enter your answer."/>
Phone number	<input type="text" value="Enter your answer."/>

By clicking Submit, you agree to send your info to InterWood Plus who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) [View InterWood Plus's Privacy Policy](#)

[Cancel](#) [Submit](#)

Kailash Gattani

JAN 15TH, 9:27PM

16mm calibrated ply kya rate hai

BWR grade me

JAN 16TH, 7:00PM

Yes, can be provided, please provide your contact details so that our local representative may get in touch with you for further discussions.

Sent by InterWood Plus India [?]

7350678329

JAN 17TH, 9:59PM

Hello

IAN 16TH, 4:02AM

We received direct messages and complete contact information from prospective clients

Surendra Sharma

JAN 24TH, 4:02PM

Dear Sir !! In Which city you deal your shuttering plywood ??  
Also marine PLY ?

Tell me details about your products ??

You can call me 9699784447

JAN 24TH, 4:02PM

Arunodaya Acharya

About View Profile

- Local time 4:41 PM
- Liked since Jan 24, 2016
- Works at Mumbai, India
- Studied at Veer Bahadur Singh Purvanchal University
- Lives in Mumbai, India
- From Shahganj (Jaunpur Dist.), India

Name: Mazhar Hussain  
Email: [mazhar.mh01@gmail.com](mailto:mazhar.mh01@gmail.com)  
Contact No: +919845883388  
Age/Gender: 35-44/M  
Location: Karnataka  
FB Profile: <https://www.facebook.com/mazharhussain.nadaf.5>

Name: Mushahid Choudhary  
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Contact No: +919457038786  
Age/Gender: 35-44/M  
Location: Uttar Pradesh  
FB Profile: <https://www.facebook.com/mushahid.husain.9066>

Name: Salim  
Email: [salim.gniit@gmail.com](mailto:salim.gniit@gmail.com)  
Contact No: +919716327862  
Age/Gender: 35-44/M  
Location: Delhi  
FB Profile: <https://www.facebook.com/salim.gniit>

Name: Arunodaya  
Email: [arunodaya.acharya@gmail.com](mailto:arunodaya.acharya@gmail.com)  
Contact No: +918904443888  
Age/Gender: 35-44/M  
Location: Karnataka  
FB Profile: <https://www.facebook.com/arunodaya.acharya>

Name: Habbu  
Email: [habbu9660@gmail.com](mailto:habbu9660@gmail.com)  
Contact No: +919591087786  
Age/Gender: 25-34/M  
Location: Karnataka  
FB Profile: <https://www.facebook.com/habbu.mallad>



**Increased weekly reach through paid campaigns & Brand Awareness with our weekend campaigns**

**InterWood Plus**  
Written by Admin EO Punjab [?] · January 25 ·

Laminated Doors from InterWood exemplify superb craftsmanship and are the ideal choice for everyone who wants to adorn their spaces.

Sign up to book an appointment with one of our experts.

**LAMINATED DOORS**  
widely appreciated for exclusive features and appealing designs!

**Let Your Home Doors Make a Statement**

[HTTP://INTERWOODPLUS.COM/PRODUCTS/LAMINATED-DOORS/](http://INTERWOODPLUS.COM/PRODUCTS/LAMINATED-DOORS/)

20,095 people reached

Boost Post

Like Comment Chronological

Mirshad Alam, Rami Kohli and 305 others

**InterWood Plus**  
Published by Admin EO Punjab [?] · February 26 ·

InterWood Plywood, Toughness like a boss!

7,569 people reached

View Results

Like Comment Share

**InterWood®**  
Complete Plywood Range

**InterWood Plus**  
@interwoodplus

A leading plywood distributor in India providing complete range of Plywoods, Block Boards, Flush Doors & Decorative Veneers.

Ludhiana interwoodplus.com Joined February 2011

TWEETS 98 FOLLOWING 4 FOLLOWERS 311 LIKES 3

Tweets Tweets & replies Photos & videos

InterWood Plus @Interwoodplus · Mar 25  
InterWood Plus wishing you all a peaceful and blessed #GoodFriday

- Interwood use to spend \$30k to 35k on single ad in india's leading newspaper "Economic Times" which didn't give any information about sales generated
- Where as**
- Interwood has generated \$2k of revenues from a single client acquired from Facebook

**Twitter Followers from 0 to 311**

# SOCIAL MEDIA STRATEGY

Their primary goal was to increase brand awareness. Sync all the social media platforms and create unique identity on Twitter, Facebook, Instagram.

After finishing the basic stuff of acquiring same user names on different social platforms we did :

- Competitive Analysis on all Social Media Platforms.
- Researched trending topics and hashtags.
- Hashtag search was further divided into 2 things:
  - Evergreen hashtags
  - Hash tags on trending topics.
- Setting up the benchmarks in terms of Likes and Engagement.
- Preparing content calendar.
- Prepared monthly and quarterly plan for paid campaigns.

## APPROACH



### Build

Interwood first created a Page in 2010 to increase its fan base and drive conversation around its products/events.

### The Company

Chose its logo as its profile picture and a cover photo featuring an individual in limelight thus depicting “Boss” above its competitors.

Since **Techies** took over their Social Media, we have been constantly changing cover photos to engage users.

### Connect

Interwood also ran Facebook Ads to increase likes and increase awareness of its organization:

- Targeted individuals by location and age, such as people between the ages of 25 and 45 in 10 states of India.
- Targeted Likes and Interests such as “plywood”, “shuttering plywood” and “veneers” to attract people who would be interested in their products
- Used provocative ad text such as “Ply ka Boss” which means “Boss of all plywood” to encourage people to inquire about their products.

## Engage

Interwood increased engagement on its Page in several ways: products/events

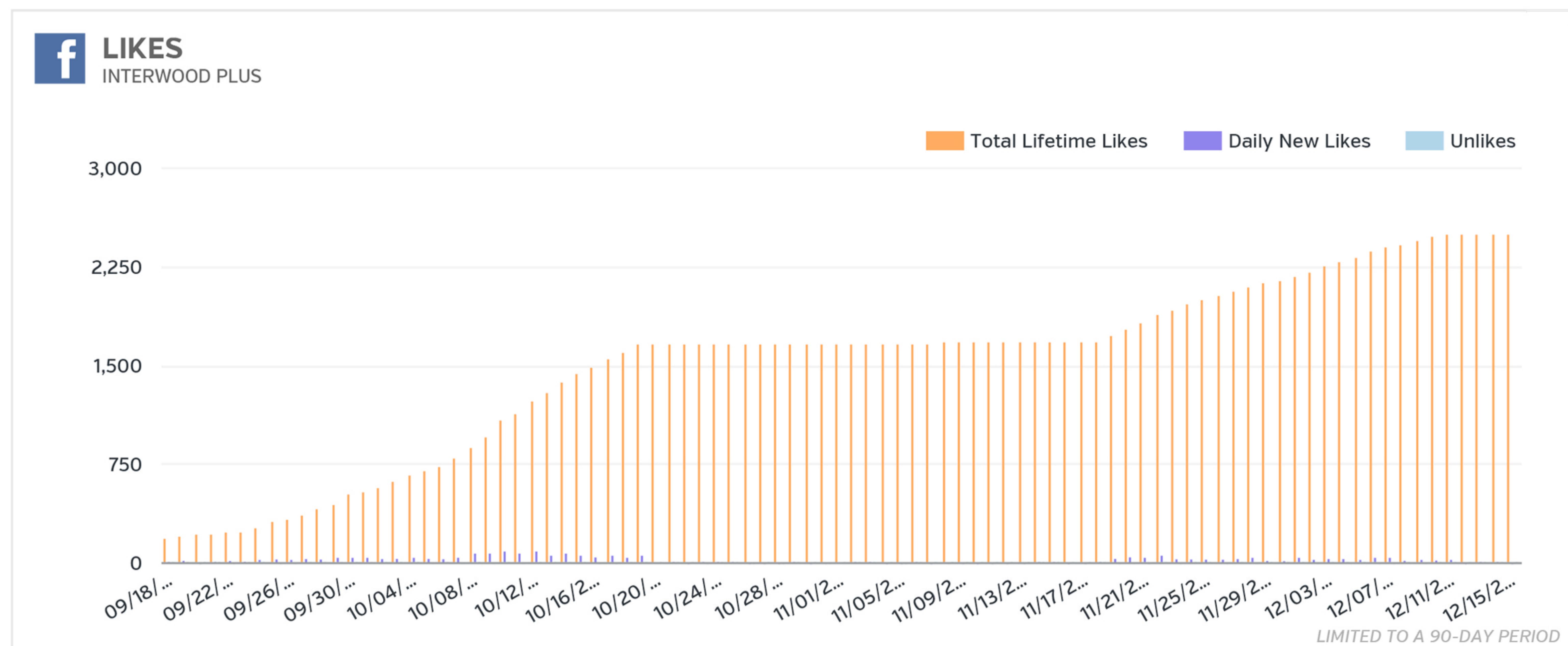
- Posted e-newspaper articles and stories of their products and plywood uses.
- Posted pictures of figures or characters who made the “Ply ka Boss” as a successful company
- Sparked conversations about its products by posting pictures of National Festivals in India, asking question, providing tips etc.



interwoodplus.com

## Facebook - Summary

09/18/2015 - 03/22/2016



## Influence

To continue to expand its reach and engagement on Facebook, Interwood took part in Facebook advertising beta programs and routinely tested new ad units:



- Ran sponsored stories in the news feed that let people know when one of their friends had liked the Interwood Page
- Leveraged the Facebook Exchange to show more relevant ads to people who engaged with the Interwood website
- Experimented with video ads and sponsored stories to increase brand awareness Tested “clusters” to show more relevant ads to past customers