



HOBBY STORE

Discover Your New Hobby Home at Irresistible Force

ABOUT THE BUSINESS

Hobby Store is the go-to destination for tabletop gaming enthusiasts in **Australia**. They're well-known for their unwavering dedication to quality and for fostering a vibrant gaming community. At Hobby Store, you'll discover an extensive collection of top-tier tabletop wargame miniatures, gaming accessories, and painting tools, featuring renowned brands like Games Workshop, Battlefront, and Privateer Press. They also offer unique terrain options like Silfor.

But it's not just about the products. Hobby Store goes the extra mile by organizing tournaments, providing expert painting services, and offering tuition opportunities. If you're into Magic: The Gathering Commander games, every Wednesday, they host gatherings for dedicated enthusiasts.

They love gaming and they only sell and suggest the products that they use and enjoy themselves. Their enthusiasm for the hobby shows in the quality of the products they have. They look for the best manufacturers in the gaming industry from all over the world. No matter what kind of miniatures or terrain you like, they have it all.

PRODUCTS:

- Terrain
- Gaming Accessories
- Painting and Modeling Tools
- Tabletop Wargame Miniatures

SERVICES:

- Magic
- Tuition
- Tournaments
- Painting Services





WHY DO THEY NEED SOCIAL MEDIA MARKETING?

"The earlier you start, the faster you see the blooming in your business."

There is no denying that Social media marketing has many advantages for startups and established brands. Regularly updating the right social media marketing strategy will increase traffic, better SEO, improve brand loyalty, achieve higher rates of customer satisfaction, and much more.

Social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase your business visibility. Social media marketing is the most cost-effective advertising strategy that helps us engage and interact with potential customers.

THEIR OBJECTIVES FROM US:

- They expect to fulfill these goals with effective marketing
- Brand Awareness
- Enhance Public Relations
- Build a Community of Advocates
- Research and Development
- Driving Sales and Leads

WHAT DO WE ENSURE?

- Increased brand awareness and recognition
- Generates conversation around brand
- Helps to understand target customers' interests
- Provides platforms to tell a brand's story
- Helps to gather data about audience
- Helps to provide responsive customer service
- Enables to build customer loyalty





- Increases traffic to company's website
- We help to identify and connect with potential business partners and collaborators.
- Enables to repurpose content
- Helps to locate crowdsourced and user-generated content (UGC)
- Provides outlets to share company news and updates
- Allows to identify trends in consumer behavior and opinions
- Helps to research competitors
- Enables to achieve genuine customer satisfaction
- Increases organic traffic

STEPS WE TOOK TO ENSURE SUCCESS:

The team completed a detailed brand audit, and it was decided to direct the journey of the "Hobby Store" based on identified objectives and goals to achieve tremendous success.

Goals: The three main goals that our team has achieved over time are building a positive brand image, creating brand awareness and getting Facebook Page Likes from interested individuals organically and through paid advertising.

Platform Selection: We have paid specific attention to using social media platforms such as Facebook to achieve these goals. We have also created appealing content with attractive graphics and compelling copy while implementing precise posting timing.

Content Creation: The content and artwork were designed while keeping in mind the behavior and persona of the target audience of the brand. We have successfully attracted prospects and communicated the right message to existing and new audiences. Through the collective efforts and expertise of the team, the "Hobby Store" was able to get outstanding results, not only through paid campaigns but through organic posts as well.

The demands and requests of the "Hobby Store" were always closely followed, and special efforts were made to align their requests and suggestions with the strategy devised by the team.



Building Trust: Social media plays a vital role in building a positive brand image, and this was our priority at the start of our contract with the “Hobby Store”. We are pleased to report we have met these objectives and gained the audience's trust while building a positive image of this static unit provider.

Commercial Services We Offer: We communicate the best services offered by the Hobby Store, leading users to find their website and discover their services. This helps to make the goal of achieving more page likes possible. To achieve these goals, appealing content is posted on the right social media platform, such as Facebook. Attractive graphics and precise scheduling were also essential and never compromised.

FACEBOOK:

Facebook reach ⓘ

60,208 ↑ 81.7%



Facebook followers ⓘ

3,535

Age & gender ⓘ

