



FORTUE
GROUP

PR Handling Case Study and Report

Presented by: Fortue Group

1. Gurashish

INSTAGRAM LINK

- <https://www.instagram.com/gurashishsinghofficial/>
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CASE STUDY

Challenges Faced:

Despite his undeniable talent and growing reputation, singer Gurashish faced significant challenges in building a strong social media presence. Engaging new audiences, gaining visibility across platforms, and adapting his content for various mediums proved difficult. Balancing the demands of his music career with consistent social media efforts, while competing with other rising artists, further complicated his journey.

1. Social Media Strategy:

- Content Creation: Produced high-quality, engaging content that aligned with Gurashish's musical style, focusing on his performances and personal journey as an artist.
- Trending Posts: Created popular reel videos of live performances, song previews, and behind-the-scenes moments, maintaining a consistent posting schedule to maximize reach and engagement.
- Follower Interaction: Actively engaged with his fanbase by promptly responding to comments and messages, introducing interactive elements like polls, song requests, and contests to boost fan participation.

2. Performance Marketing :

- **Modern Redesign:** Revamped his social media profiles with a visually appealing, sleek design to create a better user experience, showcasing his music portfolio in a more professional and engaging manner.
- **SEO Optimization:** Implemented SEO strategies across his YouTube channel to improve visibility, helping new listeners discover his music through organic searches.
- **Regular Updates:** Frequently refreshed his content with new song releases, live show announcements, and exclusive behind-the-scenes updates to keep his audience engaged and informed.

3. Events Handled by Gurashish's Marketing Team:

- Targeted Ad Campaigns: Launched focused social media ad campaigns aimed at reaching new listeners and music enthusiasts, particularly within the local community.
- Influencer Collaborations: Partnered with local musicians, DJs, and social media influencers to increase his visibility and credibility in the music scene.
- Special Events : Organized special online performances, exclusive fan meetups, and promotional giveaways to engage fans and grow his following organically.

Results Achieved

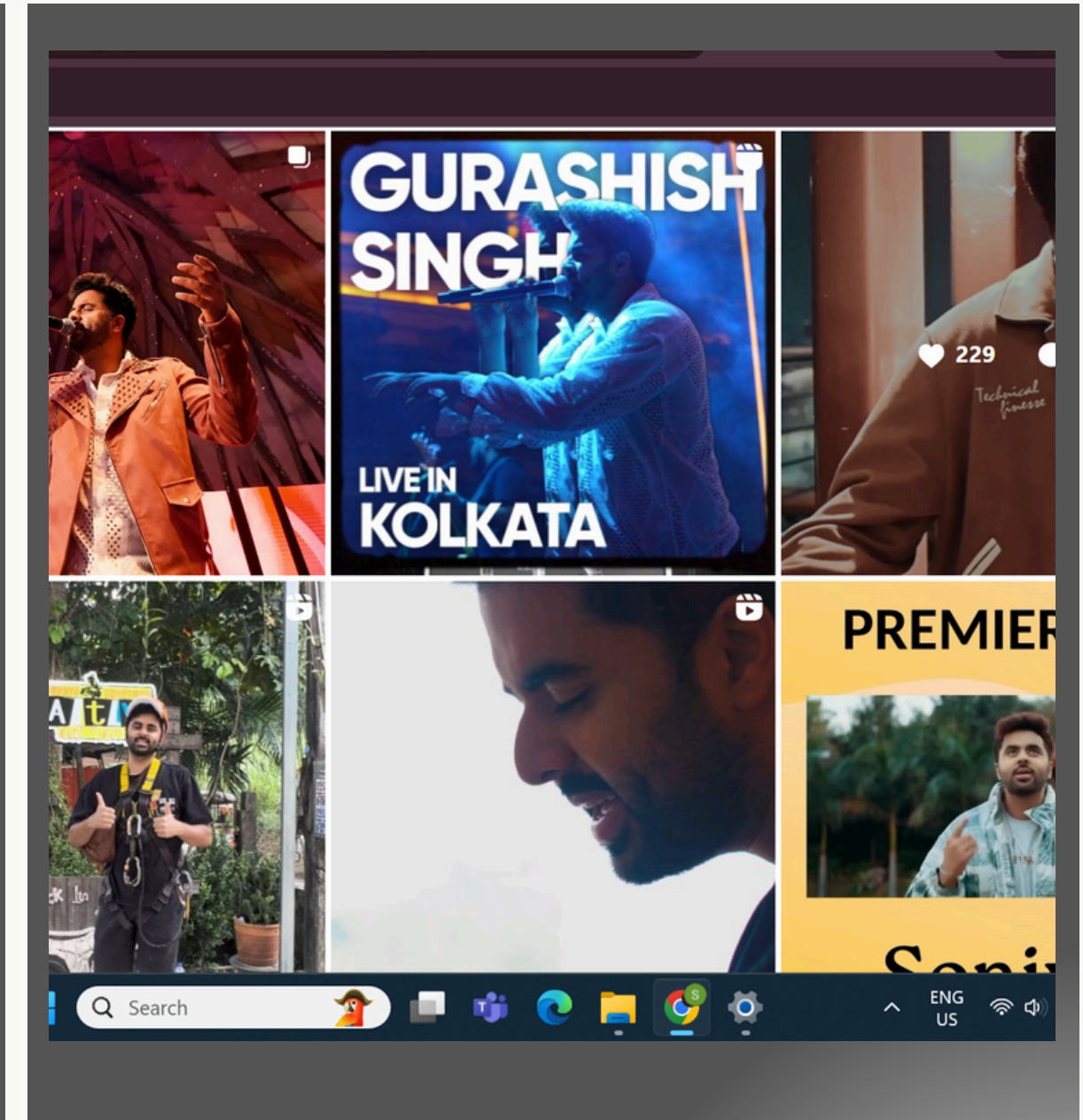
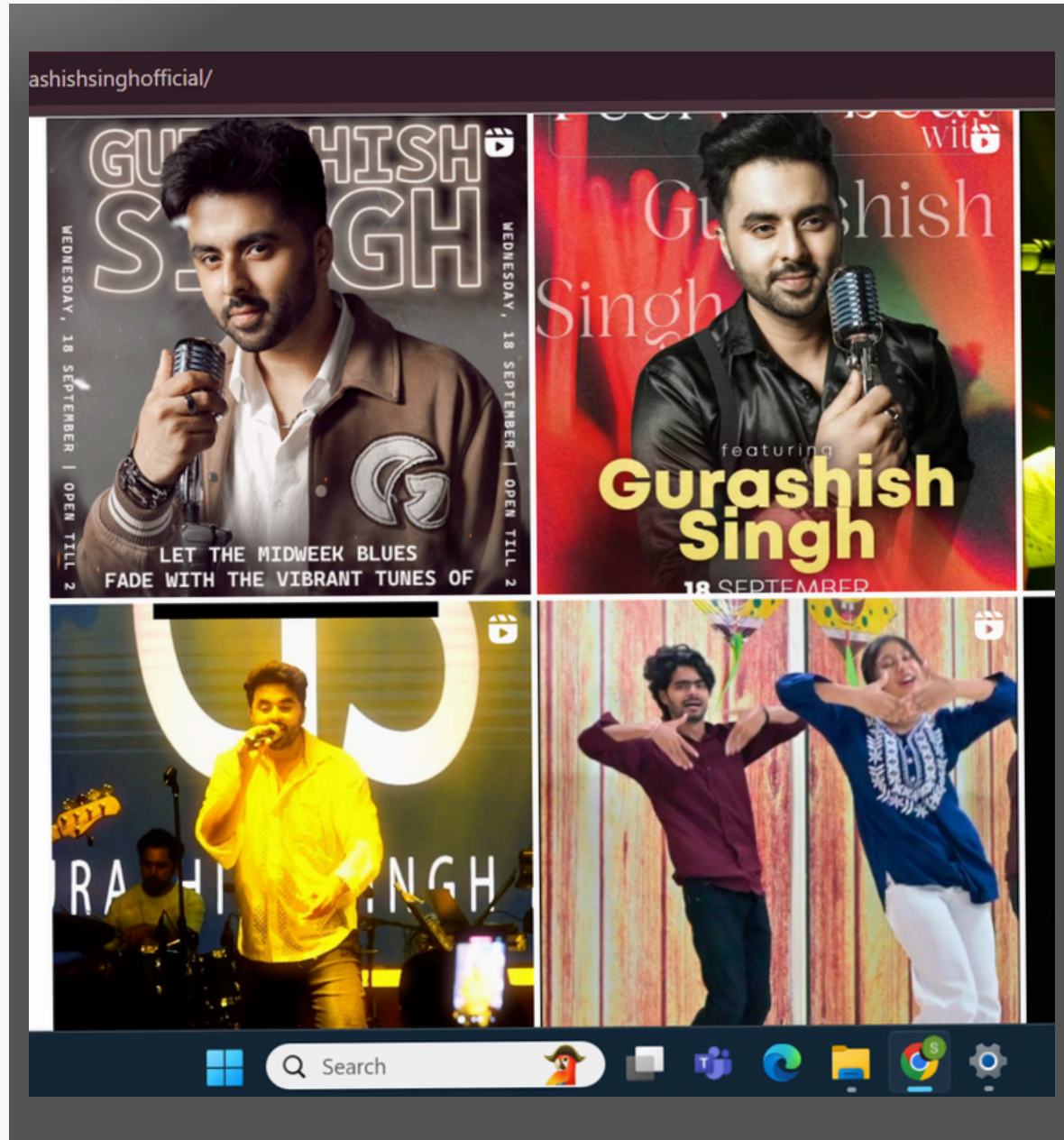
1. Enhanced Social Media Presence:

- Profile Revamp: Updated Gurashish's social media profiles with sleek, professional visuals, creating a more polished and unified brand image.
- Content Strategy: Crafted a well-rounded content plan featuring music previews, behind-the-scenes moments, and captivating posts that resonated with his audience.
- Consistent Engagement: Ensured regular updates, keeping fans hooked with fresh content, announcements, and insights into his music journey.

2. Boosted Brand Visibility for Gurashish:

- Wider Social Reach: Expanded his fanbase through focused social media campaigns, consistently engaging with followers, and increasing interactions across various platforms.
- Influencer Partnerships: Collaborated with fellow musicians, influencers, and music reviewers to enhance his credibility and raise his profile in the industry.
- Fan Engagement: Organized live performances, virtual meetups, and exclusive giveaways, strengthening his bond with fans and growing his community.

References



Check their profile for more!

2. Shubh Astro



Business, Corporate and Financial Astrology

INSTAGRAM LINK

- <https://www.instagram.com/shubhastroworldofficial/>
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CASE STUDY

Challenges Faced:

Astrology often faces skepticism in the digital age, and Shubha Astro was no exception. Despite being a well-known astrologer, Shubha Javaria found herself wrestling with an indifferent audience. People dismissed astrology as irrelevant, leading to low engagement, underwhelming business leads, and a general sense that her expertise was not valued. Traditional marketing efforts were falling flat, and her online presence was weak, leaving her services underappreciated and underutilized.

Our Approach

1. Social Media Strategy:

- Google My Business (GMB): We optimized Shubha Astro's GMB profile with accurate info, reviews, and regular updates, boosting her visibility and building trust among potential clients.
- Social Media Revamp: We curated content that connected astrology to everyday life, addressing misconceptions and sharing success stories, creating a relatable and trustworthy online presence.
- Performance Marketing: Targeted campaigns reached an audience seeking guidance, driving growth and connecting Shubha's expertise with those who value astrology's potential.

2. Website Revamp:

- Modern Redesign: Updated Shubha Astro's website with a sleek, modern design for improved user experience and easy navigation.
- SEO Optimization: Implemented SEO strategies to boost search engine rankings and drive more organic traffic.
- Ongoing Updates: Regularly refreshed the site with new astrology insights and promotions to keep it relevant and engaging.

3. Brand Awareness Campaigns:

- Focused Ad Campaigns: Launched targeted ads to effectively reach potential clients interested in astrology.
- Influencer Collaborations: Partnered with astrology influencers to increase visibility and enhance credibility.
- Special Events and Promotions: Organized astrology events and offers to attract new clients and elevate Shubha Javaria's profile.

Results Achieved

1. Enhanced Social Media Presence:

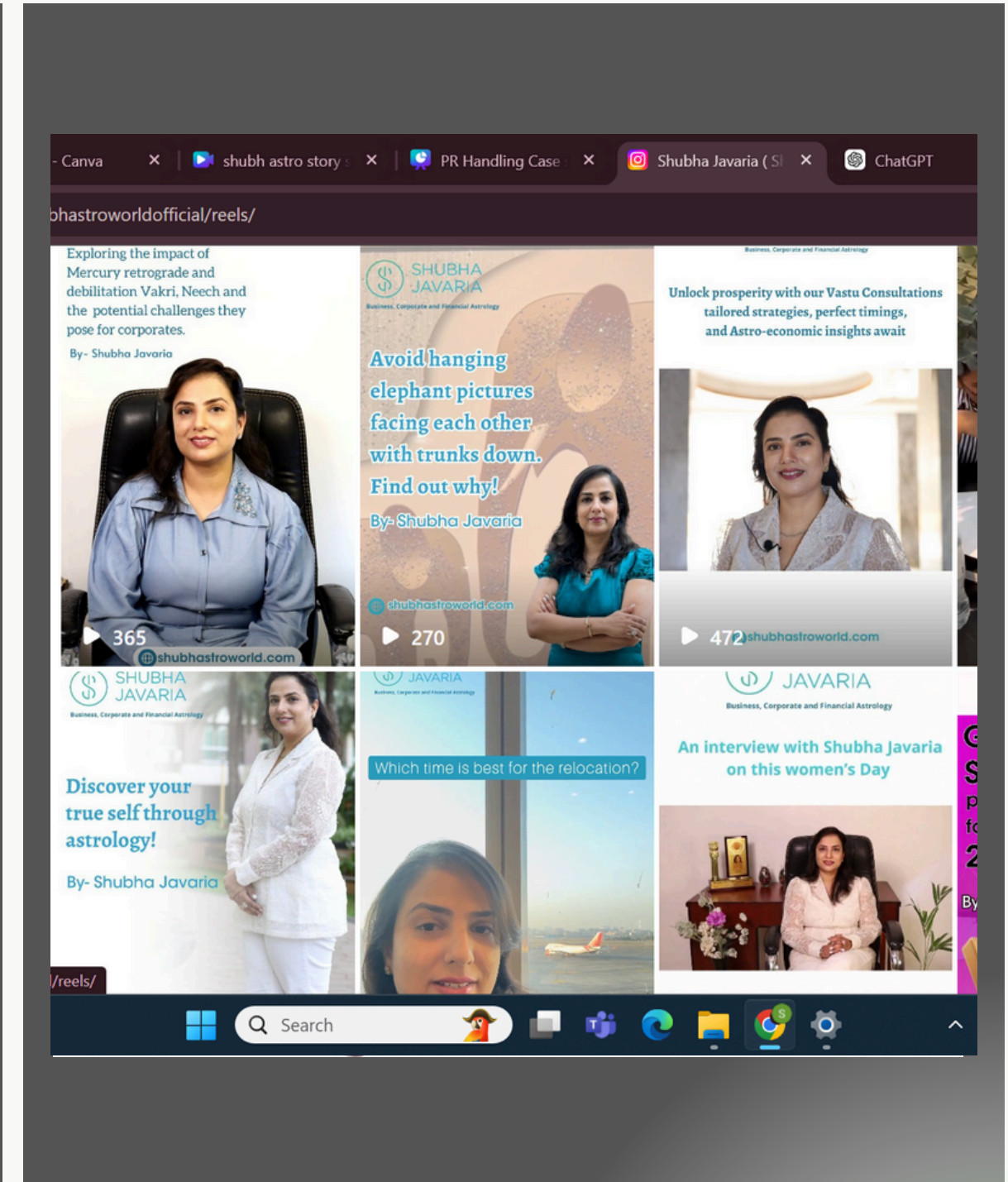
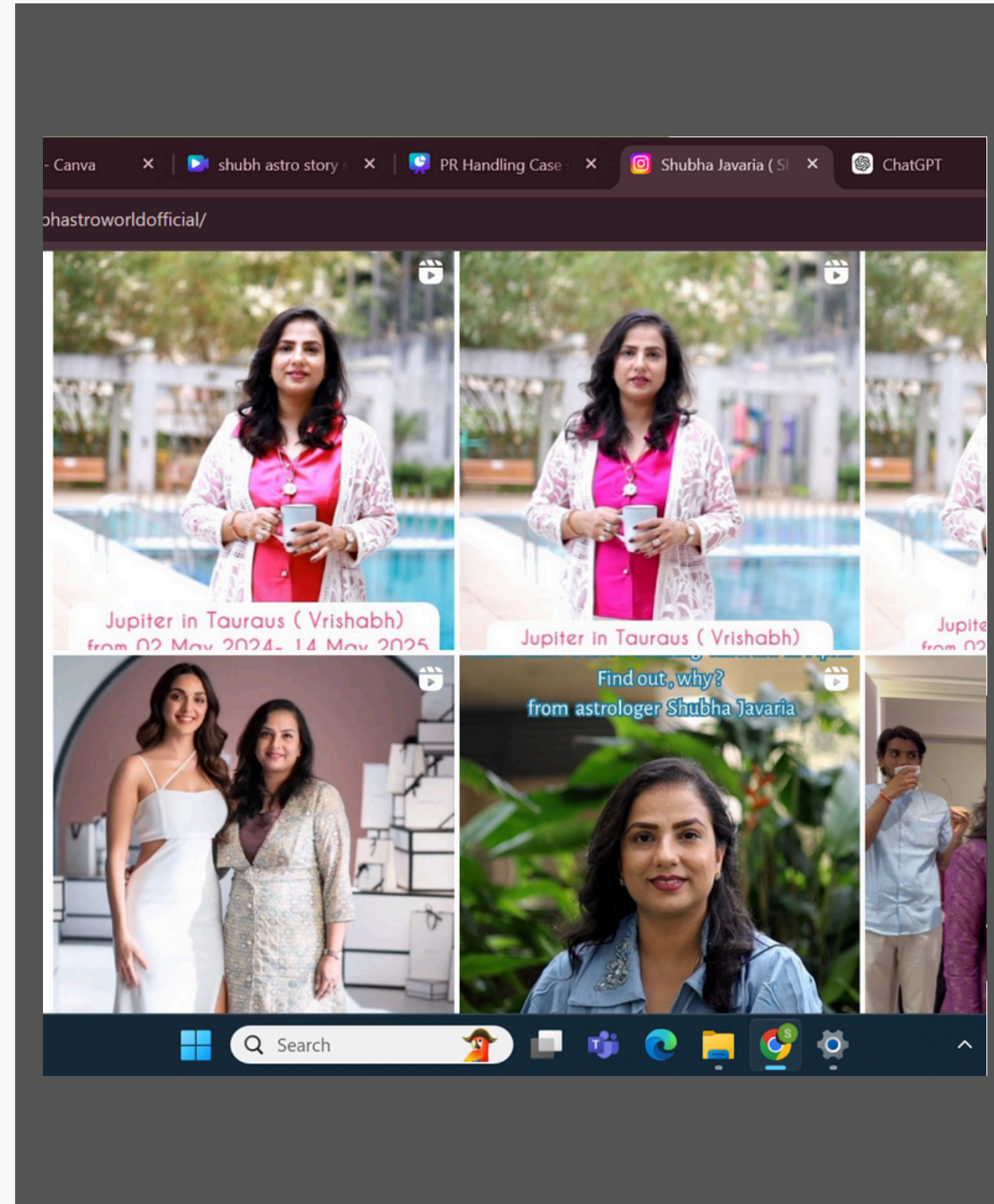
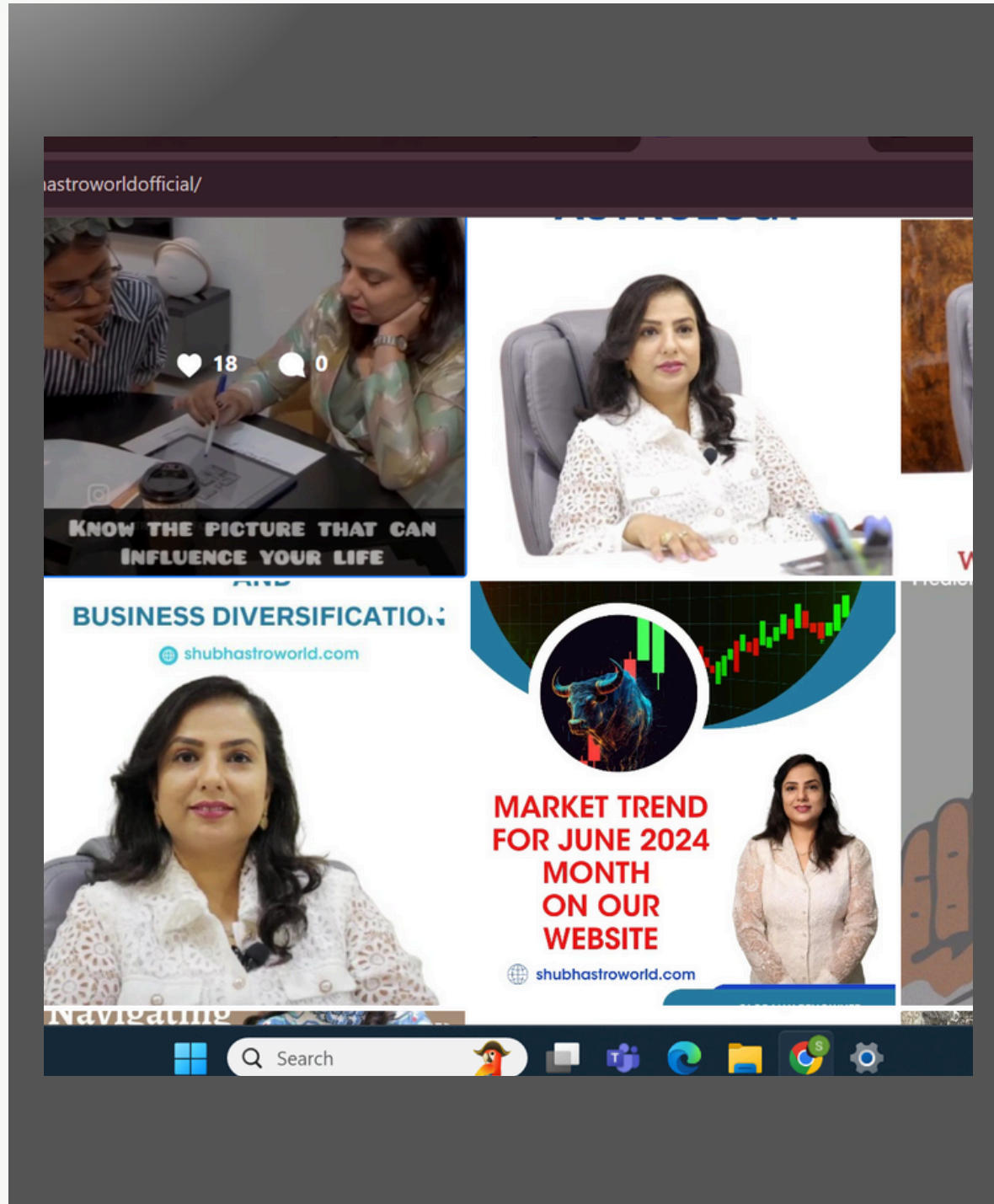
- Visibility Boost: Her GMB profile started attracting more visits and genuine reviews, leading to increased local inquiries and a 35% uptick in bookings.
- Audience Engagement: Social media engagement grew by over 60%, with her followers not just growing in number but actively participating, sharing stories, and seeking consultations.
- Business Expansion: With performance marketing, Shubha Astro saw a 40% rise in business inquiries, and more importantly, the perception of astrology began shifting from "questionable" to "valuable."

3. Increased Brand Awareness:

- Expanded Online Reach: Boosted Shubha Astro's presence and engagement through targeted social media campaigns and regular, insightful updates.
- Collaborations with Influencers: Partnered with astrology influencers to enhance Shubha Javaria's credibility and broaden her audience..
- Community Engagement: Organized special events and promotions to attract new clients and strengthen her presence within the astrology community.

Through these efforts, Shubha Javaria became a renowned astrologer, offering valuable insights for personal, corporate, and financial matters.

References



Check their profile for more!

3. Entrepreneurs

Mohammed Muneeb Khan & Mohammed Akheel



INSTAGRAM LINK

- https://www.instagram.com/beingmuneeb_khan/

INSTAGRAM LINK

- https://www.instagram.com/mohammed__akheel/

CASE STUDY

Challenges Faced:

When Mohammed Muneeb Khan and Mohammed Akheel approached us, their passion as young entrepreneurs was clear, but they faced significant hurdles in Hyderabad's competitive market. Despite their innovative ideas and hard work, they struggled to attract an audience and generate consistent business. Their branding didn't resonate with potential clients, leaving them feeling overlooked, while limited visibility hindered connections with key industry players. As a marketing team, we identified these challenges as opportunities for transformation, recognizing the need for a strategic overhaul to enhance their brand and credibility.

Our Approach:

1. Social Media Strategy:

- Logo Creation: We designed a distinctive logo that encapsulated their brand identity, making a strong first impression and fostering recognition.
- Event Participation: We encouraged and facilitated their attendance at key industry events, helping them network with potential clients and industry leaders, thus broadening their audience reach.
- Social Media Strengthening: We focused on robust backend support for their social media channels, utilizing performance marketing to target their desired audience effectively. This involved crafting engaging content that highlighted their services and success stories.

2. Understanding Their Vision:

- We began by engaging with Mohammed Muneeb Khan and Mohammed Akheel to fully understand their business goals, vision, and unique value propositions. This foundational insight allowed us to tailor our strategies specifically to their needs.
- Fostering Community Engagement: We organized special promotions and events to build relationships with potential clients, solidifying their presence in the local entrepreneurial landscape.

3. Performance Marketing

- Targeted Digital Ad Campaigns: Launched campaigns focused on reaching their ideal audience to maximize engagement and generate leads.
- Data-Driven Insights: Utilized analytics to identify key demographics and optimize ad placements across various platforms.
- Increased Brand Visibility: Enhanced their online presence and attracted a steady stream of inquiries, supporting sustained growth.

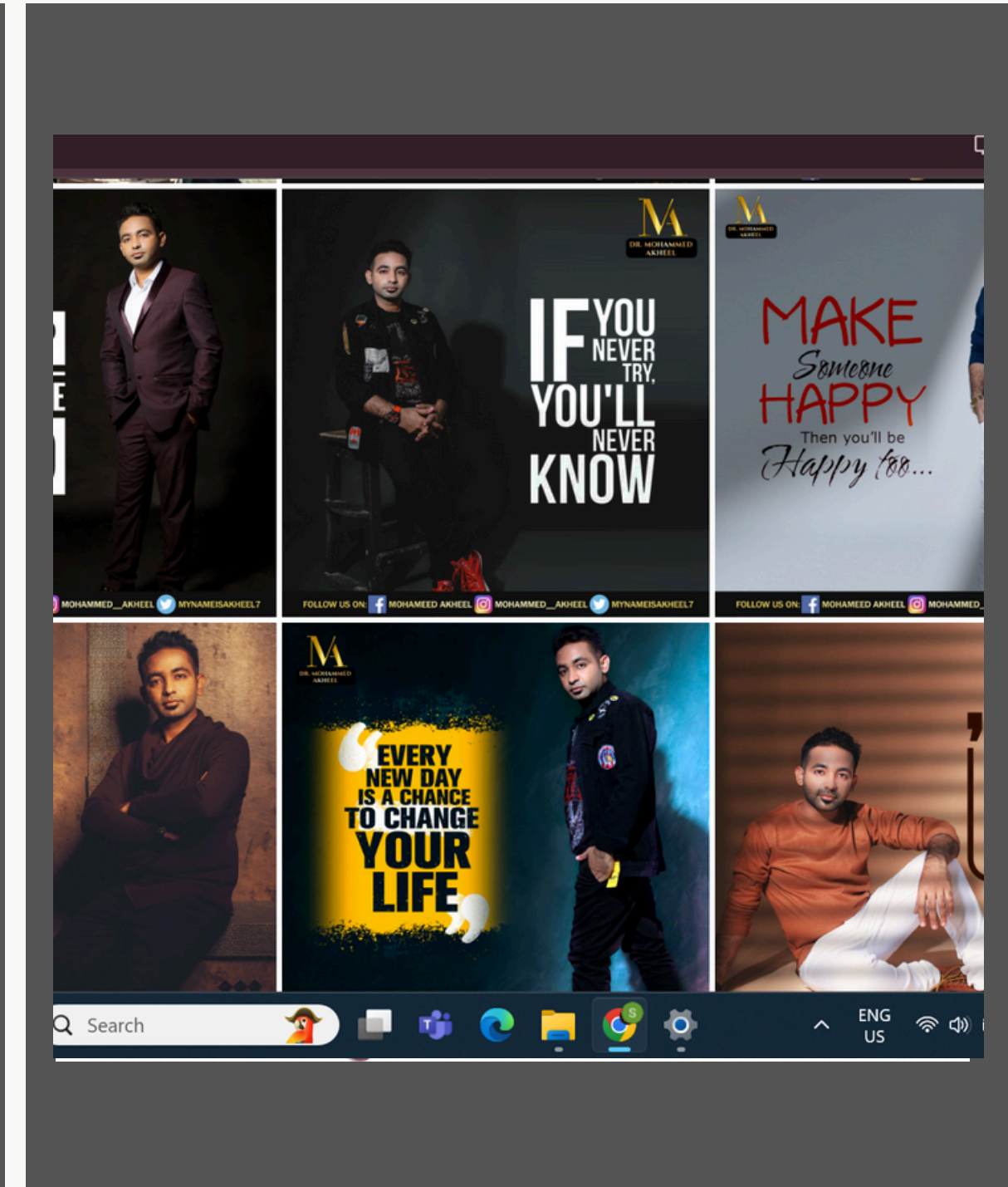
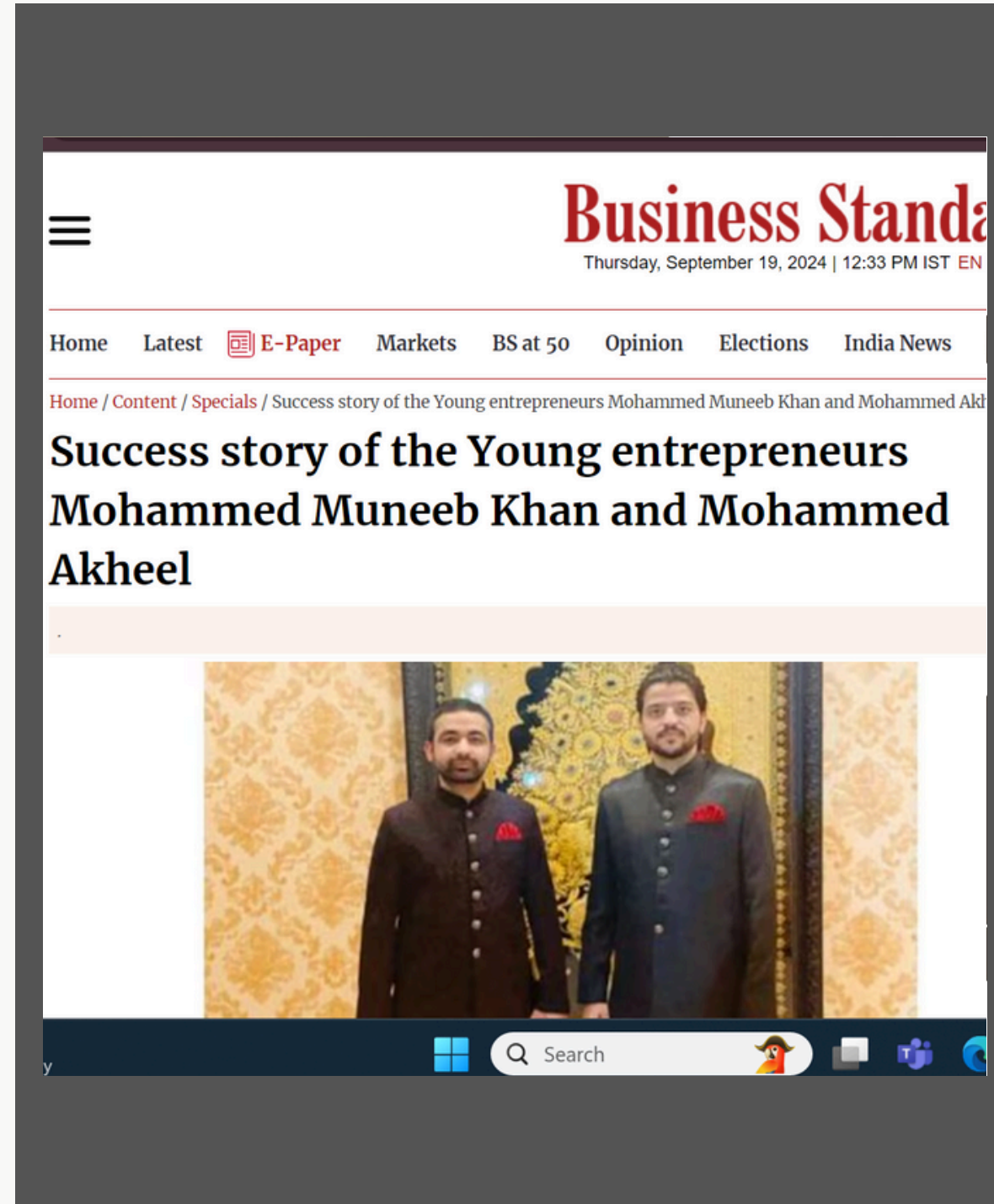
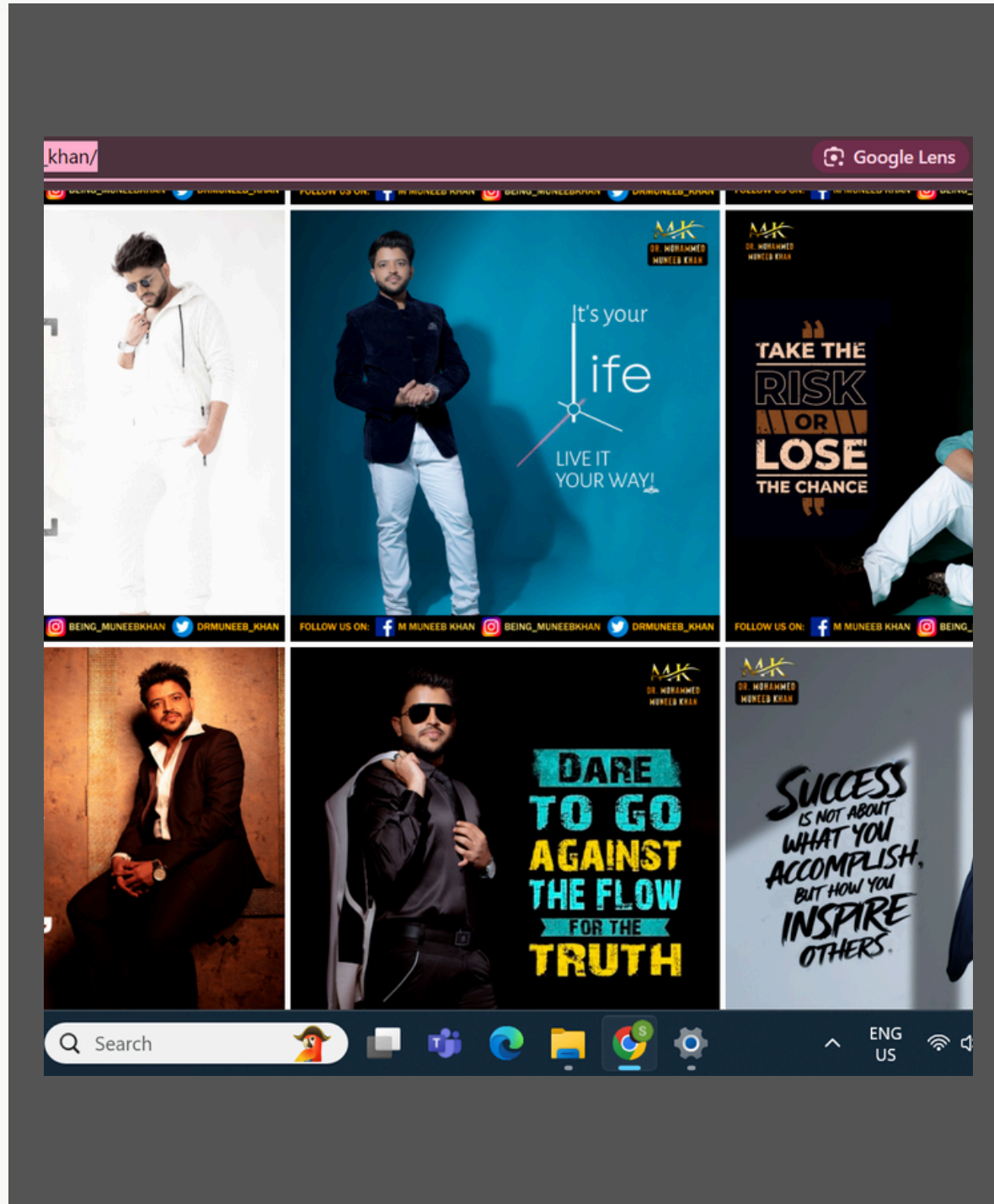
1. Enhanced Social Media Presence:

- Visual Refresh: Revamped the social media profiles of Mohammed Muneeb Khan and Mohammed Akheel with modern graphics and updated branding, presenting a polished and professional image.
- Strategic Content: Created a content strategy that included informative posts, testimonials, and engaging visuals to showcase their expertise and attract potential clients.
- Consistent Posting: Implemented a regular posting schedule to keep followers engaged with timely and relevant content, fostering a strong online community.

2. Increased Brand Awareness:

- Broadened Online Reach: Expanded their social media presence and engagement through targeted campaigns and consistent updates, increasing visibility.
- Influencer Collaborations: Partnered with local influencers in their industry to enhance brand visibility and credibility.
- Community Promotions: Organized special promotions and events to attract new clients and solidify their reputation within the entrepreneurial community.

References



Check their profile for more!

Get In Touch



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