

# SOCIAL MEDIA MANAGEMENT FOR GROWTH.



## CASE STUDY



Marketing and  
Advertising Agency

## Driving Exponential Growth: MIREGO | AFRICA's social media and Content Marketing Strategy for B.G.F Burundi

A case study for MIREGO | AFRICA's social media management and content marketing strategy that resulted in B.G.F Burundi's social media accounts growing by 229.50% terms of followers within nine months:

### Executive summary

MIREGO | AFRICA was assigned by B.G.F Burundi to develop and implement a comprehensive social media management and content marketing strategy aimed at achieving exponential growth in the brand's social media following. By leveraging product-driven content, compelling content, and strategic audience targeting, MIREGO | AFRICA successfully surpassed the growth expectations, resulting in a significant increase in followers and elevating B.G.F Burundi's social media presence.

### Background

B.G.F Burundi, a leading financial institution, recognized the importance of harnessing the power of social media and content marketing to engage with their target audience, establish thought leadership, and drive brand awareness. The bank assigned MIREGO | AFRICA to conceive a strategy that would not only increase their social media following but also position them as a trusted source of financial expertise.

### Objectives

#### Exponential Follower Growth

Achieve a minimum of 100% increase in social media followers across key platforms.

#### Enhanced Brand Visibility

Increase B.G.F Burundi's online presence and brand recognition through targeted content marketing efforts.

#### Thought Leadership

Establish B.G.F Burundi as a leading figure in the financial industry by delivering informative and valuable content to the target audience.

### Strategy and execution

#### Audience Research

The agency conducted in-depth research to understand B.G.F Burundi's target audience demographics, interests, pain points, and online behavior to inform content creation and targeting strategies.

#### Social media platforms content optimization

The agency tailored the content to each specific platform to maximize its effectiveness, engagement, and reach. This process involved understanding the unique features, audience preferences, and best practices of each platform and adapting the content accordingly. The goal was to ensure that our content resonated with the platform's users, captures their attention, and encourages them to engage with B.G.F brand.

#### Content Strategy

The agency developed a comprehensive content strategy that focused on delivering high-quality, informative, and engaging content tailored to the target audience's needs and interests. This includes, written text, videos, interactive Q&A and infographics

### Channel Selection

The agency identified key social media platforms where B.G.F Burundi's target audience was most active, including Facebook, Instagram and Twitter, and developed platform-specific content to maximize reach and engagement.

### Consistent Branding

Ensured consistent brand messaging and visual identity across all social media platforms, reinforcing B.G.F Burundi's brand image and increasing recognition.

### Content Distribution

Strategically distributed content through organic and paid channels, leveraging targeted advertising to reach the desired audience segments and drive follower growth.

### Thought Leadership Initiatives

Collaborated with influencers to create video content for digital marketing campaigns, positioning B.G.F Burundi as a thought leader in the financial sector

### Performance Tracking

Monitored key metrics such as follower growth, engagement rates and post reach to evaluate the effectiveness of the social media and content marketing efforts, making data-driven optimizations as necessary.

## Growth in numbers

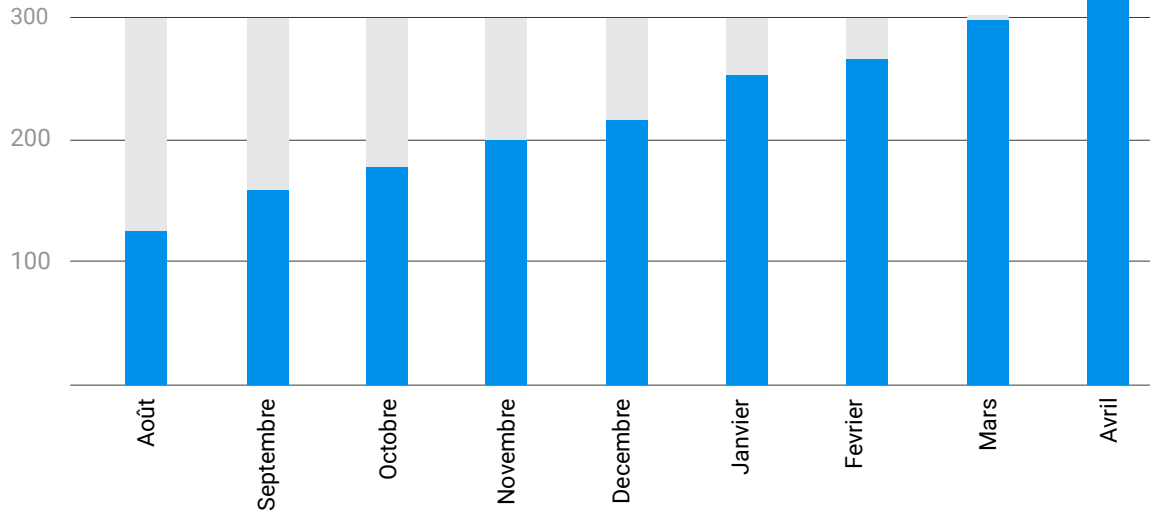
	AUG/22	SEPT/22	OCT/22	NOV/22	DEC/22	JAN/23	FEB/23	MAR/23	APR/23
Twitter	125	159	176	197	215	250	265	296	323
Facebook	4406	4635	4762	4791	5813	9700	9144	10529	10562
Instagram	180	216	224	231	242	294	305	328	343

	New followers/Platform	Followers' growth %	Average  229.50%
Twitter	198	258,4%	
Facebook	6156	239,7%	
Instagram	163	190,5%	



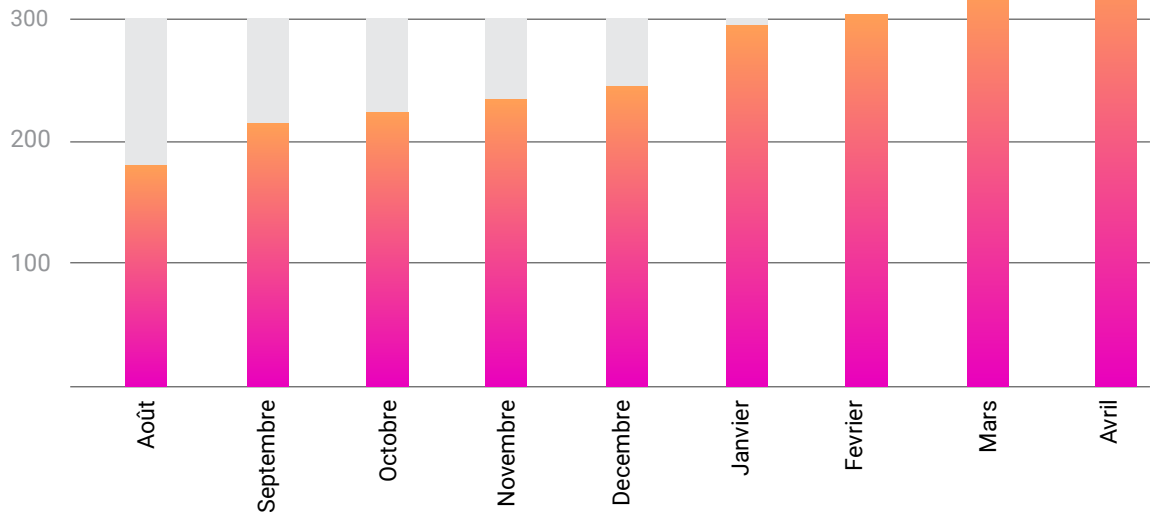
### Evolution Twitter

■ Null ■ Twitter



### Evolution Instagram

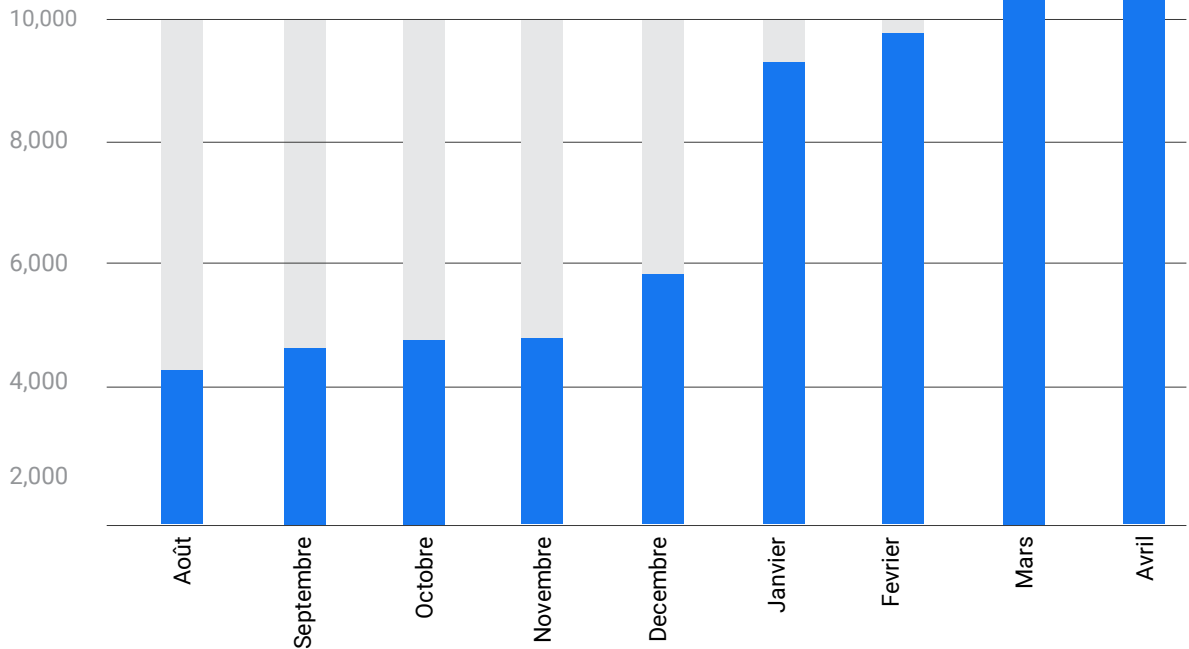
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### Evolution Facebook

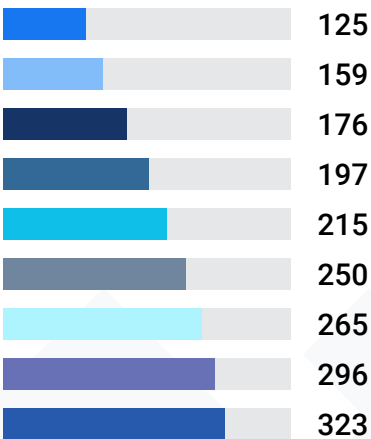
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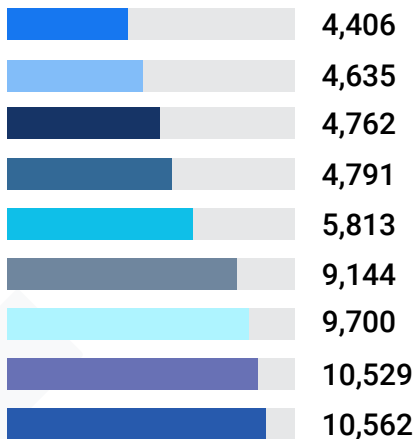
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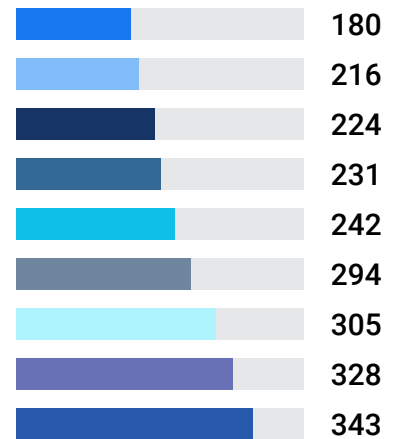
### Twitter



### Facebook



### Instagram



# Budget

## Budget Allocation

To achieve significant growth in social media followers, **MIREGO | AFRICA** only allocated 10% of the budget to paid social media advertising out the amount that the bank had budgeted for the digital campaign. This focused approach allowed for targeted campaigns and increased brand visibility.

## Paid Social Media Advertising (10% of the Budget)

- ✔ Utilized social media platforms for targeted advertising campaigns.
- ✔ Employed demographic and interest-based targeting to reach the desired audience.
- ✔ Ran sponsored posts, boosted content, and ad campaigns to increase brand visibility and attract new followers.

# Results

The exclusive focus on paid social media advertising generated exceptional results for **MIREGO | AFRICA** paid advertising on B.G.F social media platforms:

## Exponential Follower Growth

**B.G.F Burundi's** social media accounts experienced exceptional growth, surpassing the target of 100% increase to 229.50% in followers within the specified timeframe. **(Nine months)**

## Increased Engagement

The strategy led to a significant boost in audience engagement, including higher likes, comments, shares, and click-through rates, indicating increased interest and interaction with **B.G.F Burundi's** content.

## Enhanced Brand Visibility

**B.G.F Burundi's** social media presence expanded, resulting in improved brand recognition and visibility within the target audience and the financial industry in Burundi as a whole.

## Thought Leadership Establishment

Through thoughtfully crafted content and collaborations with industry experts, **B.G.F Burundi** successfully positioned itself as a trusted authority, gaining credibility and influence in the financial sector.

## Conclusion

By allocating only 10% of the budget to paid social media advertising, **MIREGO | AFRICA** achieved impressive growth in social media followers. The focused investment in targeted advertising campaigns allowed for increased brand visibility and attracted new followers within the given budget constraints.

It is important to note that while the exclusive allocation to paid advertising generated significant results in this case study, diversifying the budget across other strategies such as content creation, influencer collaborations, and community engagement can provide a more comprehensive approach to audience engagement and further enhance overall social media performance.

## Key takeaways

- ✔ Thorough audience research is essential to understanding the target audience's preferences, needs, and pain points, which helps in creating content that resonates with them.
- ✔ A comprehensive content strategy that encompasses various formats, such as video content, infographics, and interactive content, can cater to different audience preferences and maximize engagement.
- ✔ Strategic selection of social media platforms based on the target audience's presence and behavior allows for focused content distribution and better reach.
- ✔ Consistent branding across all social media platforms reinforces brand recognition and strengthens the brand's identity in the minds of the audience.
- ✔ Collaborations with industry experts and influencers can boost thought leadership efforts, providing valuable insights and increasing brand credibility.
- ✔ Continuous monitoring of key performance metrics helps in evaluating the effectiveness of the strategy and making data-driven optimizations to improve results.

## ROI and Business Impact

- ✔ The social media and content marketing strategy implemented by MIREGO | AFRICA resulted in a significant increase of over 225% in B.G.F Burundi's social media followers, exceeding the expectations.
- ✔ The improved brand visibility and engagement levels enhanced
- ✔ B.G.F Burundi's thought leadership position in the financial industry contributed to increased brand trust and credibility, attracting potential customers and business opportunities.

By executing a robust social media and content marketing strategy in combination with paid social media advertising, MIREGO | AFRICA successfully helped B.G.F Burundi achieve exponential growth in their social media following, establish thought leadership, and enhance brand visibility within Burundi financial industry. The results exceeded expectations and had a positive impact on B.G.F Burundi's business objectives and overall brand reputation.



**Thank You.**

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