

Picketmaze Custom Gifts Increased Their Social Shopping Traffic by 91.3% Through Instagram Ads

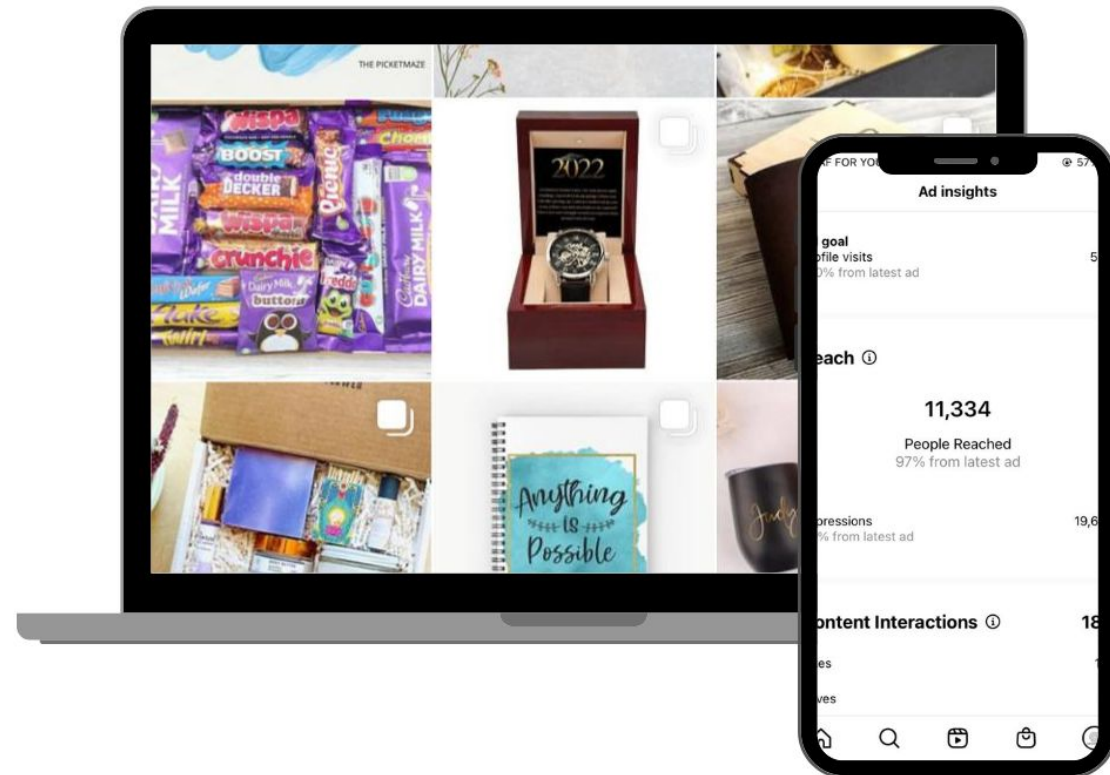


Picketmaze Custom Gifts is a Kenyan based custom gifts business that helps corporate and non-corporate clients in curating, packaging, and delivering custom gifts.

Looking to conduct market research and to grow their client list using social media and specifically Instagram, The business partnered with Picketmaze Marketing to get the targeted results and supported their Instagram ad strategy. **As a result, PicketMaze Custom Gifts saw an increase in their followers by over 90% and got significant traction in direct enquiries to validate the new business.**

How We Did It:

- Content Development Strategy
- Profile Optimization
- Instagram Ads Campaign
- Customer Experience Management



The Results

↑ **91.3%**
Profile Followers Growth

↑ **59**
Post Saves by Target Audience

#546
Profile Visits In 1 Week



"We had a business idea to package and deliver custom gifts and sought to quickly validate it and assess its feasibility in the market. PicketMaze Marketing helped in coming up with the strategy and running a 1 week Instagram campaign that confirmed the validity of the business idea in the Kenyan market. A very cost effective market research execution."

Rispa Price - Founder | PicketMaze Custom Gifts