



e-intelli
sense

Online Branding & Facebook Promotion

Client name:
ILS Adventure

i's
ADVENTURE

Client overview

ILS Adventure is an experiential learning company that combines authentic learning experiences, beautiful locations and challenging adventures. ILS Adventure provides a unique blend of adventure tour for corporate and individuals, which combine adventure and experiential learning like self defense, photography and team work.

Challenges

ILS Adventure wanted someone to setup and design their social media infrastructure and processes from which they can kick start their social media efforts.

Our Solution

E-intelligence took up the challenge and first redesigned logo and color scheme of ILS Adventure to convey a brand identity which evokes a feeling of adventure and adrenaline rush.



Take a look at the logo of ILS Adventure

We then proceeded to setup a Facebook page and designed a masthead, which evoked the spirit of adventure.



Active users and bloggers in adventure sports, photography and self defense were identified and encouraged to share content and engage in conversion on ILS Adventure Facebook page, which increased the reach of the contents and brought new likes, related groups were joined and relevant contents and events were shared.

Facebook contest was launched among the fans to increase the participation and positive buzz around the page. Offline event **"Meetup"** was conceptualized to keep the past participant involved, generate positive word of mouth and generate content for social media.

Result

Within a couple of months, the Facebook page activity took off and the page got over 5000 likes. ILS Adventure received around 40 registrations for adventure tour purely from Facebook campaign and continues to do so !

