Achieving

(50) (E) | E) | 51M

Views

Clicks YouTube Impressions

for an Assam Based Cancer Hospital

Introduction and Client Background



Bunjy collaborated with a healthcare company to raise funds for Assam flood relief efforts through an online campaign. With a focus on leveraging digital channels, including social media and YouTube, the goal was to generate awareness and drive donations for the noble cause.

challenge

The healthcare company faced the challenge of mobilizing support and donations for Assam flood relief in a time-sensitive manner. With limited resources and a need for widespread reach, they sought a strategic solution to maximize their impact through digital channels.

Strategy & Solution

Bunjy devised a targeted online campaign to raise funds for Assam flood relief.



This included:





Bunjy launched a comprehensive social

Social Media Campaign:

media campaign across platforms like Facebook, Instagram, and Twitter, featuring compelling visuals and impactful messaging to engage the audience and drive donations.



Bunjy promoted the healthcare company's YouTube channel with dedicated videos

YouTube Channel Promotion:

highlighting the Assam flood relief efforts. These videos showcased the company's commitment to the cause and encouraged viewers to donate and support. Donation Campaign:



campaign to generate impressions and clicks to the healthcare company's

donation page. Strategic ad placements and targeting ensured maximum visibility and engagement. Results

60k+ Clicks: The campaign generated over 60,000 clicks, driving traffic to the healthcare company's donation page and increasing

donation opportunities. 1 Lakh+ YouTube Views:

The YouTube channel promotion garnered over 100,000 views,

expanding the reach and awareness of the Assam flood relief

The online campaign by Bunjy yielded remarkable results

for the healthcare company's Assam flood relief efforts:

efforts among a wider audience. 1,558,810+ Impressions for Donation Campaign:

significantly amplifying the visibility and impact of the healthcare company's fundraising efforts.

The donation campaign generated over 1.5 million impressions,

Lessons Learned Through this collaboration, Bunjy and the healthcare company

learned valuable lessons about the power of digital marketing in driving social impact. Strategic campaign planning, compelling torytelling, and targeted audience engagement were key factors in achieving the campaign's success.

Conclusion and

Call to Action Through this collaboration, Bunjy and the healthcare company learned valuable lessons about the power of digital marketing in

torytelling, and targeted audience engagement were key factors in achieving the campaign's success. Are you ready to make a difference

with your next online campaign?

and engagement through digital marketing!

driving social impact. Strategic campaign planning, compelling

Contact Bunjy today to learn how we can help you drive impact