

# CASE by social2b

# STUDIES

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POND MOBILE  
(B2C AND B2B)

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## OVERVIEW

PondMobile, a global MVNO (Mobile Virtual Network Operator), initially engaged Social2B to better manage social media channels. And with the rise of Instagram (prior to Facebook purchase), PondMobile wanted to explore better branding, conversions and social commerce for its B2C and B2B Divisions.

## CHALLENGE

The challenge was to integrate social into a growing presence of the brand globally, based on word-of-mouth and email marketing. It was important to show that Social Media channel was going to lift the brand equity and to aide the client engagement and possibly conversions for signups. However, the experimentation, if successful, was to be replaced by a more elaborate multi-channel digital strategy and execution.



# POND MOBILE

(B2C AND B2B)

## SOLUTION



A

B

Social2B developed a comprehensive B2C Social Media Strategy, followed by a partial overhaul of the website content, redesign of their landing pages, a brand new B2B and B2C eCommerce sites, and a comprehensive marketing automation solution using ActiveCampaign and other platforms for email marketing.

Currently, Social2B is engaging PondMobile with the preliminary strategy for ABM - Account Based Marketing - allowing PondMobile to integrate Sales and Marketing, and to personalize content and communications with their top 20 accounts.

# POND MOBILE

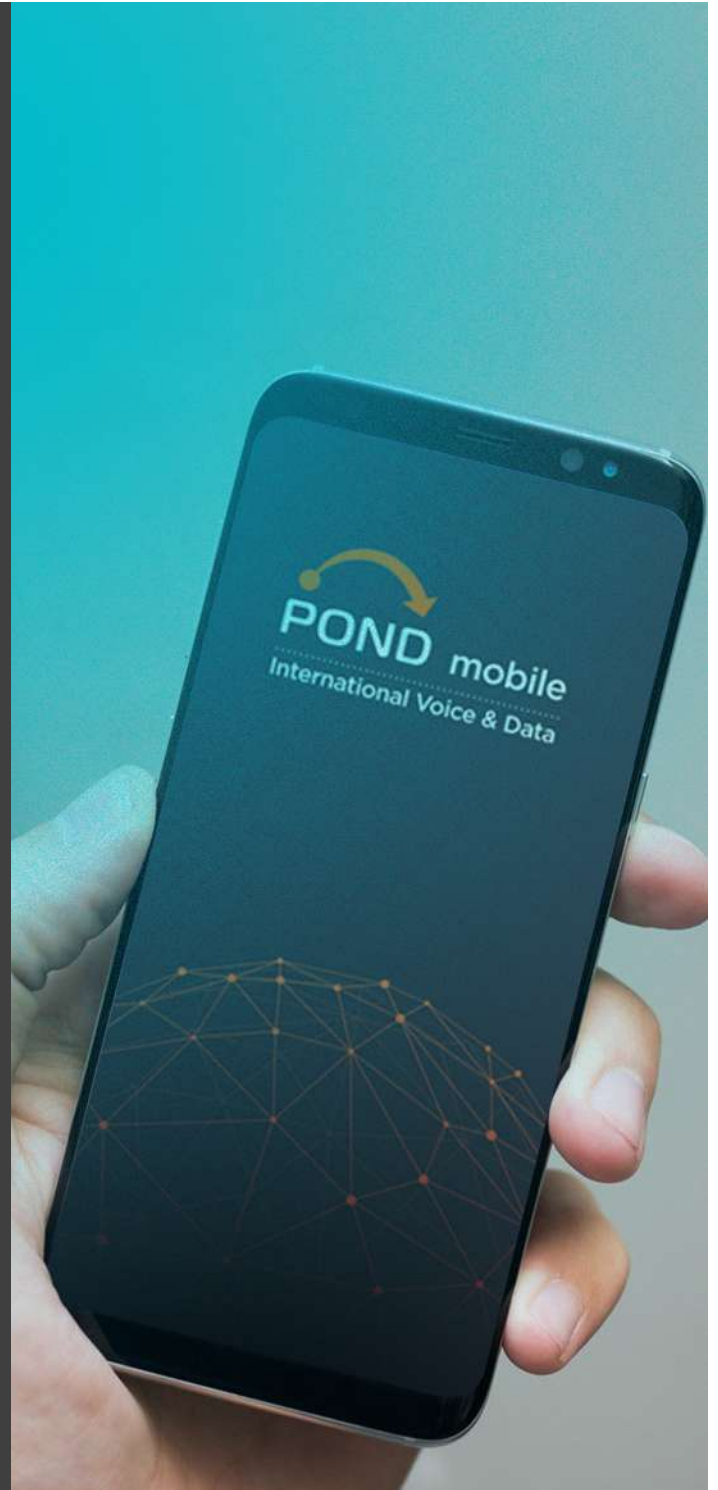
(B2C AND B2B)

## RESULTS

SSocial2B team managed to build a strong social community and content strategy for the brand. The social media community was built from the very beginning. In terms of SM content firstly the communities and then the websites (landing pages) were created for each targeted audience according to the region and language (international - English, CIS - Russian, Arabic and French).

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For the video content, the creative team monthly creates how-to, branded and tutorial videos. Among the results: the video "How to set up SMS/iMessages forwarding on iPhone?" has 20K organic views and video "Pond Mobile Advantages" has 7K organic views on YouTube. The videos created in cooperation with opinion leaders went viral in Russian Facebook community bringing up to 20K views per video (supported by the paid social).



# POND MOBILE

(B2C AND B2B)

The Instagram content strategy was developed on the concept of a traveling phone. Pond Mobile team and subscribers keep taking photos of their phones in Pond Mobile branded cases with the famous sightseeing on the background around the world. This visual content strategy builds a strong community of frequent users and shows the lifestyle of the operator's clients. Also, it is a way to engage the existing customers into the community.

We support 4 Pond Mobile's websites:

<https://www.pondmobile.com/>

<https://www.pondmobile.ru/>

<https://business.pondmobile.com/>

<https://shop.pondmobile.com/>

Last 2 were developed from the scratch and the next two are under construction:

<https://www.pondmobile.fr/>

<https://www.pondmobile.ar/>

During the collaboration, we got over 4000 goal completions.

Social2B launched paid campaigns in USA, CIS, middle and far East countries.

