



Case Study

PondMobile (B2C and B2B)



Overview

PondMobile, a global MVNO (Mobile Virtual Network Operator), initially engaged Social2B (now GEM) 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 media into the brand's growing presence globally, based on word-of-mouth and email marketing. It was important to show that social media channels would lift brand equity and aid 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.

What We Did

GlobalEdgeMarkets (former Social2B) developed a comprehensive B2C Social Media Strategy, followed by a partial overhaul of the website content, a 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, GlobalEdgeMarkets 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.



Results

Our team managed to build a solid social community and content strategy for the brand from the very beginning. Regarding SM content, 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).

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 the video "Pond Mobile Advantages" has 7K organic views on YouTube.

The videos created in cooperation with opinion leaders went viral in the Russian Facebook community bringing up to 20K views per video (supported by the paid social).

Results

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 famous sightseeing in the background worldwide. 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 existing customers in 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/>

The last two were developed from 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. GlobalEdgeMarkets launched paid campaigns in the USA, CIS, and Middle and Far East countries.

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