

# Social Media Growth

Currency Exchange Services



*"LiveDigitalPro made Snapchat work for an 'older' audience; their creative angles drove real foot traffic and loyalty."*

– **Temitope**, Marketing Manager  
Forward Marketing Communication

## CHALLENGE

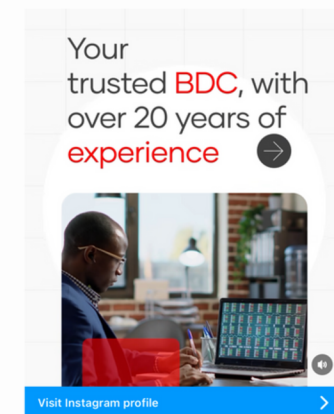
Boost Snapchat followers and promote services to a mature audience (ages 25–50) on Instagram, positioning the brand as the go-to for travel and business currency needs.

## STRATEGY

- Tailor Snapchat for viral reach and Instagram for trust-building.
- Target travelers (25–35) and business professionals (36–50) separately.
- Blend urgency with educational value (exchange rate).

## KEY TACTICS

- Ads showcasing real-time exchange rates
- Users are interested in content according to the categories of interests.
- Formation of a separate segment of users similar to the target audience



## RESULTS

- Snapchat Followers: 6,478.6% increase (13 921 followers in 90 days)
- 112,000+ Instagram Reach
- Instagram Performance:
  - >609 link clicks.
  - >876 new followers