

Buzzpang Inc.

<https://buzzpang.com/pcn/>

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BUZZPANG

Company Profile



ABOUT US

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Buzzpang is a digital marketing agency. We help businesses in digital advertising, business consulting, AI automations, and influencer marketing advertising. We cater to B2B brands and clients and consumer services in various industries such as healthcare, sports & fitness, beauty, and many more.



BUZZPANG INC.

ABOUT US



THE VISION

Our vision is to be a trusted, long-term partner for clients and media collaborators, aligning with their business philosophies, cultures, and core values to achieve shared goals. Through rigorous influencer selection and targeted campaigns, we ensure efficiency, effectiveness, and success for all parties involved.

THE MISSION

At Buzzpang, our mission is clear: to assist clients in achieving their objectives. Through multi-faceted, data-driven solutions, we empower clients to effectively connect with, engage, and convert their target customers.



COMPANY'S CHARACTERISTICS

104

Creative.
.Data-driven
Results-driven.



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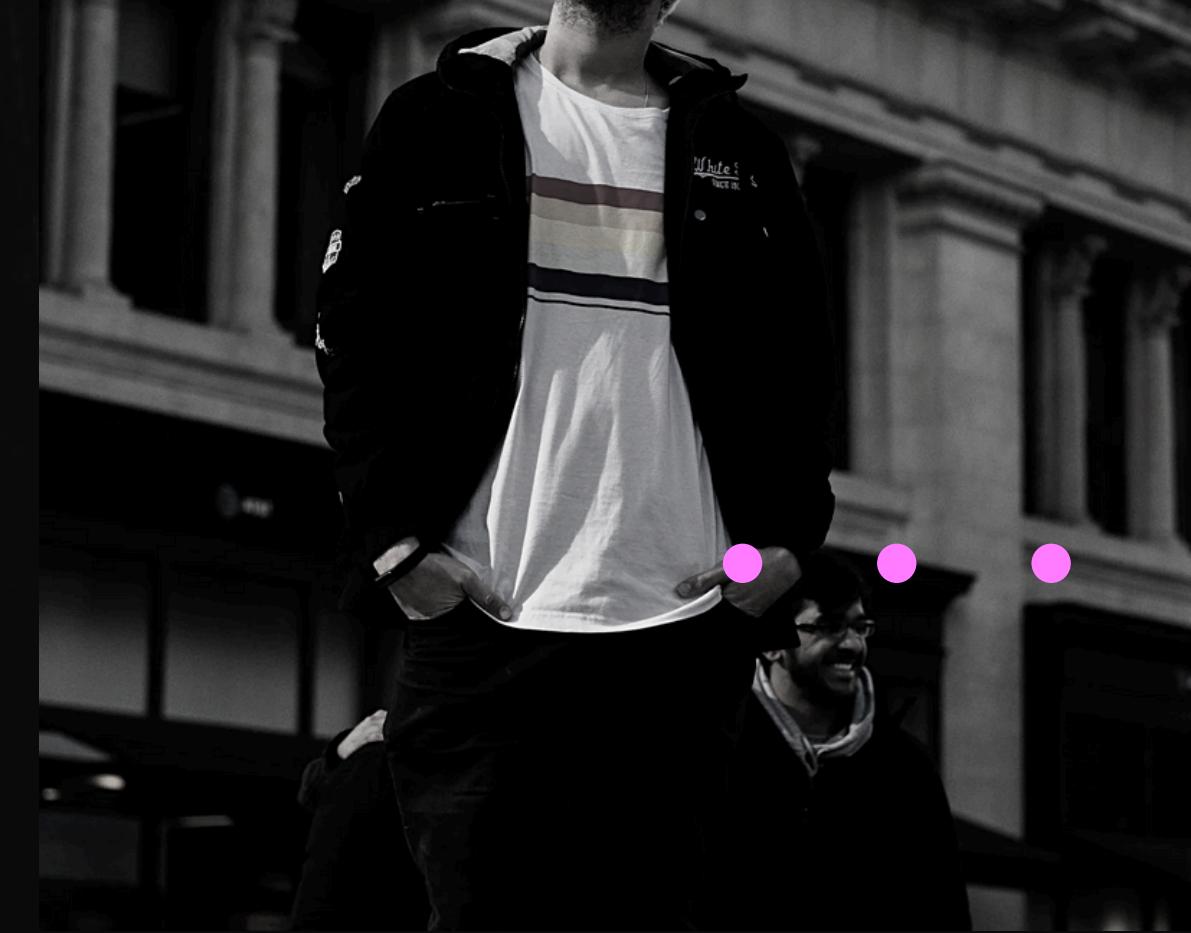


COMPANY'S SERVICES



- 601

- *INFLUENCER MARKETING*
- *DIGITAL MARKETING*
- *WEB DEVELOPMENT*
- *AI AUTOMATIONS*



Swanderful MOVES

THE BUSINESS CHALLENGE

In the time of COVID-19, consumer behavior and concern shift towards fighting the pandemic. They continue to seek brands that address their immediate and relevant concerns; brands that provide not just reliable products, but credible information as well.

On top of that, mothers are becoming overwhelmed with concern. From the task that they will serve, to the safety of the whole family, they try their best to stay on top of things. Because of this, mothers are now looking for ways to stay informed and entertained in order to cope and adapt to the "new normal".

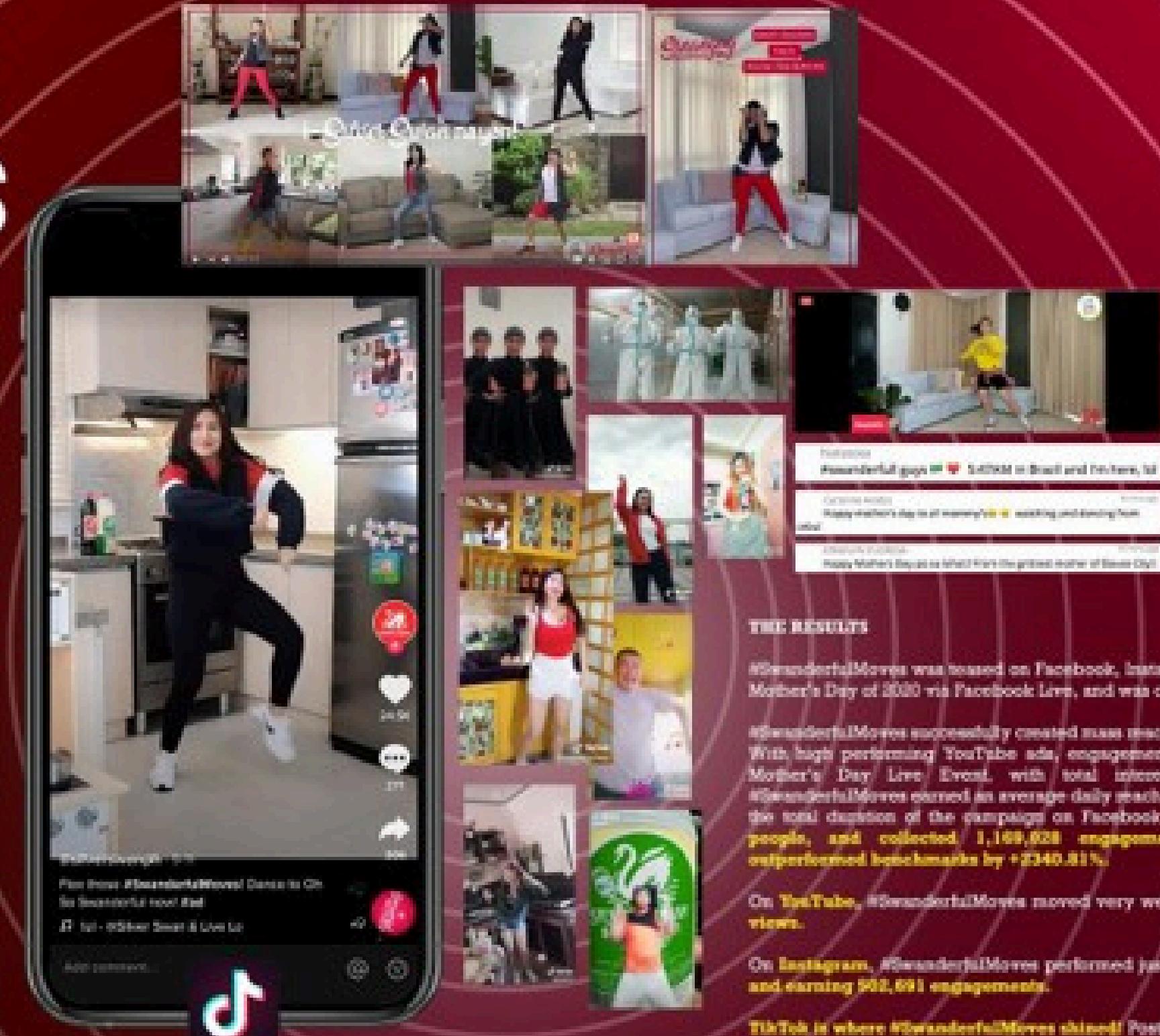
Silver Swan needs to adapt their digital marketing efforts to the changing behaviors of the market, especially in the time of the pandemic. They need to be more aware, while maintaining their credibility and reliability as a brand. And now more than ever, Silver Swan needs to rally behind Mothers who are stuck at home in order to give them comfort and assurance that their efforts are well appreciated.

THE CREATIVE SOLUTION

With COVID-19 forcing the nation to stay indoors, families nowadays look for ways to stay active and entertained. Silver Swan took the opportunity to remain relevant in these trying times through #SwanderfulMoves.

#SwanderfulMoves is a multi-platform digital dance challenge that inspires our market, especially the Silver Swan mom, to fight boredom at home and encourage the practice of healthy habits, relevant home tips, and delicious meal options.

#SwanderfulMoves created materials that drove awareness and excitement about the #SwanderfulMoves Dance Party, including full-video tutorials, content posts from live Zumba Party, and teaser posts. The highlight of the campaign was a live Zumba session on Live Love Party's website highlighting #SwanderfulMoves and Silver Swan Products. #SwanderfulMoves leveraged consumer entertainment behavior developed during the pandemic afterwards and amplified awareness and positive sentiments by launching a TikTok Dance Challenge, #SwanderfulMovesChallenge - this enabled a deeper connection with audiences on a new platform and collect user-generated content that will excite the community of Swanderful Moms.



The Adobo BOUNCE
The Pakwing SWING
The Sinangag SHUFFLE

13M+

TOTAL REACH

2M+

TOTAL ENGAGEMENT

20M+

TOTAL VIEWS

THE RESULTS

#SwanderfulMoves was based on Facebook, Instagram, and YouTube leading to its launch on Mother's Day of 2020 via Facebook Live, and was continuously maintained on TikTok.

#SwanderfulMoves successfully created mass reach and awareness across all digital platforms. With high performing YouTube ads, engagement results show high interest in joining the Mother's Day Live Event with total interest garnered at 299,000 on Facebook. #SwanderfulMoves earned an average daily reach of 28,310, or a total reach of 214,640. During the total duration of the campaign on Facebook, #SwanderfulMoves reached 10,242,966 people, and collected 1,169,628 engagements. Collectively, the Facebook posts outperformed benchmarks by +2040.81%.

On YouTube, #SwanderfulMoves moved very well! The campaign gathered 132,963 actual views.

On Instagram, #SwanderfulMoves performed just as good, reaching 2,778,325 individuals, and earning 502,691 engagements.

TikTok is where #SwanderfulMoves shined! Posts from Silver Swan and SCOLs did not overlap in timing, ensuring consistent presence throughout the month earning the campaign a total of 29,012,819 views. And similar to Facebook, #SwanderfulMoves on TikTok generated high engagement clocking in at 749,837 clicks.

But #SwanderfulMoves did not stop there. The amount of User Generated Content views for #SwanderfulMovesChallenge topped at 27,219,369, and engaged with 1,499,478 TikTokers and counting - enough to capture a younger set of #Swanderful Silver Swan brand loyalists.

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INFLUENCER MARKETING

Buzzpang partners with leading influencers to enhance brand engagement and activate global audiences. We craft and implement innovative influencer marketing strategies to elevate your brand narrative and connect with millions worldwide.

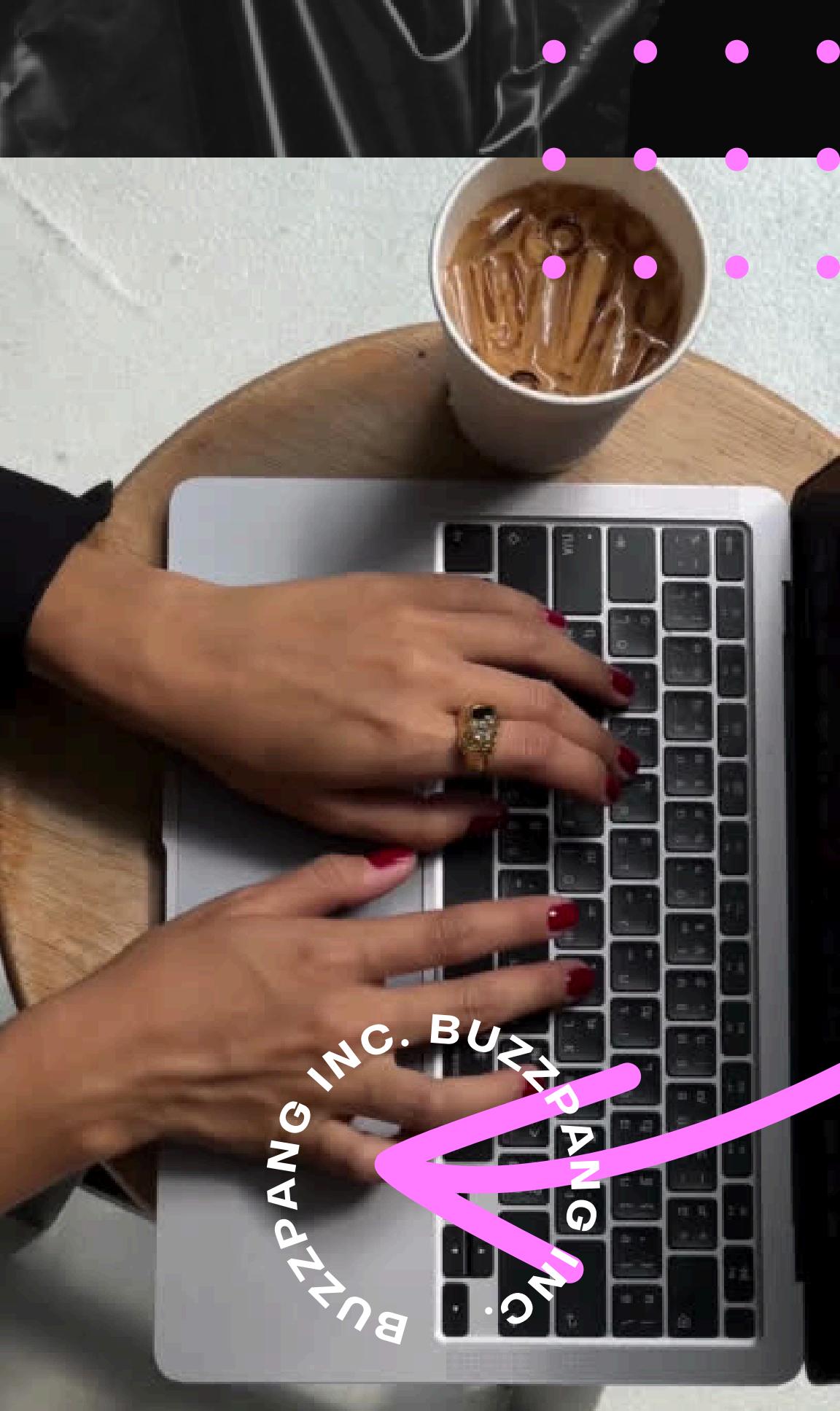
With our unparalleled expertise, we forge genuine connections between brands and influencers. We then design and implement strategies to magnify your brand's narrative on a large scale.



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DIGITAL MARKETING

A trusted partner for your brand's social media needs In today's highly competitive digital landscape, building a community and driving conversions is increasingly challenging. We'll help you differentiate from the competition with social media campaigns refined through rigorous testing and experimentation.





WEB DEVELOPMENT

Buzzpang partners with an esteemed web development agency to provide innovative web solutions for our clients. Our combined expertise ensures your online presence is both engaging and effective, delivering a seamless and impactful user experience.



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AUTOMATIONS



AI AUTOMATIONS

By integrating artificial intelligence with automation, we develop highly efficient workflows that link your applications and automate tasks, eliminating the need for manual work. Our solutions are fully customized and provided as a comprehensive service.



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CONTACT DETAILS

Contact us to partner with us!

2024