



**GuocoLand**

A Member of the Hong Leong Group

## Growing Awareness & Engagement on Social Media through continuous AB testing

### The Challenge.

Guocoland is an established property developer in developing community centric residential townships as well as innovative commercial and integrated development projects in Malaysia. Unfortunately, the challenges that they faced were a low performing Facebook Page. Since each brand has a Facebook Marketing strategy that is unique to its business, it is difficult to determine a single way for all brands to measure the success of their efforts. Guocoland were going through low engagement, low numbers of followers and low brand awareness.

Guocoland engaged us to create more engagement and to increase the number of followers and likes on their Facebook page.

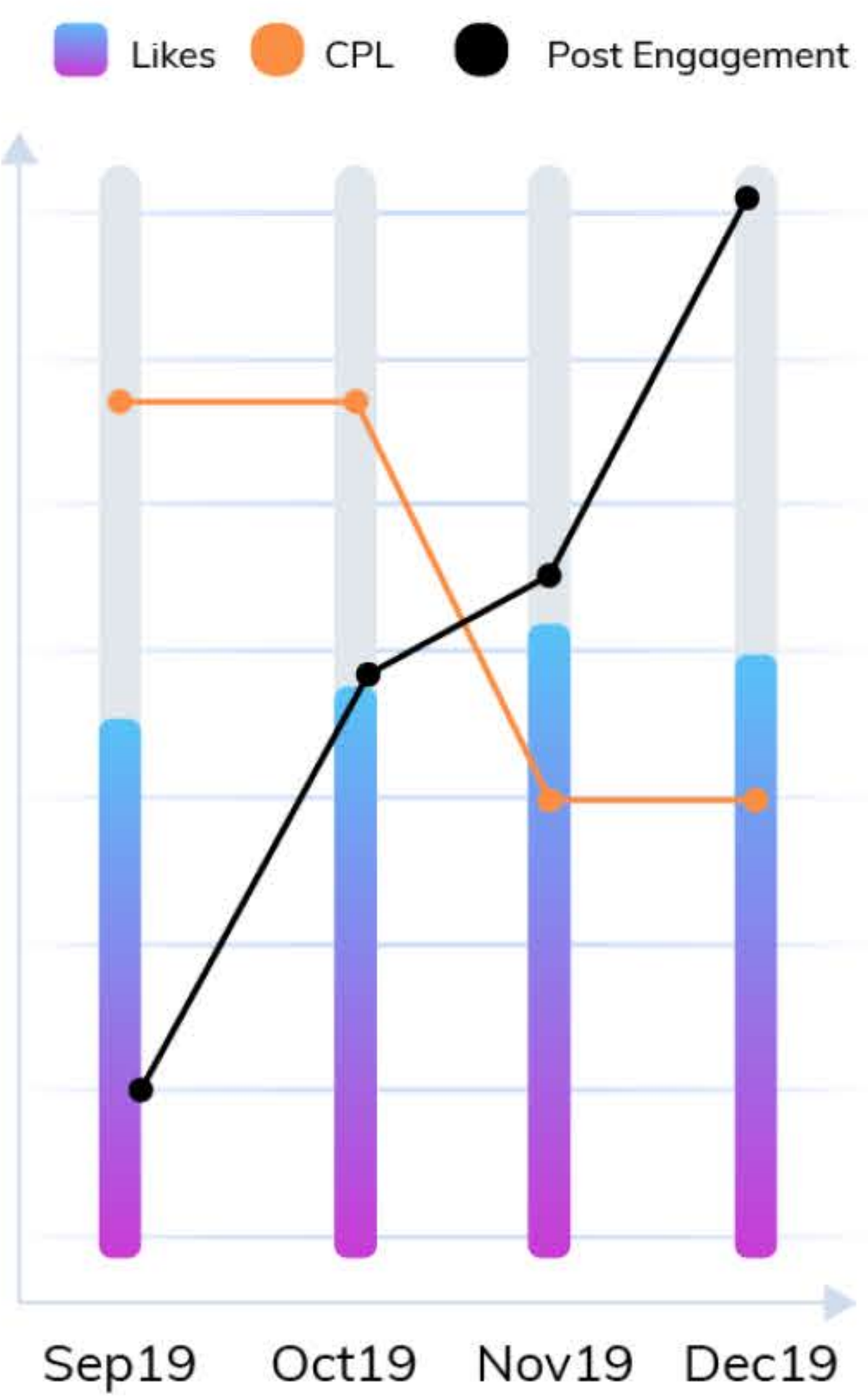
### Our Strategy.

While developing a Facebook Marketing plan for Guocoland, recognizing when and how to improve their Facebook Marketing plan is crucial.

**Performance-driven Social Media Strategy**  
Our strategy was to run Page-Like ads to constantly bring in new fresh followers who would be more engaged on our content whilst publishing engaging content to keep the engagement rate up and healthy. With constant AB testing and optimization, we managed to reduce CPL by more than half and stabilize it by the 3rd month.

**AB testing at scale**  
Content AB testing was crucial at the start as we needed to identify the right look & feel and angle that worked with their audience. Lifestyle and facilities-focused content helped to drive higher likes at a lower cost as it seemed to have a good value added than a generic property price point angle.

**Gamification of Social Media Posts**  
Besides that, we also created a strategy to run several quiz during 8 weeks to increase engagement, keep followers active on the page and for them having a good chance of winning the big prize.



### Key KPIs.

**+205%**

Page Likes

**-48%**

Cost per Like

**+143%**

Post Engagement

**x10**

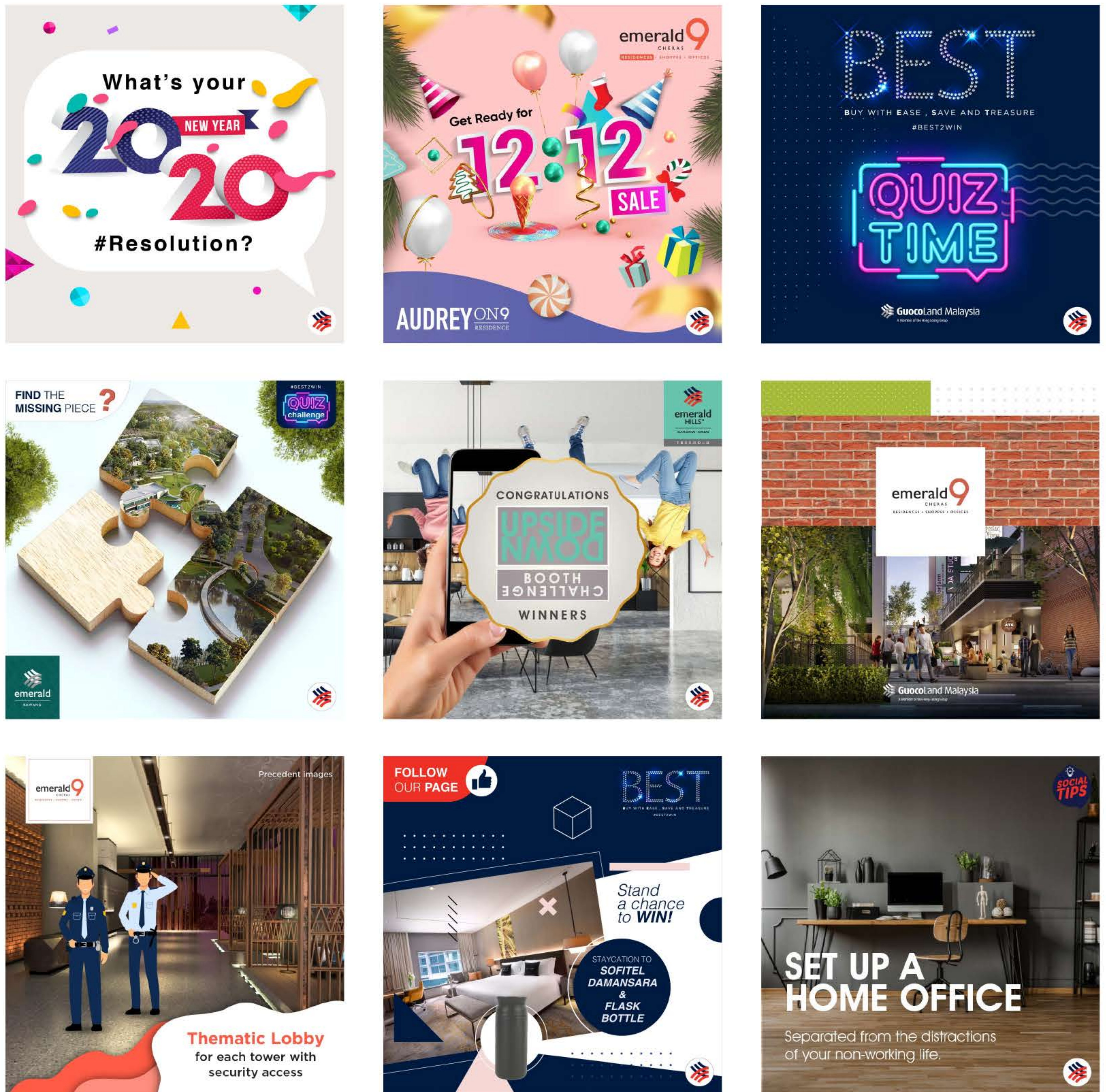
Number of Page Views

**+56%**

Post Reach

### Focus on Growing Social Community.

We focused on growing Guocoland's social community as that was the Brand's objective. The more people engaged, the more people beyond that initial group were also exposed to our posts. Given that paid strategies are now the best way to serve the content to targeted audiences, we not only rely on building Page likes to have a community with which to serve the content, but also allocated some media budget to achieve the Client's brand awareness and engagement objectives, ensuring people will see their content and engage with it. This ad unit also focuses on generating as much awareness (impressions) as possible to targeted audiences through geolocation.



### Contact Us.



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