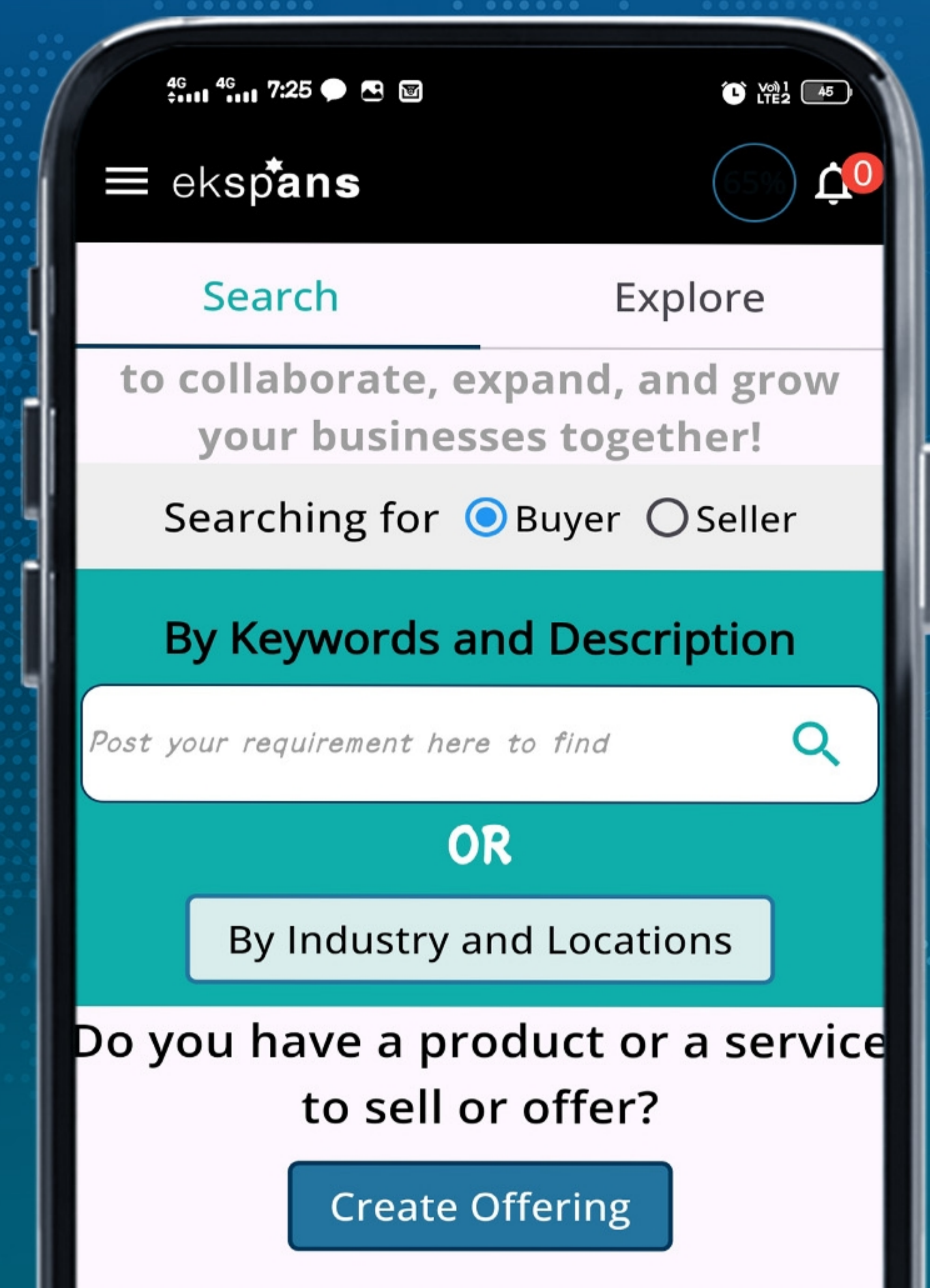




Ekspans – The B2B Network App Marketing Case Study



INTRODUCTION

Ekspans is a B2B networking app tailored for entrepreneurs, small business owners, and professionals to connect, collaborate, and grow. Through curated events and a seamless digital experience, the platform facilitates powerful business interactions and fosters genuine partnerships. However, in a crowded digital landscape, Ekspans faced the challenge of establishing itself as the go-to B2B platform for serious professionals.

CHALLENGES:

- **Competitive Positioning:** Differentiating Ekspans in a saturated networking and professional growth space.
- **App Registration:** Acquiring high-quality, relevant users through paid Google Ads while optimizing for cost-efficiency and user engagement within the B2B landscape.
- **Lead Quality:** Generating high-quality, conversion-ready leads from the business ecosystem.

- **Brand Awareness:** Building a strong brand presence among professionals and founders.
- **Offline Engagement:** Driving participation in signature events like Networking Nukkad to deepen community interaction.



COURSE OF ACTION:

Targeted Digital Campaigns

- Ran Meta (Facebook & Instagram) campaigns targeting founders, entrepreneurs, and working professionals.
- Created custom audience segments based on interests, industry, and behavioral patterns.

Creative Ad Strategy

- Developed compelling ad creatives highlighting in-app features and offline events.
- Emphasized value-driven messaging to convey Ekspans as a purposeful platform for B2B growth.

Event Integration & Optimization

- Optimized registration flows using relevant and conversion-friendly form logic.
- Promoted Networking Nukkad, Global link event, virtual expo Ayurveda, and ceramic events using past content (photos, testimonials, short reels) to build social proof.

Email Marketing & User Nurturing

- Utilized Mailchimp and Brevo to send targeted email sequences for event reminders, platform onboarding, and post-registration follow-ups.
- Personalized email journeys based on user behavior and interest level.



RESULTS ACHIEVED:

- **Lead Generation:** Captured over 2,500 high-quality leads through Meta campaigns, achieving a lower cost per lead and improved conversion rates.

- **App Install:** Drove more than 15,000 curated app installs via targeted Google Ads campaigns, optimizing for relevance and user intent.
- **App Registration:** Achieved over 4,500 user registrations from Google Ads in a short time frame, demonstrating strong user acquisition efficiency at a low cost.
- **Offline Engagement:** Delivered high turnout and active participation in Networking Nukkad events & Global link event, significantly boosting offline community engagement.
- **Brand Awareness:** Strengthened Ekspans visibility among B2B audiences in Pune through consistent digital and offline efforts.
- **ROI Growth :** Achieved improved ROI through integrated marketing across both online and offline channels.