

The Client: **Just Cats**

The **Opportunity**

At Just Cats, goal is to give cat lovers the best information possible about the world of pets. Just Cats aim is to be the best blog and shop for those that love their pet cat. They are focused on being the ultimate destination for all things feline.

Whether you're looking for information about what their behavior means, tips on how to train them, or just how to show more love, you'll find that on this page you'll get everything you need to know and beyond.

Whether you have one cat or you have several, you will be thrilled to see all of the updates and information that comes through with this page.

The **Approach**

We have identified their niche relevant audience online and engaged in discussion.

We posed ourselves as a thought-leader within the community and promoted the videos strategically.

The **Challenge**

This cet-centric startup was struggling with the traffic to it's website and social media pages. They were producing good quality contents but it was not reaching enough audience. So, our job was to promote their contents for maximum exposure.



The **Results**

Page like exploded, engagement skyrocketed, website traffic increased. Their social media posts reached over to 15 million people organically. One of the posts went viral and received over 133,000+ shares, 4.2 million video views, 55,000+ comments, all organically.

SINGLE VIDEO POST PERFORMANCE

Performance for Your Post

12,401,273 People Reached

4,227,380 Video Views

507,227 Reactions, Comments & Shares

235,933
Like

24,027
On Post

211,906
On Shares