



Pointek

CASE STUDY

Pointek is one of the leading electronics stores and Nigeria, with a large customer base. They already had a presence online with social media pages and a user-friendly online shopping website, but they needed to optimize their channels to facilitate sales.



RDM PROPOSITION

- To facilitate sales of Specific mobile devices and accessories
- To engage with the fanbase



RESULTS & OBSERVATIONS

- We saw a 285% increase in engagement
- According to the client, we met sales targets for specific mobile phones we promoted.

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Published by Adedayo Ajayi [?] · May 20 · 🌐

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Get the smartest phones at the lowest prices. Shop the Huawei range from Pointek Online here: <http://bit.ly/1ObjJF1>

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Published by Tolani O Olusola [?] · March 31 · 🌐

#ThrowbackThursday Over the years, phones have changed in design, capability and even materials used. Here's a picture of phones then and now!
Which phones do you recognize from the image?

Write a comment...

OgheneTony Uzo Onwuka U still gat any of em still on sale?.. Wuld luv to use a 3310 once more.. Lol
Like · Reply · 🍷 1 · March 31 at 2:52pm

Pointek Haha No we don't, it would definitely be a collectible though
Like · Reply · Commented on by Tolani O Olusola [?] · March 31 at 4:03pm

Ezeah Obinna That Bird Phone
Like · Reply · 🍷 1 · March 31 at 10:50am

Pointek Hi Ezeah Obinna do you mean the Nokia N-Gage?
Like · Reply · Commented on by Tolani O Olusola [?] · March 31 at 12:27pm

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Mgbengasa Kingsley Hahahaha changes in life.
Like · Reply · 🍷 1 · March 31 at 1:17pm

Adeola Opeyemi Open and close Motorola
Like · Reply · 🍷 1 · April 1 at 6:23am

Ezeah Obinna change is constant
Like · Reply · 🍷 1 · March 31 at 10:50am

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