



CASE STUDY

Teledata ICT is Ghana's leading Internet and Telephone services company serving more than 2,000 business clients and 45,000 users. Teledata ICT Ltd is a privately owned Ghanaian company incorporated in August 2004. They employ over 60 full time persons in the company's 3 branches nationwide. Teledata ICT Ltd is headquartered at No.10 Mensa Saba Road, Kokomlemle Accra.

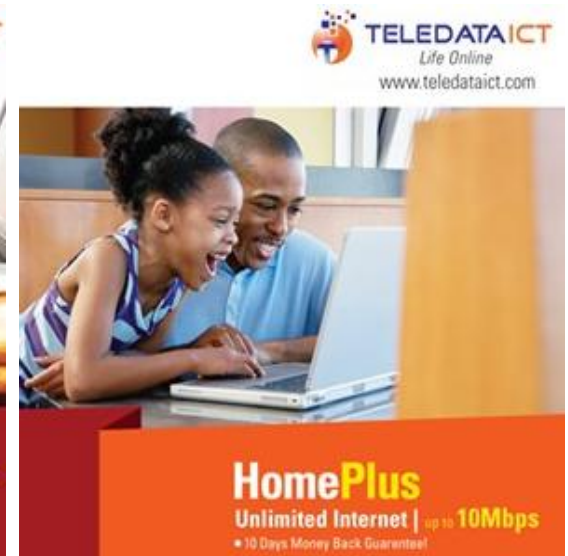
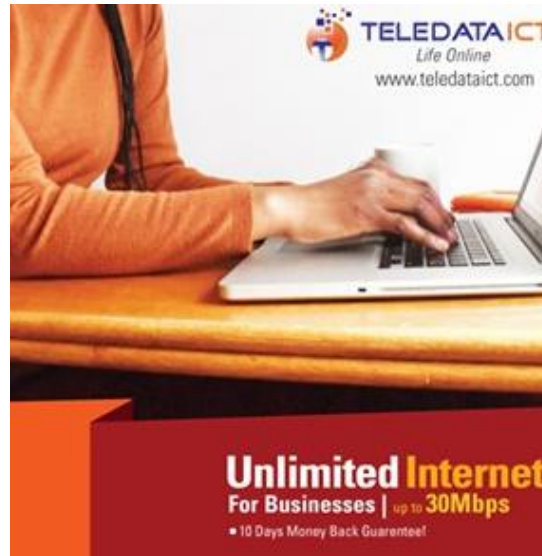


RDM PROPOSITION

Teledata ICT was signed as a client of RDM in October, 2015.

Prior to Teledata ICT becoming RDM's client, they had less than 610,000 likes on their previous existing Facebook page. Teledata ICT had no posts on Instagram. Teledata ICT's Twitter page had low engagement and followers.

RDM Ghana set a target 5,000 Facebook Likes by end of the contract and also provide 1,000,000 impressions for SEM on Facebook.



RESULTS & OBSERVATIONS

We have delivered over 5,000,000 Impressions through Facebook and Display Ads, and over 35,000 Facebook Page Likes. We delivered 91% engagement on Twitter. On Instagram we were able to build a total growth rate of 4.000%

