

[84]

**RAISING BRAND AWARENESS THROUGH SOCIAL MEDIA MARKETING
STRATEGY (WAM - WORLD AROUND ME APP - CASE STUDY)**

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This article presents an in-depth case study on how an unknown small start-up tech company with several augmented reality apps transforms itself into an award-winning best-selling app company by raising awareness through a cross-platform social media marketing strategy. Interacting with costumers and potential costumers in different social media platforms helped the company's portfolio brand raise awareness, engagement and increase interaction with its different audiences. The study focuses on one of the company's portfolio brand, an augmented reality app that enables you to explore the world around you. Study results show that having an online presence in social media platforms greatly benefited the company's app sales and helped increase brand awareness. Interacting with costumers directly with an in-house design strategy, in different social media platforms, helped raise awareness for the app, generated engagement with costumers and potential costumers and increased interactions with its audiences which helped increase sales as well. The social media marketing strategy also helped create "buzz" within the tech community and allowed for more partnerships and investment.

Keywords: social media marketing, brand awareness, branding, social media strategy, design management