

www.orientalgirlfriend.co.uk

Oriental Girlfriend is a provider of Asian escort and massage services in London.

“We needed a social profile to help position Oriental Girlfriend as an escort industry leader, grow our brand and drive engagement with customers. RankBaby has done a fantastic job for us and I would recommend them to any escort or escort agency who wants to improve their social media performance.” Odda Ganesa, Oriental Girlfriend CEO.”

Project Background

Oriental Girlfriend is a provider of Asian escort and massage services in London. The business gained traction in the escort industry in the 1980s when it launched handwritten discount vouchers and printed advertising postcards in shops and telephone boxes in Soho, London. Today, Oriental Girlfriend is still known for money off coupons as well as the Red Star approval it awards to Asian escorts for good customer service. The business, however, had not made the transition to digital marketing and in 2012 did not own any digital channels i.e. no website or social profiles.

“We initially asked RankBaby to build us a website and modernise the Oriental Girlfriend brand to raise the awareness of our discount vouchers, which we had been promoting for almost 30 years, but using only traditional methods,” said Odda Ganesa, Oriental Girlfriend CEO. “We also had a requirement to promote our various Red Star escorts and promote thought leadership as well as generating a buzz in conjunction with our rebranding and new website launch.”

Objectives

- Create a digital social profile for Oriental Girlfriend
- Quickly build followers and likes
- Build awareness of the brand and Red Star approved escorts

Solution

The best way to do this was to efficiently repurpose content across Twitter, Facebook and Tumblr, maximising reach without maximising workload. In order to make the campaign truly effective, RankBaby knew it needed to use original and compelling information that would resonate with Oriental Girlfriend's target audience and relay that content across multiple channels for the largest reach. To accomplish this, RankBaby asked some of Oriental Girlfriend's Red Star escorts and agencies to write articles, blogs and posts that could be distributed across Oriental Girlfriend's social profiles.

Results

In less than 18 months, Oriental Girlfriend's Twitter profile has grown to 10,000 plus followers; the Oriental Girlfriend page has over 5,000 likes and the Oriental Girlfriend Tumblr blog has more than 1,000 active followers. These social channels continue to grow, generating awareness of the brand and Red Star approved escorts. "While it is difficult to measure ROI on brand awareness, customer bookings for our Red Star escorts have increased as a result of our social profile," said Odda Ganesa, Oriental Girlfriend CEO.



Want to know more? Chat with RankBaby today. Call 02079 657479 or email sales@rankbaby.co.uk for more information on our services. For company information, visit www.rankbaby.co.uk. Read our marketing guides at www.rankbaby/businessclub or follow us on Twitter @rankbabyno1