



## YouTube Channel Promotion

### Challenge for the Team MoMagic

To effectively reach and engage online consumers, creating brand advocates in turn.  
To increase Views/Subscribers on YouTube

### Solutions Offered

1. Re-Targeting users
2. Targeting on the basis of state (for the teams having match)
3. Targeting of Boxing/MMA Fans/Age/City
4. Bumper 6 seconds (Non-Skippable) Advertisements using Google to increase Brand Reach
5. Branding campaign on Tier-1/2/3 Cities

### Results Achieved

- +16 Million Users Reached
- +400 K Views
- +800 K Users showed Interest