



## A CASE STUDY

# Zo

Digital Marketing Platform

**Authors**

Kartikeya Rokde

**Compiled at at**

Aubergine Solutions Pvt. Ltd.

**Date of compilation**

1 Jan, 2018

**Copyright of**

Aubergine Solutions Pvt. Ltd.

## CONTENTS

[Overview](#)

[Technology](#)

[Acronyms](#)

[Project Details](#)

[The Challenge](#)

[The Solution](#)

## OVERVIEW [Back to Contents](#)

**Creating a platform that combines people, power and machine learning to craft social media posts for you to review, approve and schedule, all in one place.**

It is a web platform which helps businesses create custom social media posts anytime, anywhere. We have crafted the entire digital experience of the product to help businesses in marketing their product/service and study the insights of the posts created. The design is fresh with analogy of gems and extents to email notifications as well. The engineering is thorough with best practices in Backend, Frontend and Quality Assurance.

## TECHNOLOGY [Back to Contents](#)

Django	Django web framework python
AngularJS	Angular framework
PostgreSQL	Postgres database

## ACRONYMS [Back to Contents](#)

IDE = Integrated Development Environment

## PRODUCT DETAILS [Back to Contents](#)

Zo (also referred as ZoCreate) is a platform which provides businesses a whole new digital marketing experience. Businesses should register on the platform with their Facebook account and subscribe to one of the available plans on Zo. The platform then learns about the business from it's creative brief and creates posts based on this information. The platform schedules the posts to be posted on facebook directly from the platform. Users can edit the post, or sent them back if they don't like the post. Users can also give feedback so that it is taken care of. The platform also notifies the users before the post will be posted. Once a post is posted, the platform also gives insights about the post performance in terms of the reach, engagement and followers. It continues creating posts until it has reached the quota based on the subscription plan the user has opted for. The subscription period is defined as 1 month (30 days), and is automatically renewed at the end of each subscription



cycle to avoid the hassle of payments every month. Thus, Zo is a very useful platform to handle social media marketing for businesses.

## **THE CHALLENGE** [Back to Contents](#)

The most prominent challenge for the platform was to create posts that matches the business's brand, it's target audience and decide the best time to post them on Facebook.

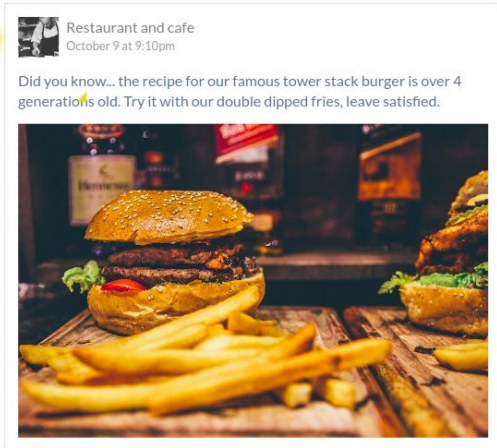
## **THE SOLUTION** [Back to Contents](#)

To know, learn about the business, we fetch the description and other details about the business from Facebook. We then ask the user to fill-in a Creative Brief. The creative brief contains a Descriptive text telling more about the business, Target Audience, Examples/Samples which might contain the brand colors, logos and some example posts/presentations, Competition/Inspiration, What the business want to achieve through posts and Any promotions that the business wants the customers to be aware about.

Now that we know about the user/business, we still need to actually create posts. So, we introduced a workflow for posts creation.

- Default (template) posts are created automatically by the system.
- The default posts appear on Creator (a type of user who creates posts) dashboard.
- The Creator creates (edits the default) the post by adding image and caption and sends it for approval.
- The QA (a type of user who manages post's quality) approves or rejects the post sent by the Creator.
- The Client (the end user/customer) receives this post on his/her dashboard to further schedule or reject the post.
- The scheduled post appears in the 'Scheduled posts' tab until the scheduled time hasn't arrived.
- The scheduled post is posted on Facebook.





Made for a **restaurant** 🍴



Made for **fashion** 👗



Screenshot showcasing posts created for different businesses

**Post count summary for March 2018**

Posts to review	Posts under rework	Scheduled posts	Live posts
3	2	0	14

You have 3 posts to schedule in the next 15 days

[Review my posts](#)

**Post performance summary for March 2018**

Engagement	Reach	Followers
1	31	1212

**Brand Assets**

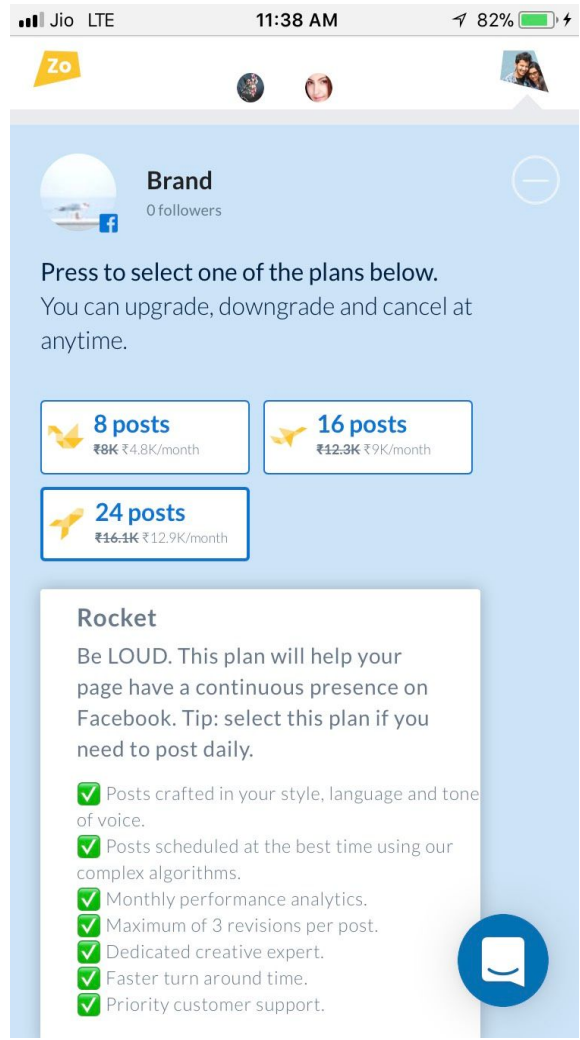
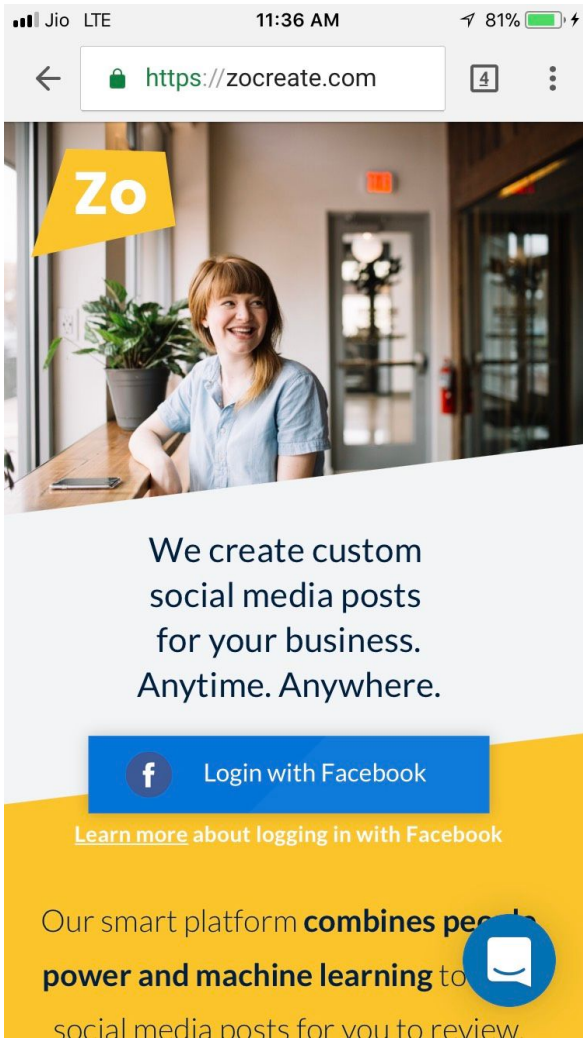
Add your design files in order for us to create content that is in line with your look and feel.

- Logo**  
Please upload 200x200px logo file which doesn't exceed 2mb in size. We recommend to upload black and white, transparent and colored to help us to create better posts for you.  
[Add Logos](#)
- Colors**  
Click on the color picker and choose your brand colors.  
[Add Colors](#)
- Fonts**  
Search and select Google fonts!  
[Add Fonts](#)
- Photos**  
Make sure the photos are less than 2MB in size.  
Untitledkm(5)  
[Add Albums](#)

Plan  
Rocket

Screenshot showing insights and facebook performance of a subscribed page



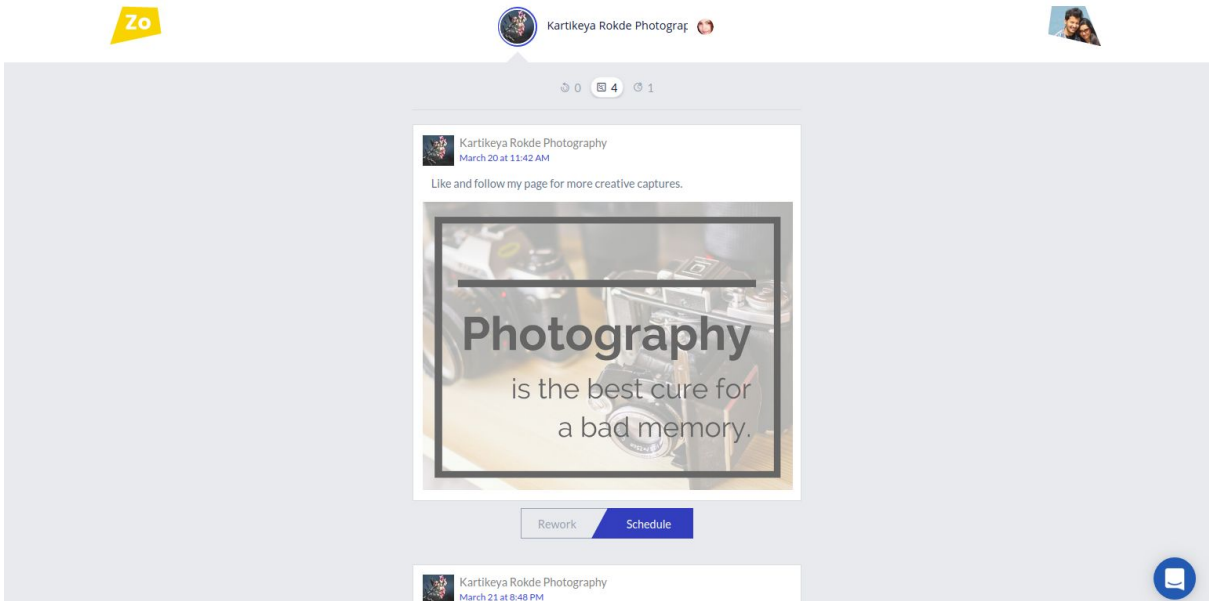


Mobile screenshots:

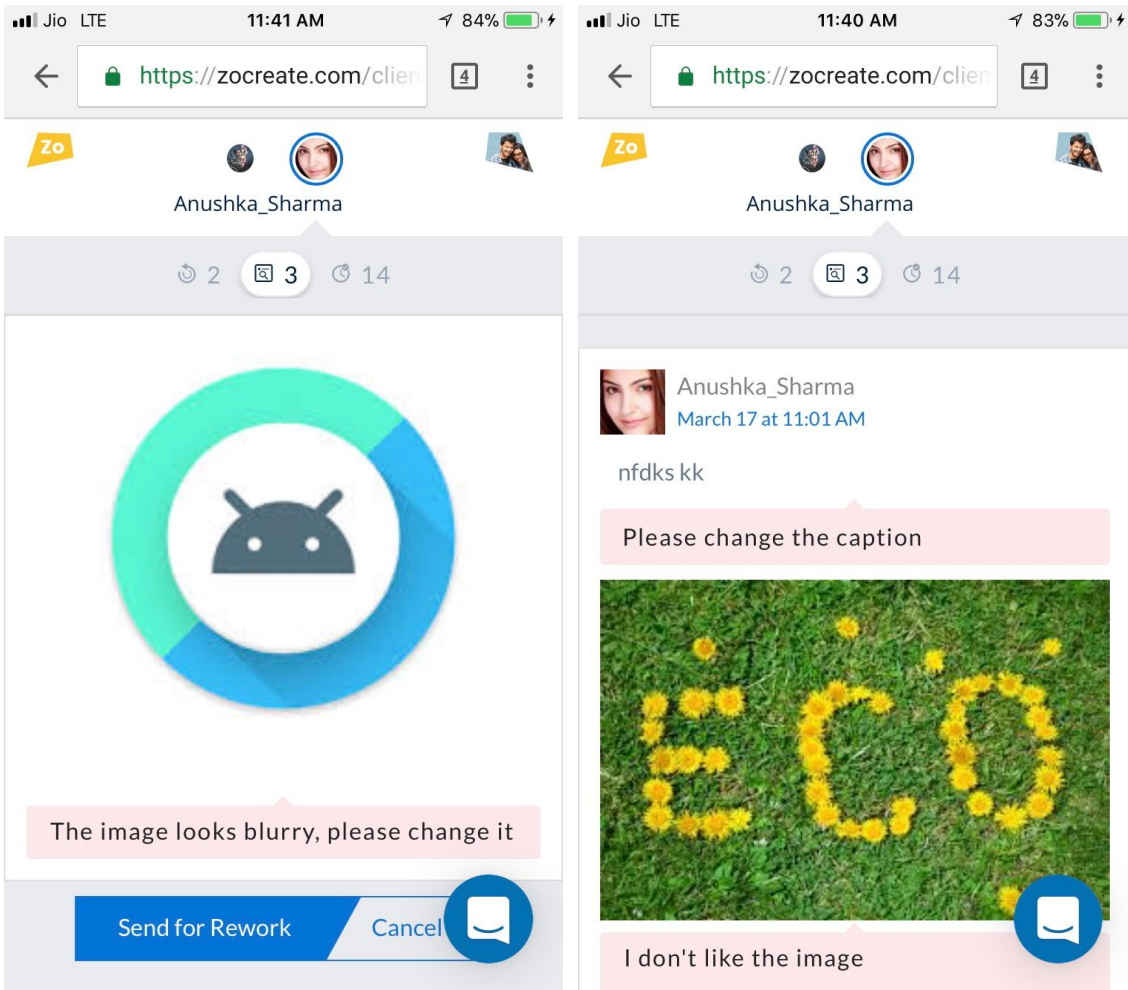
Left - Screenshot of the landing page

Right - Screenshot of page subscription





Screenshot showing a post to review on user's dashboard



Mobile Screenshot showing a post to review on user's dashboard

