

CAPESTORM goes social with AlterSage

AlterSage was appointed by Urbian to create and manage a social media campaign for CAPESTORM, a premier South African supplier of outdoor apparel. The aim of the campaign was to create awareness for CAPESTORM's sale that took place on 26 September 2009. Amongst others AlterSage utilised social media platforms like Facebook and Twitter to drive traffic to the CAPESTORM Facebook fan page and website. The client benefited from an increased online presence over a very short period of time, enjoyed a huge upsurge of online traffic and continues to enjoy managing the social media channels.

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