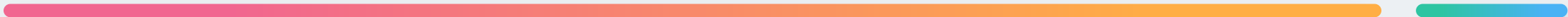




TAF! Case: Dinay - SMM



Dinay
Pomegranate

1000 МЛ

НА ОСНОВЕ НАТУРАЛЬНОГО
СОКА

БЕЗ КОНСЕРВАНТОВ

HFT
HOT FILLING TECHNOLOGY
Технологии Горячего Розлива
Товар сертифицирован



Dinay
Multifruit

1000 МЛ


НА ОСНОВЕ НАТУРАЛЬНОГО
СОКА

БЕЗ КОНСЕРВАНТОВ

HFT
HOT FILLING TECHNOLOGY
Технологии Горячего Розлива

Muammo: Проблема: Problem:

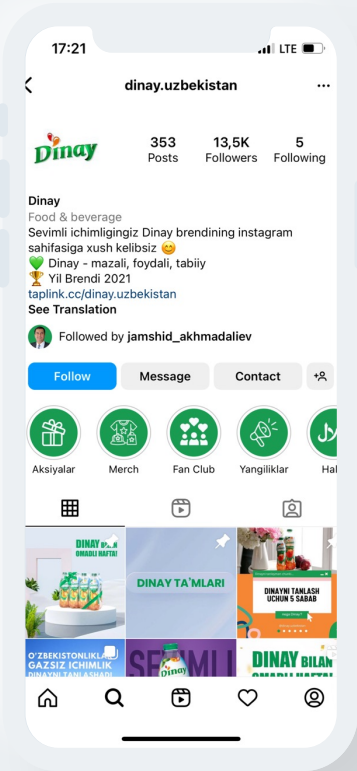
- Bizning ijtimoiy tarmoqlardagi marketing muammolarimiz quyidagilarni o'z ichiga olardi:
 - Bizni kuzatuvchilar bilan aloqa qilmaslik
 - Faqat savdoga ko'p e'tibor qaratish
 - Followerlarimiz va platformaga xos tendentsiyalarga e'tibor bermaslik
 - Rejani muayyan natijaga emas, instinktga qarab belgilash
- Наши проблемы с маркетингом в социальных сетях включали:
 - Не взаимодействовали с подписчиками
 - Слишком много внимания уделялось продажам
 - Были глухи к нашей аудитории и тенденциям, характерным для платформы
 - Выстраивали тактику на основе инстинкта, а не производительности
- Our social media marketing problems included:
 - Not engaging with followers
 - Focusing too much on sales
 - Being tone-deaf to our audience and platform-specific trends
 - Building strategy based on instinct instead of performance



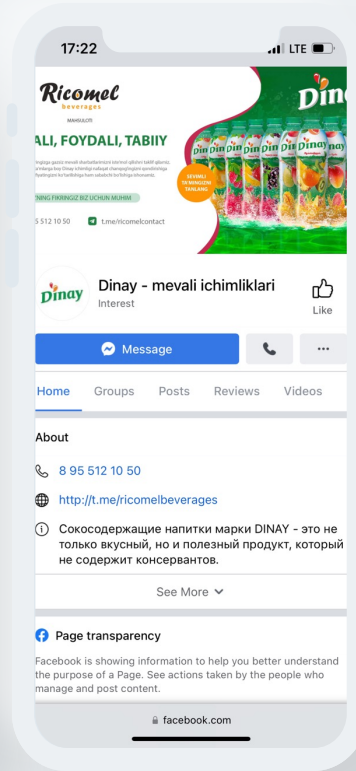
G'oya:
Идея:
Idea:

- Biz ijtimoiy tarmoqlarda muloqot muhimligini tushundik va kuzatuvchilar bilan faol muloqot olib borishga astoydil kirishdik. Jozibador kontentni oldidan tayyorlab, strategik rejalashtirishni yo'lga qo'ydik. Qo'shimcha qiymatni taqdim etdik, qiziqarli kontent ustida ishladik, shaffoflikni oshirdik va o'zaro munosabatlarni o'rnatdik.
- Мы поняли, что в социальных сетях мы должны быть социальными. Поэтому мы, активно взаимодействуя с клиентами, отвечали на их комментарии, прямые сообщения и прислушивались к их пожеланиям. Мы планировали публиковать привлекательный контент на несколько месяцев вперед и совершенствовали его по ходу дела. Мы сосредоточились на том, чтобы дать больше пользу, создали креативов, повысили прозрачность и выстроили отношения.
- We understood that on social media we had to be social. So we, proactively engaged with customers, answered their comments, direct messages, and listened to their wants. We scheduled to post enticing content months ahead and perfected it along the way. We delivered value, created engaging content, improved transparency and built relationships.

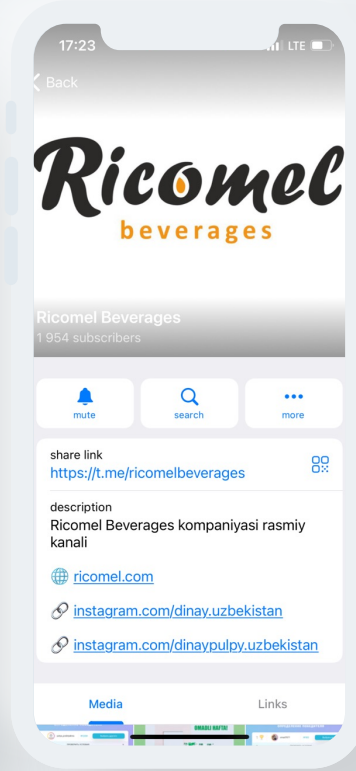
Turli platformalarda / На разных платформах / Across various platforms



Instagram



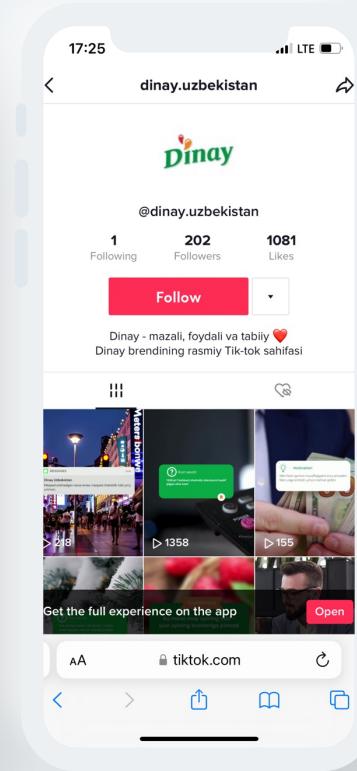
Facebook



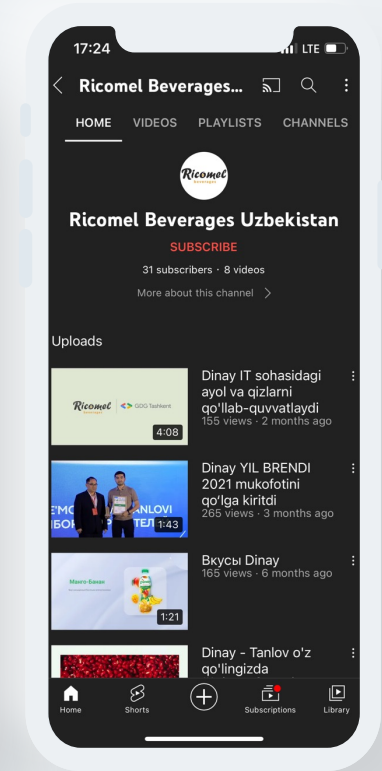
Telegram



Twitter

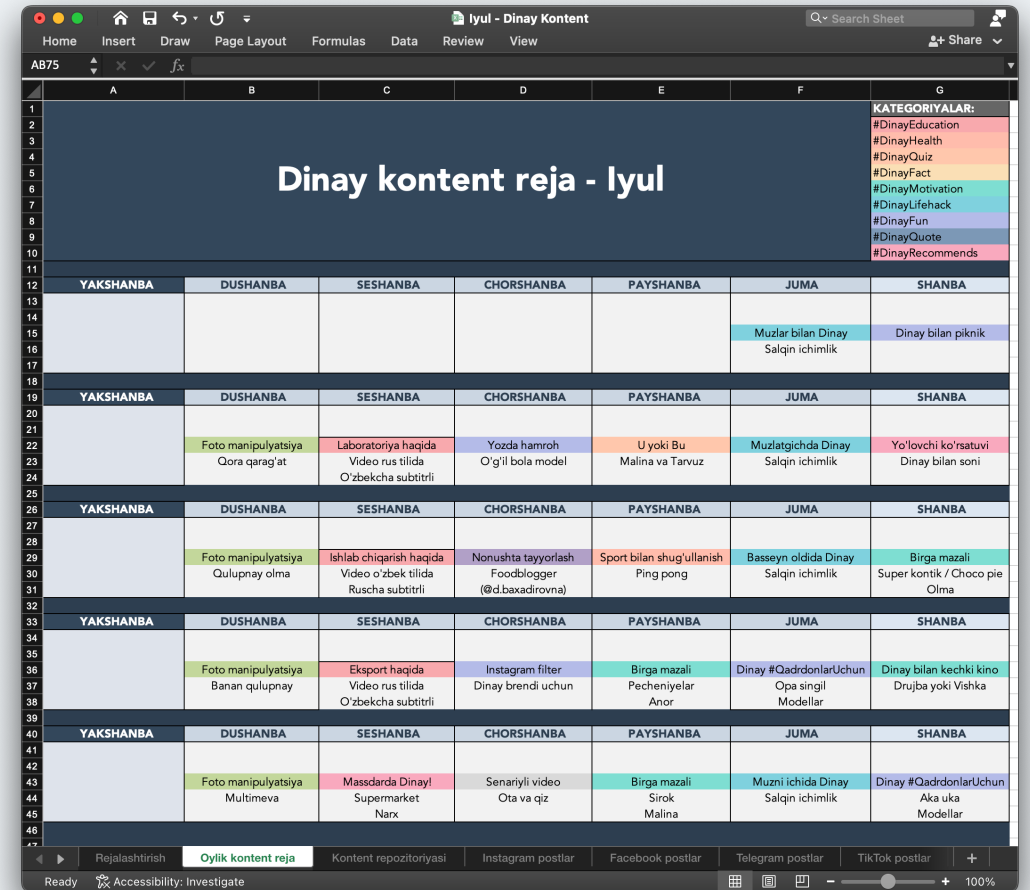
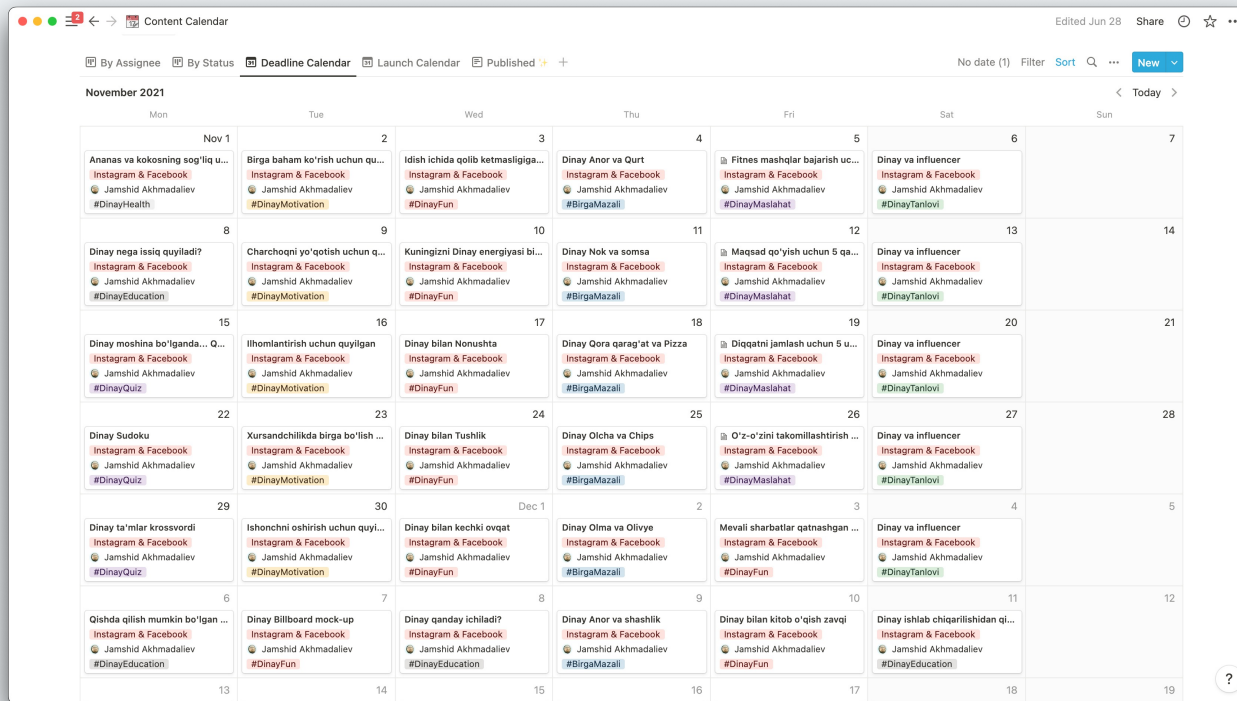


TikTok

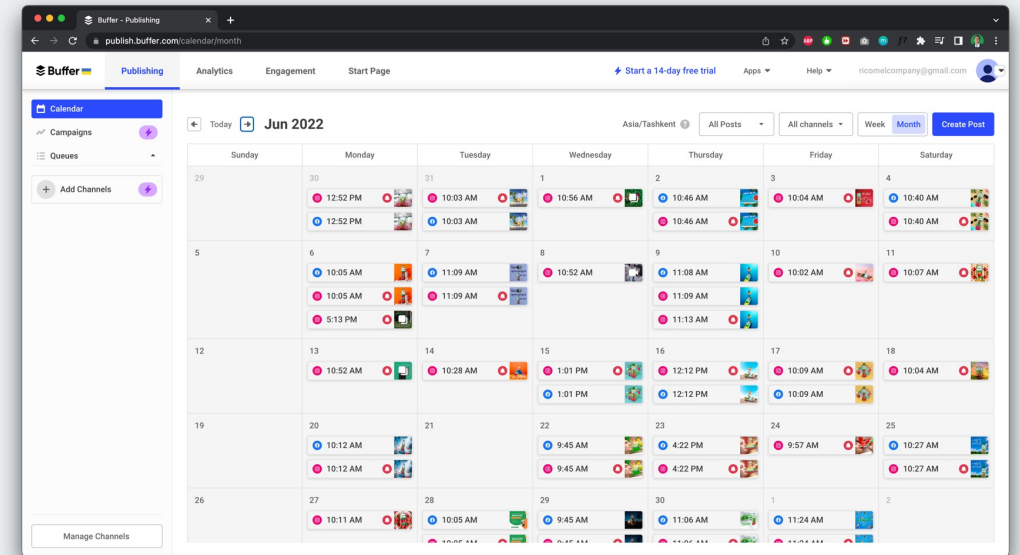
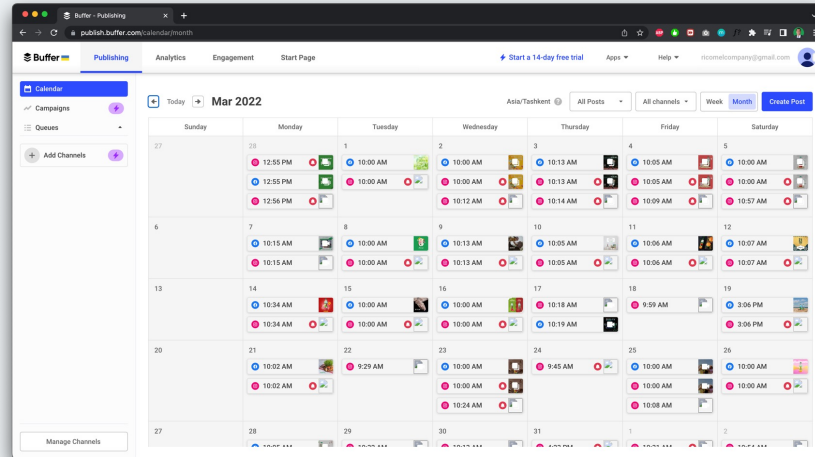
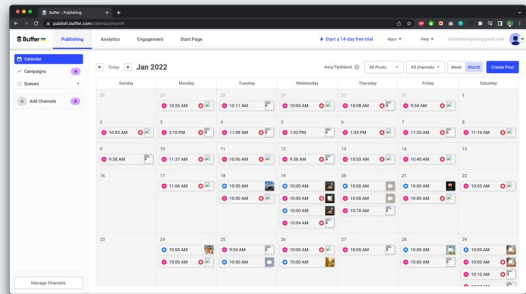


YouTube

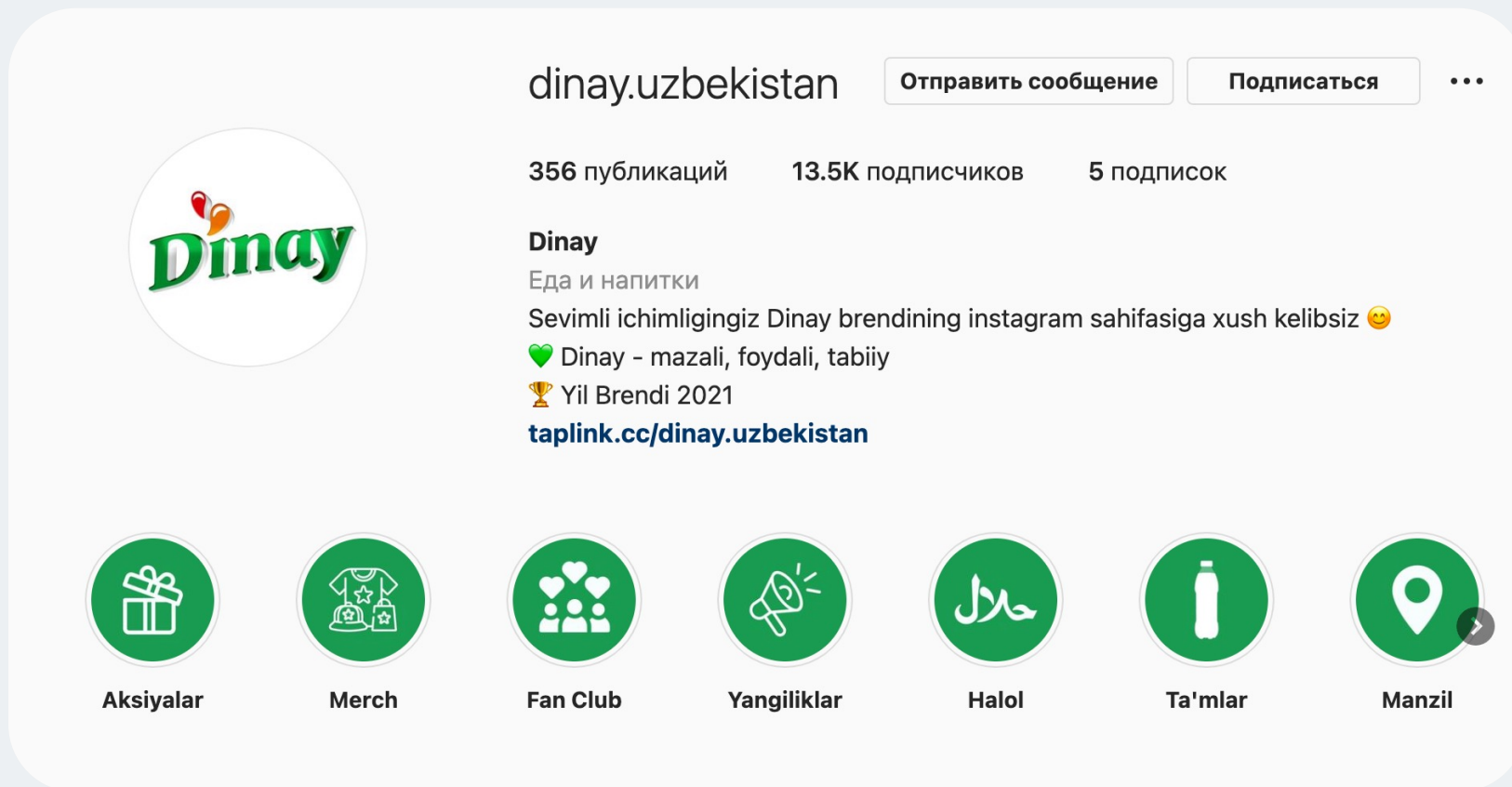
Kontentni rejalashtirish / Контент-планирование / Content planning



Kontentni rejalashtirish / Контент-планирование / Content scheduling



Instagram bio



The image shows the Instagram profile page for 'dinay.uzbekistan'. The profile picture is a circular logo with the word 'Dinay' in green, stylized font, with a red and orange flame-like graphic above the 'i'. The bio text is in Russian and Uzbek. Below the bio are seven green circular icons with white symbols, each with a label underneath: 'Aksiyalar' (Gift icon), 'Merch' (T-shirt and bag icon), 'Fan Club' (Three people with hearts icon), 'Yangiliklar' (Megaphone icon), 'Halol' (Arabic calligraphy icon), 'Ta'mlar' (Water bottle icon), and 'Manzil' (Location pin icon).

dinay.uzbekistan [Отправить сообщение](#) [Подписаться](#) ...

356 публикаций 13.5K подписчиков 5 подписок

Dinay
Еда и напитки
Sevimli ichimligingiz Dinay brendining instagram sahifasiga xush kelibsiz 😊
♥ Dinay - mazali, foydali, tabiiy
🏆 Yil Brendi 2021
taplink.cc/dinay.uzbekistan

Aksiyalar **Merch** **Fan Club** **Yangiliklar** **Halol** **Ta'mlar** **Manzil**

Rasmiy instagram sahifamiz / Наша официальная страница в инстаграмм / Our official instagram page


dinay.uzbekistan ▾ •

Dinay
Food & drink
Sevimli ichimligingiz Dinay brending instagram sahifasiga xush kelibsiz 🍌
🍌 Dinay - mazali, foydali, tabiiy
🏆 Yil Brendi 2021
taplink.cc/dinay.uzbekistan

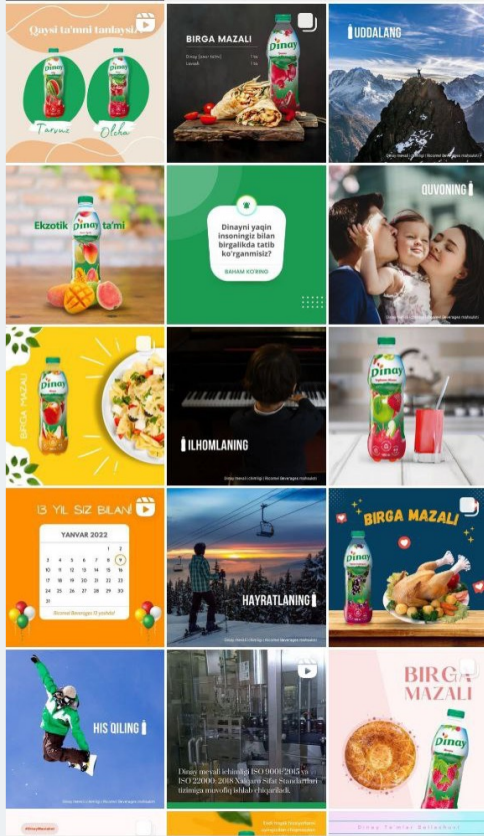
356 Posts 13.5K Followers 5 Following

Edit Profile Ad Tools Insights Contact

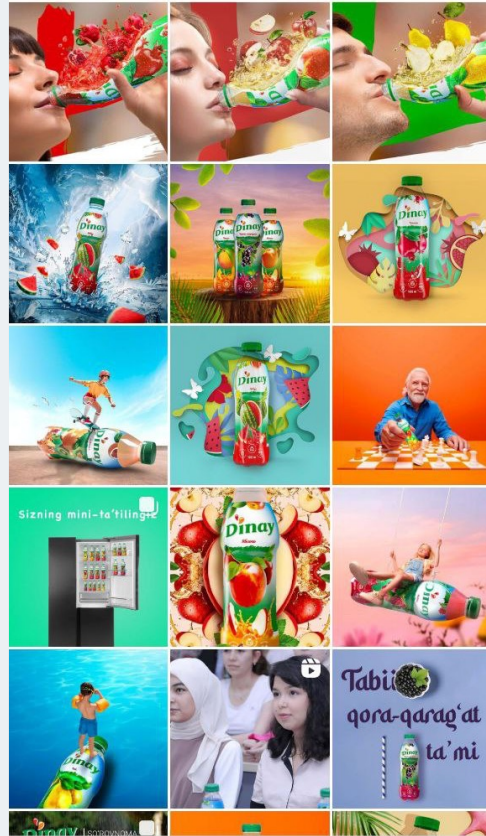
Aksiyalar Merch Fan Club Yangiliklar Halo



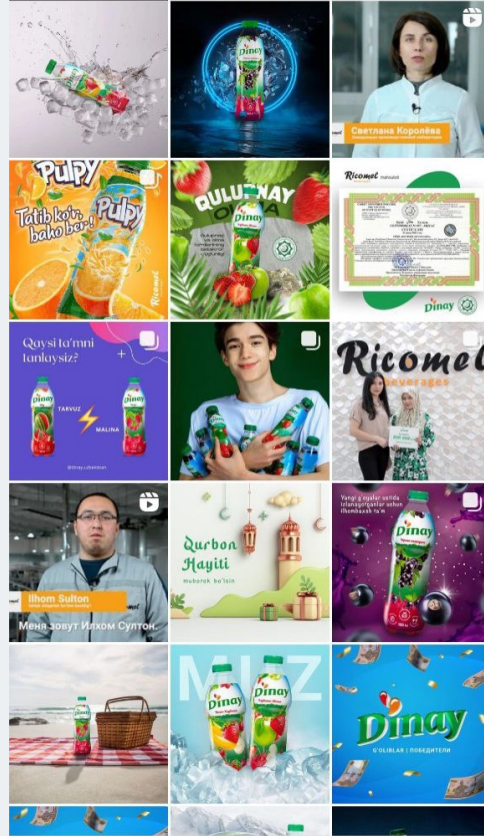
dinay.uzbekistan ▾ •



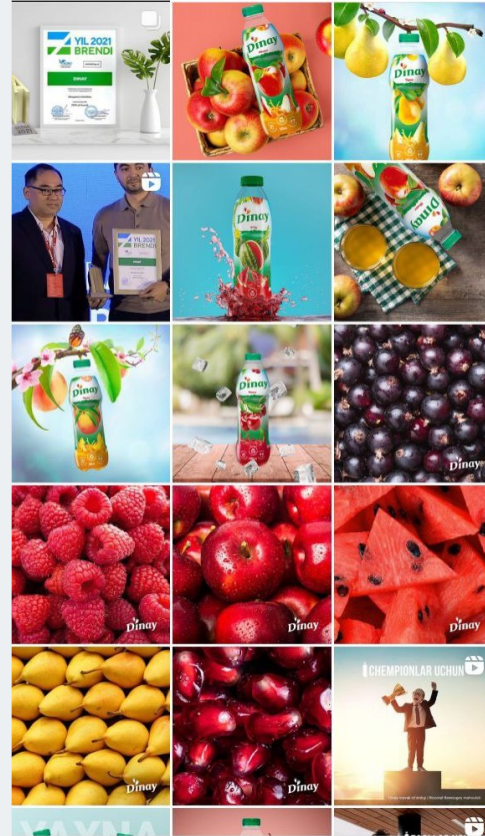
dinay.uzbekistan ▾ •



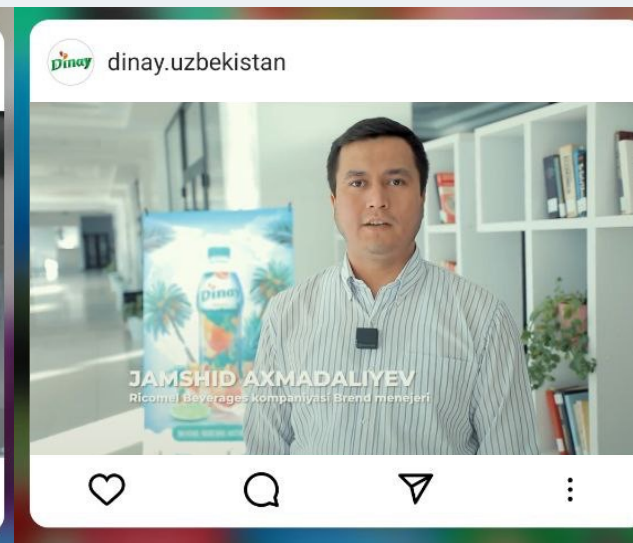
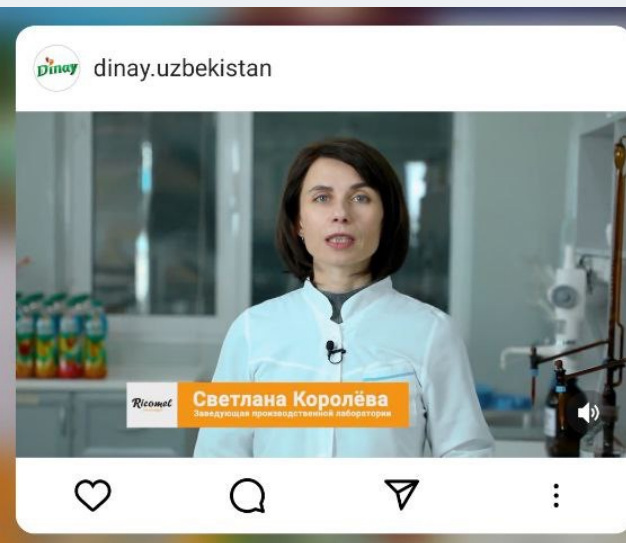
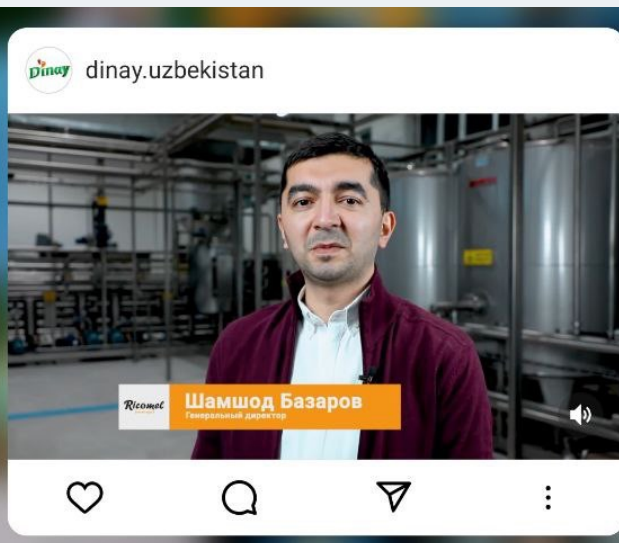
dinay.uzbekistan ▾ •



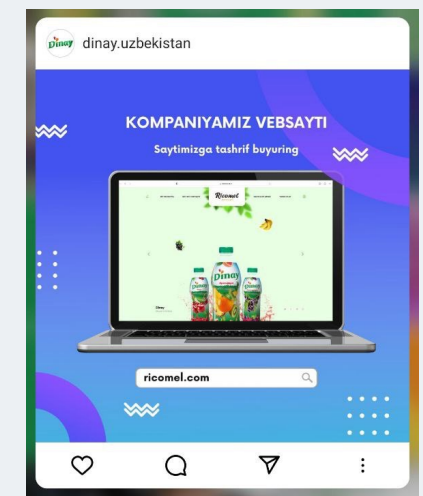
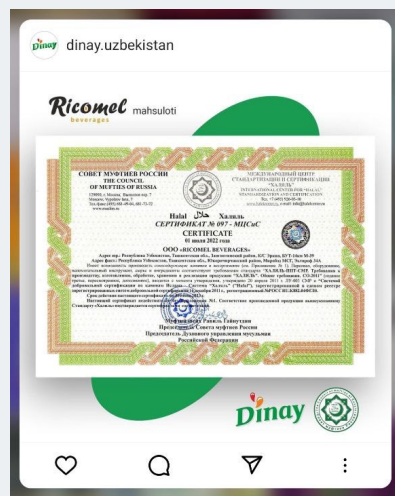
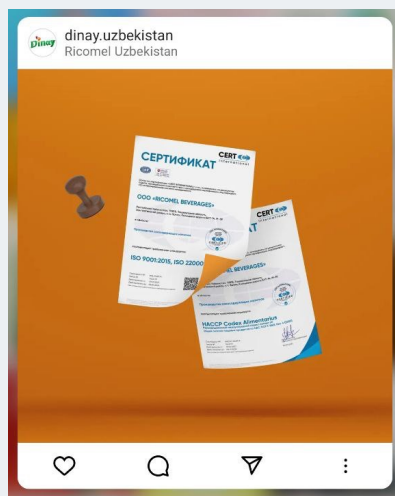
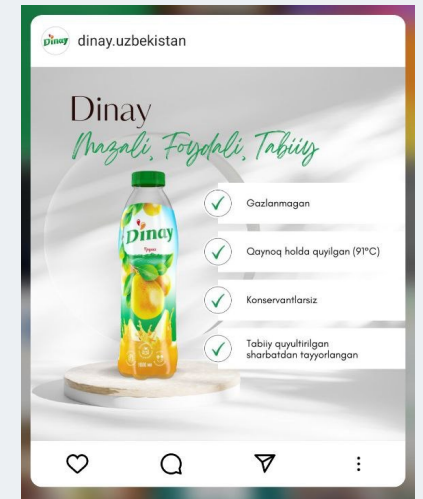
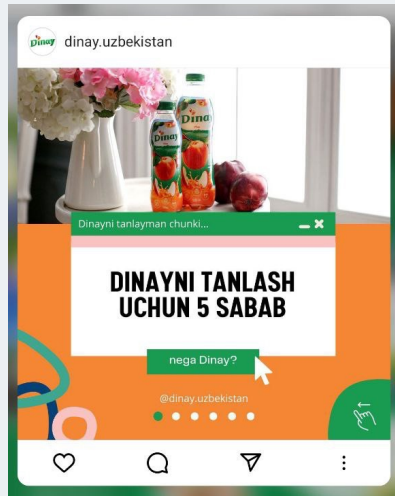
dinay.uzbekistan ▾ •



#Spokespeople – Video communication




#DinayBrand



#DinayQuiz

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DINAY BILAN OMADLI HAFTA!



Instagram interaction icons: heart, comment, share, menu.

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DINAY TA'MLAR BELLASHUVI 2021



#MeningSevimliDinayim2021

Instagram interaction icons: heart, comment, share, menu.

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Dinay | SO'ROVNOMA




Savollarga javob bering, 500 000 so'm yuting!

Instagram interaction icons: heart, comment, share, menu.

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DINAYNI TOPA OLASIZMI?



Instagram interaction icons: heart, comment, share, menu.

dinay.uzbekistan

Qaysi ta'mni tanlaysiz?



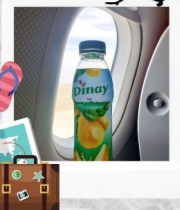
TARVUZ + MALINA

@dinay.uzbekistan

Instagram interaction icons: heart, comment, share, menu.

dinay.uzbekistan

TATILDA HAMROH



Dinay qayerga yo'l oldi, topa olasizmi?

Instagram interaction icons: heart, comment, share, menu.

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+ Sayohatda Birga

Hozirgina aeroportdan chiqib, dengiz tomon yo'l oldim.
Buyroqdan davlatni topgandirsiz, shaharni topingchi?



Instagram interaction icons: heart, comment, share, menu.

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QAYSII IDISH BIRINCHI BO'LIB TO'LADI?



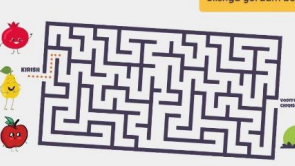
#DINAYQUIZ

Instagram interaction icons: heart, comment, share, menu.

dinay.uzbekistan

KIM BIRINCHI CHIQAADI?


NIMA QILISH KERAK?
Rasmidagi ANOR, NOK va OLMA ga vodiylga chiqib olishga yordam bering



@dinay.uzbekistan

Instagram interaction icons: heart, comment, share, menu.

dinay.uzbekistan
Ricome! Uzbekistan



Biz sizga foydali bo'lgan ma'lumot berish tarafdorimiz

Sahifamiz orqali nimalar haqida ma'lumot olishni xohlar edingiz?

@dinay.uzbekistan

Instagram interaction icons: heart, comment, share, menu.

1-qoida: Biz izohlarga javob beramiz. / Правило №1: Мы отвечаем на комментарии. / Rule #1: We answer comments.

← **Comments** ⋮

 **allohberdi_ashurov** Issiq quyilsa nega baklashkasi bujmayib ketmaydi? 
31 w 1 like Reply Send

 **dinay.uzbekistan** @allohberdi_ashurov Chunki mahsulotimiz qadog'i (baklajka) sifatli va bardoshi bo'lganligi uchun 😊 Bunda albatta HFT (Hot Filling Technology) issiq quyish texnologiyasining ham o'rni katta 😊
31 w 1 like Reply Send

 **_rasulbek_004** Dinayni Ananasligi N1 Kolaga bam dam berqdi 
32 w 1 like Reply Send

 **dinay.uzbekistan** @_rasulbek_004 Izohingiz va e'tirofingiz uchun tashakkur 😊
31 w Reply Send

 **ulugbek_qaxramonjon_ogli** Dinayni tanlash uchun sabablar kerak emas, dinay shunchaki zo'r.... Faqat banan qulupnayligini topish qiyinroq.... 
32 w 1 like Reply Send

— View 1 previous reply

 **dinay.uzbekistan** @ulugbek_qaxramonjon_ogli Demak banan qulupnay ta'mini topishni osonlashtirishimiz kerak 😊😁
31 w Reply Send



 Comment as dinay.uzbekistan... Post

← **Comments** ⋮

 **muhammadvaliy_** Dinay ajoyib o'zim tarvuz bilan banan qulupnayni sevib iste'mol qilaman. 1.5 litrligi bormi dinay 
10 w 1 like Reply Send

 **dinay.uzbekistan** @muhammadvaliy_ Tanlovingiz uchun tashakkur 🙌 Mahsulotimiz 0.5 va 1 L hajmda chiqadi 😊
8 w Reply Send

 **zaynatdinova_xudaykulova.sh** 😊😊😊 
10 w 1 like Reply Send

 **dinay.uzbekistan** @zaynatdinova_xudaykulova.sh 🙌🙌🙌🙌🙌
8 w 1 like Reply Send

 **77_rahmonova_** Qora qaragatligi mmmm 😊😊😊 gap yo'q xuddu osha mevani yegandek bolaman ishlaringa rivoj 🙌🙌🙌 
10 w 1 like Reply Send

 **dinay.uzbekistan** @77_rahmonova_ Tanlovingiz uchun rahmat 😊🙌🙌🙌🙌
8 w Reply Send

 **abdukholikova6** Анорлиси имм 😊 
10 w 1 like Reply Send

 **dinay.uzbekistan** @abdukholikova6 🙌🙌🙌🙌🙌 



 Comment as dinay.uzbekistan... Post

← **Comments** ⋮

 **dinay.uzbekistan** 31 w

 **rashidov.1998** Sizlarda halollik belgisi ramzi bormi? 
31 w 1 like Reply Send

— Hide Replies

 **dinay.uzbekistan** @rashidov.1998 Assalomu alaykum, biz o'zimiz hamda yaqinlarimizga ravo ko'rgan va iste'mol qiladigan mahsulotni ishlab chiqaramiz 😊 Qadriyatlarimizga sodiqmiz 😊 Halollik belgisini esa bu yilgi audit tekshiruvlaridan xolislik ila muvaffaqiyatli o'tib olganimizdan keyin, nasib qilgan bo'lsa, albatta olamiz 😊
31 w Reply Send

 **rashidov.1998** @dinay.uzbekistan saytlaringda halollik belgisi turibdikan shunga soragandim hali olmaganlarsalaring nega qoydilaring bilmayman salomat bolishilar 
28 w 1 like Reply Send

 **dinay.uzbekistan** @rashidov.1998 Saytimiz beta versiyada ishlamoqda 😊 Halolmas narsani ishlab chiqarmaymiz 😊 Sertifikat olish ustida esa ishlayapmiz. Shunchaki audit va tasdiqlash jarayoni, vaqt oladi xolos 😊
28 w Reply Send



 Comment as dinay.uzbekistan... Post

Natija / Результат / Result



- ✓ Brendga sodiqlikni oshirish / Повышение лояльности к бренду / Increasing brand loyalty
- ✓ Mijozlarning ishonchi oshishi / Повышение удовлетворенности клиентов / Better customer satisfaction
- ✓ Mijozlar mahsulot bilan nimani boshlaridan kechirayotganini tahlil qilish / Анализ того, что испытывают клиенты / Analyzing what customers are experiencing
- ✓ Bo'sh ish o'rinlarini to'ldirish / Заполнение вакантных должностей / Filling up vacant job positions
- ✓ Yangi hamkorlar topish / Поиск новых партнеров / Finding new partners



Rahmat!
Спасибо!
Thank you!