

Once upon a time, in the town called Laxmipura, there was a businessman named Moolchand. Moolchand was running a factory of making shoes and had earned a good name and reputation for the quality of shoes he was making. His brand, 'Bhoomi Shoes' was the top selling brand in the town and was earning very good profits for past 25 years. Moolchand had personally set all the procedures in his factory and he never compromised with the standards he laid. This was one of the key reasons behind the huge success he had achieved in the town. It was his hard work and sincerity of 30 long years that took him to this position.

Moolchand had a son named Kritichand Who had just finished his studies. He also was as hard working and sincere as his father was. It was decided for Kritichand that he would join his father's company after he finishes his studies. There was another young person in the town named 'Husharilal' who was of the same age as that of Kritichand and had just finished his studies. As he was from a middle-class family, he didn't have any pre-set future. He was required to carve his own path to get settled in his life.

As decided, Kritichand joined his father's business and learned all the procedures and techniques. Being young blood full of dreams, he put an idea of expanding the business in the neighboring towns. The idea was accepted by the top management and they started planning for the same. They had a proven track record of success by following the standard procedures laid by Moolchand. So, for them, it was out of question to think about any new procedures or techniques that might have helped them in the expansion.

As per their till date proven standard procedures, Kritichand and his entire team had strong belief in their tele-marketing and field marketing team. Indeed, their team was too good as the team had majorly contributed in their success for past 25 years. The team started planning for the expansion. They jotted down the steps to be followed like actual physical market survey, finding out dealers through telephone directories or through some basic searches on internet. They planned about approaching the dealers through tele-marketing and then taking their appointments, thus finding the potential dealers among the list. After that they planned for the meeting of the marketing executive with the selected potential dealers and about the ways to convenience them to join the hand with Bhoomi Shoes.

After planning out all these procedures and steps to be taken, they started jotting down the resources requirement. They calculated the additional requirement of manpower, time and money to carry out this expansion process. And to their surprise they arrived to the conclusion that this plan was very expensive and exhausting for them. So, the top management including Moolchand and Kritichand finally decided not to go for the expansion in near future. As it is they were doing good with their business in Laxmipura.

In the meantime, after completing the studies, Husharilal gave a sincere thought on what he would like to do in his career. Being very true to his name, Husharilal was very clever, smart and sincere person who knew the advantages of new upcoming technologies. After giving a sincere thought, he decided to be an entrepreneur rather than doing a job somewhere. With his

research and studies about the current market in and around his town and by analyzing demand-supply statistics, he finally decided to manufacture and sale shoes under the brand 'Udaan Shoes'. Through his research he found out that, being a new brand, though he had almost no scope to sale the shoes in Laxmipura, he had tremendous scope in the nearby towns.

Being very clever and having known the power of social media, the first step he took was to hire an experienced, expert and professional social media marketing agency. He didn't know at that point that his very first step of appointing professional social media marketing agency will play a major role in the success of his business...