



**Silwana Infotech**  
Investing into Innovation

CASE STUDY

# Building a Sleek & User-Friendly Social Media Marketing App for Businesses & Influencers



**Country**

UAE

**Domain**

IT Services

# CHALLENGE

A Dubai and Belgium based company wanted to build a mobile application that would bridge the gap between businesses and influencers like never before. They envisioned the app to serve as a meeting place for both groups to collaborate and gain mutual benefits from their collaboration.

Influencer marketing is on the rise, but it's not always done in a structured and well-measured manner. The client's goal is to maximize the success of influencer campaigns by providing both businesses and influencers with opportunities to work together.

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## SOLUTION

Silwana Infotech team worked with the client's team to understand their vision. We quickly realized that one of the pressing needs of this project would be to create an aesthetic and easy-to-use application that appeals to social media savvy influencers while being fast and accessible to business users.

Therefore, we adopted an approach to taking the user perspective into account. The software we developed offers separate login, account creation, and a bundle of features for businesses and influencers. Advanced filtering and analytics help brands get helpful insights into an influencer's social media presence and profile.

## OUTCOMES

The app provided the client with the solution they were looking for. The app's interactive search and filter feature, along with custom recommendations of businesses, brands, and products, helps influencers find the right business to work with. Plus, they can easily search for free offers from brands and choose accordingly.

The app allows businesses to showcase their best products, flaunt their business presence, and find the best-suited influencers to collaborate with based on their online clout, following, and content relevance.

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# A Snapshot of Results

- Better visibility for influencers
- Improved connectivity between brands and influencers
- Increased campaign success

Want to create a powerful mobile app that transforms  
your vision into reality?

**Get in touch with us today!**

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## About Silwana Infotech

Silwana Infotech is a market-leading name in global IT services. With headquarters in Dubai, UAE, development centre in India, and presence across 7+ locations, we are spearheaded by a leadership team comprising industry expert, business-technical analysts, and subject matter experts with far reaching experience of more than 2 decades.

Our comprehensive IT services range from software development, product engineering, infrastructure services, and solutions based on emerging technologies like AI, BI, IoT, Blockchain, AR-VR etc. to digital marketing, content creation and resource augmentation. Our technology products include ERP, HRMS, CRMS, and various industry-specific solutions.

As a complete IT partner for enterprises and businesses, we harness advanced technologies to conceptualize, develop, and implement innovative products and solutions that make lives easier. We are proud to be your partner in success!



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