

Blue-Garuda Mobile Accessories Reports Prime Day a Huge Success for Its Car Seat Side Organizer

Blue Garuda have reported Prime Day to be a huge success with record sales for its latest in-car accessory known as a Car Seat Side Organizer.

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/EINPresswire.com/ -- The company themselves were well aware of the potential of Prime Day, which has also been claimed by Amazon to be the biggest Amazon event of the year and therefore Blue-Garuda made all the necessary preparations in order to capitalize on this big occasion.

Prior to Prime Day, the mobile accessories manufacturer updated all their [social media platforms which included Facebook](#), Twitter, YouTube and Instagram to showcase their latest product and provide audiences with any relevant information. A new whiteboard animation was also uploaded to these social channels depicting the various uses of the Car Pocket Organizer and how it can help drivers stay organized making driving much more pleasant. Dominic James, Head of Marketing had this to say, "The preliminary work we carried out in promoting our latest vehicle accessory using our social media platforms certainly paid off. We were able to target specific audiences and make them aware of how our car pocket organizer can benefit them in their daily travels."

As well as updating their social profiles, the Blue-Garuda marketing team attended a recent Formula 1 event in London in the run up to the Silverstone Grand Prix. Here they were able to gain an insight into the Formula 1 arena including F1



teams Ferrari and Mercedes, photos of which were shared on their Instagram account. Various other videos were also uploaded showing footage of the street race that transpired within the heart of London which was cornered off for the event. The reason for attending the event according to the company was to strongly highlight their interest in the auto industry as well as to provide content for customers to enjoy and hopefully engage in. "As well as promoting our own product content we also want to provide content that is different but still engaging and relates to the industry we are part of, which is the automobile industry. This includes racing events such as Formula 1 and other car meets," as said by the Marketing team.



Car Seat Organizer

According to Blue-Garuda Mobile Accessories it was due to this publicity and increased social activity which helped in producing record sales on Amazon Prime Day. Since then the company are still utilizing their social platforms for [customer engagement and more so Twitter](#) as they are able to tweet at an instant anything fun and factual that they feel will benefit their custom audience. They hope that customers are finding any posts to be informative and enjoyable as well as relevant. [Blue-Garuda's latest interior accessory is a Car Seat Side Organizer](#) also known as a Car Pocket which has been designed so to securely store essential items such as phones, stationary and other items instead of storing them in cup holders or around the center console. It can also act as a gap filler or a front seat organizer as claimed by the manufacturer. The Car Pocket Organizer is available now on Amazon.com.

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