



**SERVICE
BASED
COMPANY
11 MONTH
CASE STUDY**





SERVICE BASED COMPANY 11 MONTH CASE STUDY

WHERE WE STARTED

When we came on board in May 2021, this client was struggling to do it all. As a small business owner, she was overwhelmed with trying to sign clients while completing client work. She knew that Social Media was a gold mine of her ideal clients but she didn't have the time to dedicate to her marketing.

As soon as we were brought on, we were able to reduce her overwhelm and strategically create content that immediately started hitting home for potential clients. Within weeks our client started receiving rave reviews about her social media platforms - something she had never heard before.

We integrated new campaigns, short form video, and storytelling into her content line up to build deeper connection with her audiences.

THE NUMBERS - MAY 2021

- Overwhelm and confusion around what to do to sign more clients from social media
- 2 Social Media Platforms
- Total of 1,844 followers across both platforms
- No scheduling or strategy
- Lack of video content



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TEN MONTHS LATER

By March 2022, the client's Social Media platforms were strategically bringing in new leads and nurturing current clients to sell more services. The biggest impact of our work has been the freedom it has allowed our client to scale. Without worrying about her marketing, our client has had more time to grow her business. She is now able to work with so many more clients that she has grown her team with two new hires in the past few months!

Her social media platforms now showcase her work beautifully and strategically connect with her audience. She has been contacted by high profile publications wanting to feature her via Instagram and was recently included in a Wall Street Journal article. Today, 30% of her leads are credited to have come directly from or been nurtured by her Digital Marketing efforts that we've led.

NEW INITIATIVES WE'VE LED

- Expanding the client's online presence to LinkedIn where we are able to build her personal network, as well as her business page with potential clients
- Integration of video content on all platforms
- Introduction of educational and story telling content to her accounts which connect with her ideal clients

THE NUMBERS - MARCH 2022

- 3 Social Media Platforms
- Total of 2,381 followers across all platforms
- Weekly video content creation
- Integration of the client's brand story and unique services
- Connection with local businesses + clients
- Client is able to sign more clients + grow her brand with 3 new hires

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THE NUMBERS

OVERVIEW

CLIENT ACCOUNTS

This client's goal was not around online growth specifically. What mattered most was that she was able to shift her focus back to growing her business without needing to be on social media all day, every day - while bringing in more leads than ever.

By bringing us on, not only was she able to accomplish this - but she was able to soar beyond this goal. In the past year, she has seen a 250% revenue growth, been able to work with 3x more clients than she was the previous year, and has brought on three new hires to help support this new influx of client work!



THEIR AUDIENCE

CLIENT ACCOUNTS

INSTAGRAM

Starting: 1518

Today: 1769

FACEBOOK

Starting: 326

Today: 366

LINKEDIN

Starting: 0

Today: 246





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THANK YOU

