

CASE STUDY

# Social Media Marketing

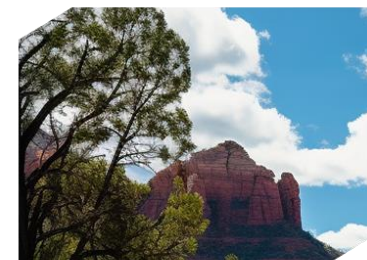
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## 01 The Challenge

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# Challenge: revitalize a stale social media presence

For this case study, we're focusing on an active client with whom we have a Non-Disclosure Agreement. The company is an event production provider, so we'll call them "Acme Events" in this document ([reach out for company name and references](#)).

Acme Events **was** a large-form printing company. They previously made banners, signage, and other visuals one would experience at almost any event or tradeshow. However, recently they grew and reinvented themselves into a more complete event production firm. They now handle entire events: immersive, creative, resource management, fabrication, and installation on top of their previous printing capabilities.

And they faced a significant challenge in revitalizing their stale social media presence. The company struggled with disparate and segmented messaging (mostly from its past identity) that hindered its ability to communicate its value as an event production firm effectively.

### **The Challenge?**

To develop a robust social media program to project this value, express the latest capabilities, and increase social KPIs.



## 02 Our Solution

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# Solution: Provide Value

We created a program emphasizing Acme's unique ability to address client needs through its extensive history and compelling client success stories.

It was also crucial for Acme Events to switch toward a more proactive approach.

**We wanted the client to be in an offensive posture to make distinguishing itself from numerous competitors in an oversaturated landscape easier.**

- We implemented a social media editorial calendar with a library of social media posts covering 30 days into the future.
- We created new social media content that went beyond text posts.
- We ran many tests to determine which post time was most effective, which days had the most engagement, and which post types on which platforms resulted in the most engagement.
- We tracked and analyzed everything - introducing the ability to learn and adapt quickly.

**Our new structure + proactive approach + data-driven insights = social program with overnight success.**

## 03 The Results – Instagram

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# The Results: In the first 3 months...

### INCREASED ENGAGEMENT AND MEASURABLE GROWTH

The client elected to focus on 2 platforms: LinkedIn and Instagram.

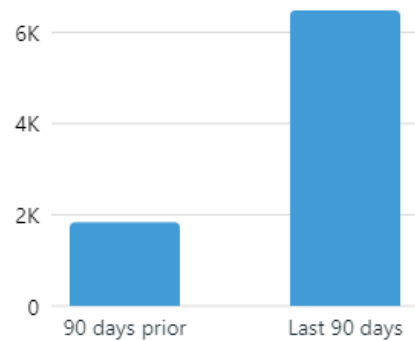
#### INSTAGRAM: Reach

##### Reach

Post reach ⓘ

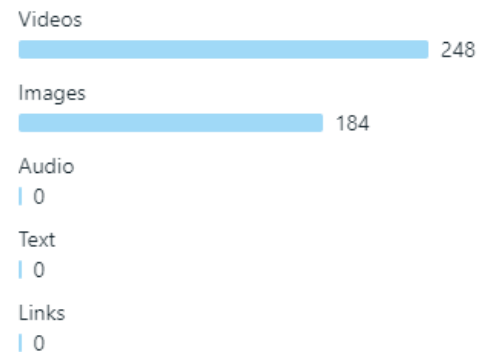
6.5K ↑ 253.2%

Total from last 90 days vs 90 days prior



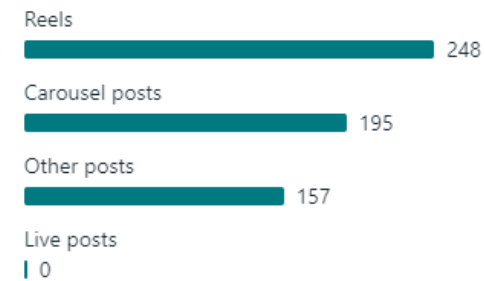
##### Median post reach per media type ⓘ

For posts created in the last 90 days



##### Median post reach per content format ⓘ

For posts created in the last 90 days



## 03 The Results – Instagram

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# The Results: In the first 3 months...

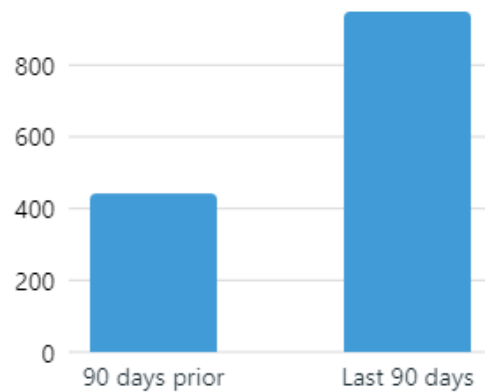
### INSTAGRAM: Engagement

#### Engagement

Post likes, comments and shares ⓘ

949 ↑ 114.7%

Total from last 90 days vs 90 days prior



### INSTAGRAM: Lessons Learned in 90 days

- **Profile Visits: ↑ 257.2%**
- **Followers: ↑ 279.7%**
- Social media posts sent out of their marketing platform (HubSpot) were finding less traction vs. native posting (*this is abnormal, but does happen time from time*)
- The best timing for post performance was between noon & 3pm
- Stories did not perform well (5-8% vs. post and reels)
- The client was also posting at the same time we were (so we had direct comparisons to the work we were doing vs. client posts.
  - **10/10 (100%) of the top posts created in the first 90 days were posts created from our team.**
- The target audience didn't care at all about holiday/seasonal content (e.g. Happy Halloween! Type of posts). *We did advise the client that if they enjoyed creating these, we didn't believe it hurt anything to continue doing so.*



## 03 The Results – LinkedIn

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# The Results: In the first 3 months...

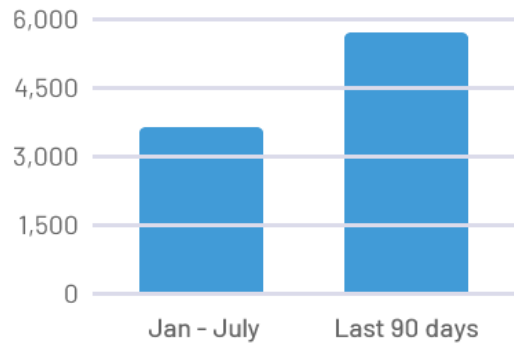
### LINKEDIN:

#### Post Impressions

Impressions per month (Aug - Dec 11, 2023)

**5,767.5**    ↑ 69.4%

Average per month from last 90 days vs. the rest of the year

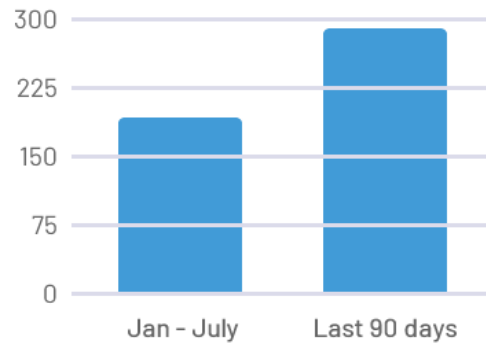


#### Post Clicks

Clicks per month (Aug - Dec 11, 2023)

**280**    ↑ 56.4%

Average per month from last 90 days vs. the rest of the year

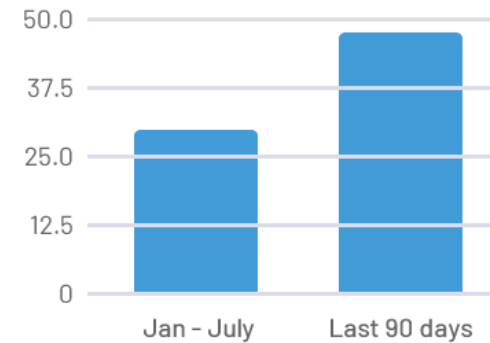


#### Account Followers

Additional Followers per month (Aug - Dec 11, 2023)

**45.5**    ↑ 51.7%

Average per month from last 90 days vs. the rest of the year





## 03 The Results – LinkedIn

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# The Results: In the first 3 months...

### LINKEDIN: Lesson's Learned

- **Comments: ↑ 112.8%**
  - **Reactions: ↑ 57.6%**
  - **Re-posts: ↑ 18%**
- The client was also posting at the same time:
    - **9/10 (90%) of the top posts in the first 90 days were posts created from our team.**
  - The best posts were those that showed tactical, effect-driven results; less strategy, but more emotion as well.
  - Video was less effective whereas carousel imagery worked very well. A winning combination (messaging and message format).
  - Our effectiveness grew over the first 3 months. The highest performing post of 2023 happened toward the end of the 90 days. The 4th highest performing post happened only a week prior.





## 01 About Us

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# WHO WE ARE & WHAT WE DO

We are a digital ad agency headquartered in Ahwatukee (Phoenix), Arizona that focuses on the power of content in advertising. We work with medium to enterprise-sized companies from around the globe. Our team members have worked at the top agencies throughout the USA and we operate a little different.

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### **When you work with us you can expect:**

Full Transparency in Scope, Performance, and Pricing.  
Always understand the services we provide, their effectiveness, and continual success.

Consistent communication and touch points. We believe that the more we communicate, a higher level of success is achieved.



## 04 About Our Leadership Team

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### Nicole Marino

Managing Partner

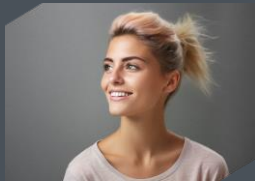
Nicole began her career ensuring top-notch client experiences. 20 years later she now leads Endurance operations and is a voice for our clients internally.



### Jeremy Riley

Managing Director

Jeremy brings over 20 years of building marketing strategy & solutions in mid-to-enterprise sized business environments and high-paced agencies. Jeremy leads strategy.



### Kate McDermitt

Director Marketing Services

Kate is a heavy hitter with extensive experience unfolding what makes customer's tick. Kate defines our service offering as well as manages our social media team.

A few of the companies we've worked with:



# WHAT NOW?

## Let's keep the ball rolling.

What are the social challenges you're facing?  
We'd love to learn more about you and your company.

### Contact Us:

Reach Out: [info@azadvertising.co](mailto:info@azadvertising.co)

Call Us: [+1 \(480\) 550-7050](tel:+14805507050)

