Bamboo
MARKETING SOLUTIONS

— PORTFOLIO + CASE STUDIES

Our work, and the *results.*

Social media, blogging, local SEO, reputation management, link building, graphic design and websites.



— INSIDE

What you'll *find*

01 Social media management

02 Blogging

03 Local SEO + reputation

04 Link building

05 Graphic design

06 Website design

07 How it works

SOCIAL MEDIA MANAGEMENT

Social *media*

Beautiful, branded, engaging content for every platform, managed from strategy to posting to reporting, with real, data-driven results.

01

CASE STUDY · SOCIAL MEDIA MANAGEMENT

Spicely

spicely.com

A provider of 100% organic spices, sold in stores like Whole Foods, Bristol Farms and Berkeley Bowl, and online through their website and Walmart. We built a loyal community of “foodies” around their high-quality products and trusted brand.

Content development **Contests + giveaways**
Recipe development **Posting + engagement**

+700%
Instagram engagement

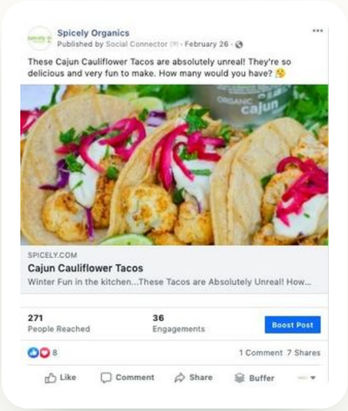
+113%
X engagement

+59%
Facebook engagement

+2,624
new Facebook followers

Also gained 2,474 X followers and 957 Instagram followers.
Results over 1 year.









CASE STUDY · SOCIAL MEDIA MANAGEMENT

Sequoia

sequoia.com

The HR partner for people-first companies, specializing in benefits, HR, retirement and insurance services. Through branded imagery and active promotion of events, media and resources, we amplified the brand to drive traffic, engagement and leads.

Strategy | Branding + positioning | Content development | Posting + engagement

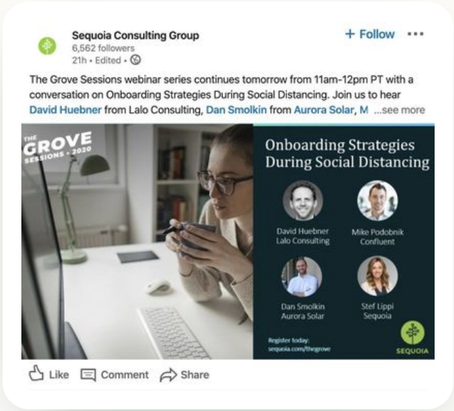
+53.94%
LinkedIn followers (2,233 new)

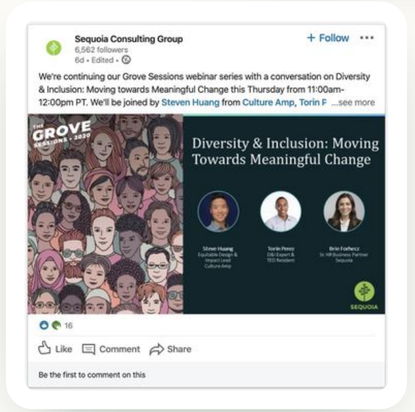
+184.53%
X followers (1,384 new)

24 → 235
avg. monthly LinkedIn likes

13.6K → 57K
avg. monthly X reach

Results over 1 year.







CASE STUDY · SOCIAL MEDIA MANAGEMENT

Aerospike

aerospike.com

A global leader in next-generation, hyperscale data solutions. Strategic posting, thought-leader engagement and employee advocacy grew followers, engagement and website traffic month over month.

Content development | Blog strategy | Posting + engagement | Employee advocacy

+82.17%
LinkedIn followers (1,733 new)

+109.4%
X followers (3,804 new)

82.9K → 406K
avg. monthly X reach

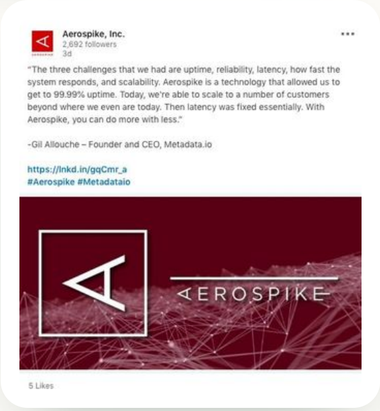
41 → 422
avg. monthly website visits from social

LinkedIn average monthly likes also grew from 279 to 422. Results over 1 year.









CASE STUDY · SOCIAL MEDIA MANAGEMENT

VentureHealth

venturehealth.com

An investment portal giving accredited investors access to high-growth opportunities in the healthcare sector. Our content strategy steadily grew engagement on their accounts month over month.

Content strategy | Posting + engagement

+325.58%
X followers (4,353 new)

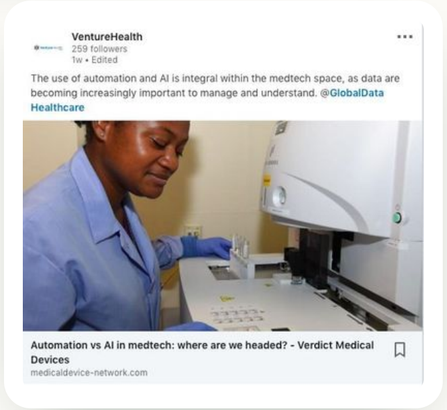
124K → 266K
avg. monthly X reach

19 → 45
avg. monthly LinkedIn likes

Results over 1 year.







CASE STUDY · SOCIAL MEDIA MANAGEMENT

The Vault

thevault.co

A coworking space for the future: a full-stack innovation ecosystem and global network of startup accelerators and collaborative workspaces.

Posting + engagement | Community management

52/mo
average organic follower growth

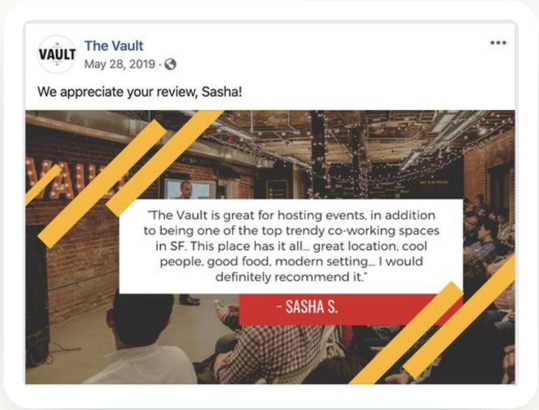
6x+
LinkedIn engagement

5x
X engagement

2x+
Facebook engagement

Followers grew on all 3 platforms, from 1%+ on Facebook to 26%+ on X. Results over just 3 months.







CASE STUDY · SOCIAL MEDIA MANAGEMENT

Allied Pain & Spine

myalliedpain.com

A prestigious set of California pain clinics offering multidisciplinary, evidence-based care. We took dormant accounts and built high-quality profiles that pair their local reputation with a modern image.

Content creation | Posting + engagement

1,000%+
increase in profile reach

100+
monthly engagements across Facebook + Instagram

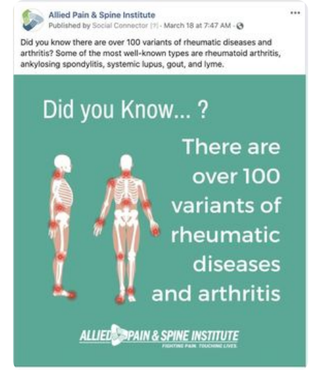
0 → 113
monthly Facebook clicks

0 → 110
Instagram followers

Results over 1 year.







SOCIAL CONTENT

Every platform, the *right voice*

Instagram

The right tone, the right style and the right hashtags so your brand shines and is found (and loved!) by your target audience.

Facebook

Still one of the best ways to find and be found by your ideal customers. We create content that gets the conversation started.

X

We get your brand into the global conversation with meaningful, trending hashtags, shortened links and relevant reposts.

LinkedIn

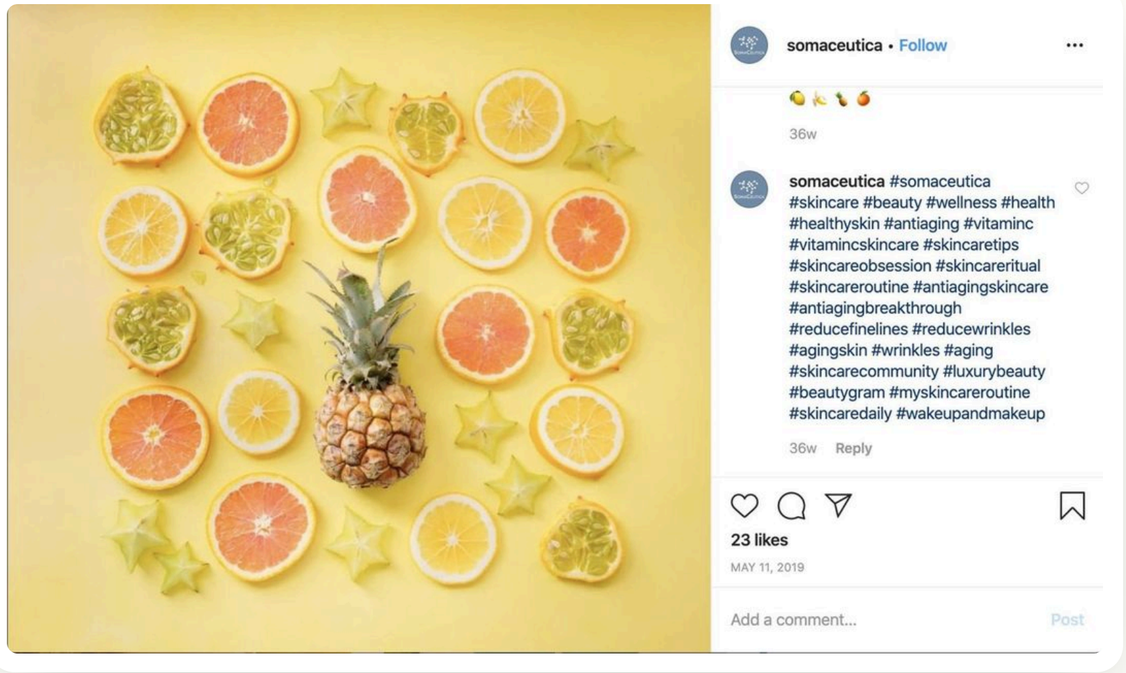
Find employees, build your reputation and engage with B2B opportunities through content that builds business relationships.

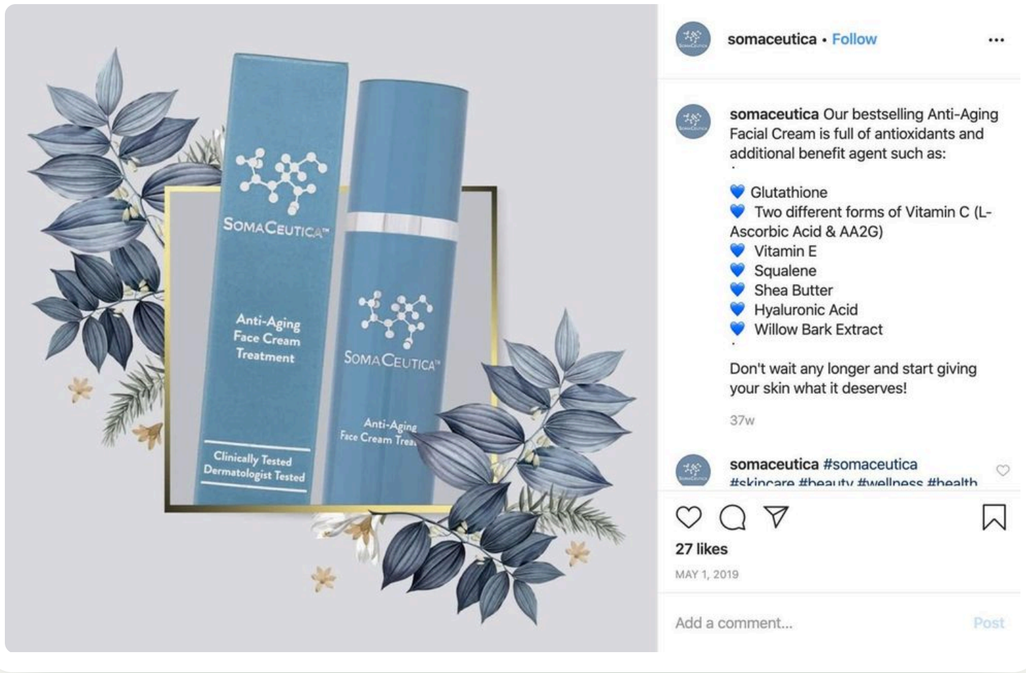
Pinterest

One of the most promising ways to promote your products, services or brand to an enormous, eagerly engaged audience.

SOCIAL CONTENT · INSTAGRAM

Beauty & skincare





SOCIAL CONTENT · INSTAGRAM

Blogger / consultant









SOCIAL CONTENT · INSTAGRAM

E-commerce brand

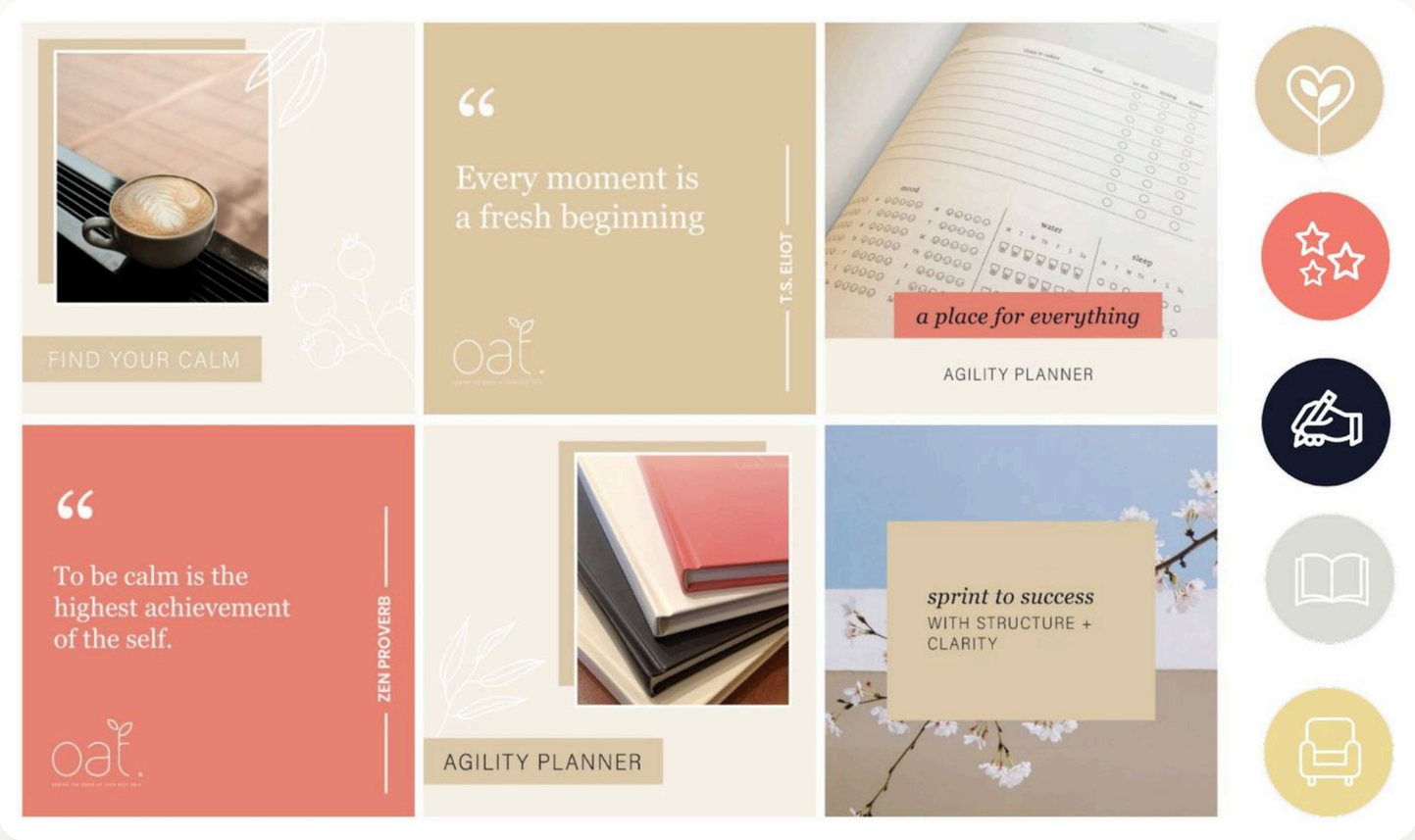






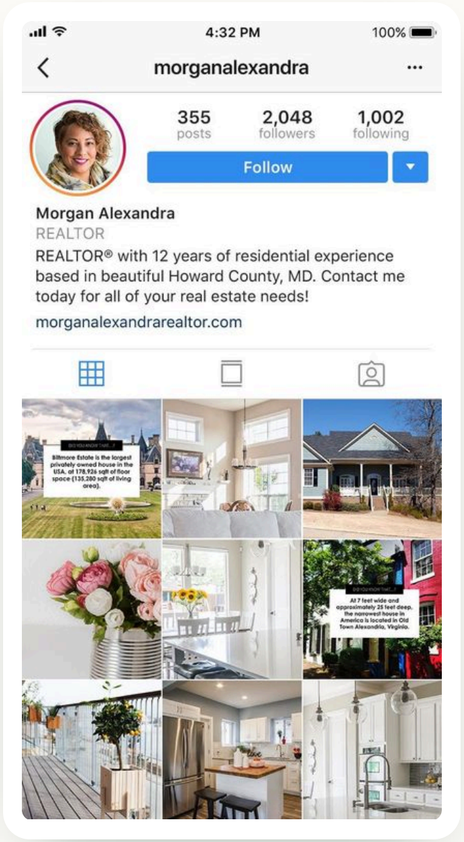
SOCIAL CONTENT · INSTAGRAM

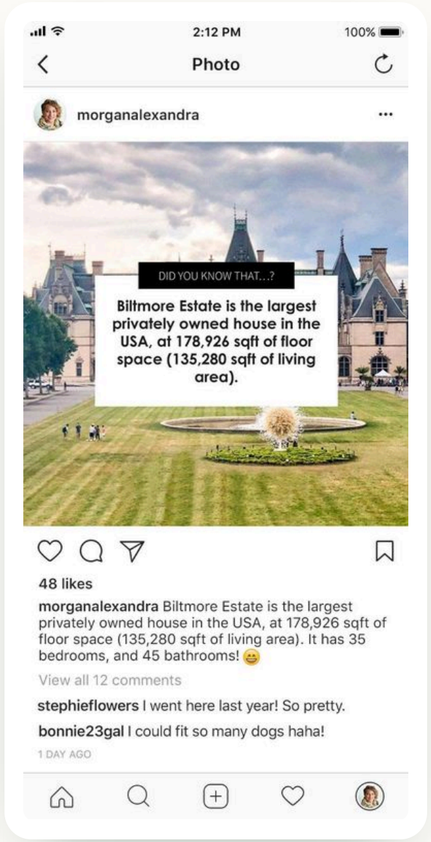
E-commerce brand



SOCIAL CONTENT · INSTAGRAM

Real estate







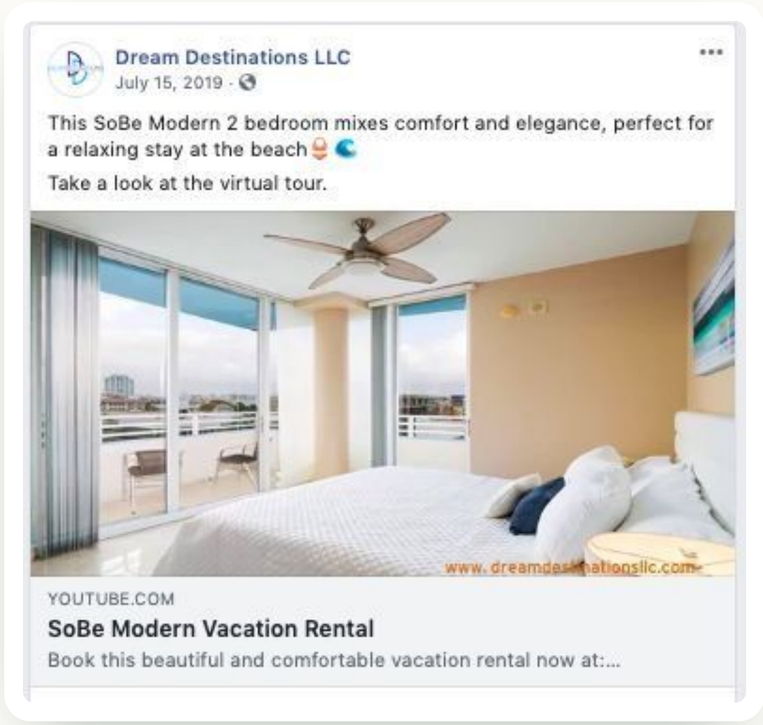


SOCIAL CONTENT · FACEBOOK

Travel + vacation rentals







SOCIAL CONTENT · FACEBOOK

Wedding dress designer

Fan C Designs
Published by Social Connector [?] · January 8 at 3:33 PM ·

The process of selecting a song for the first dance can be a little stressful when planning a wedding, so check out these tips to help you choose the perfect love song that should actually make your guests' hearts flutter 🎵💃🕺🎶



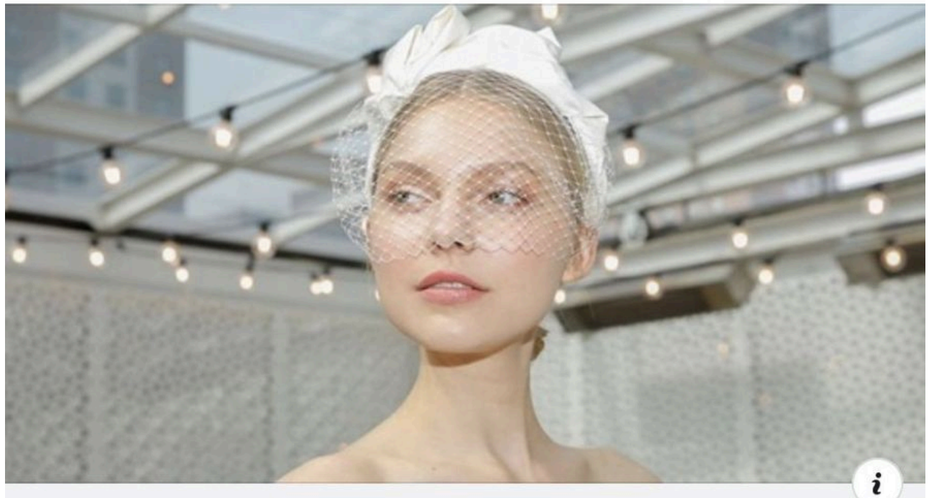
WEDDINGWIRE.COM

How to Choose a Non-Cliché, Totally Unique First Dance Song

Let us help you take some of the stress out of figuring out how to choose a...

Fan C Designs
Published by Social Connector [?] · January 18 at 4:11 PM ·

Thinking about doing your own makeup for your wedding day? Here are some great tips! 💄



ELLE.COM

Everything You Need To Know About Doing Your Own Wedding Make-Up

SOCIAL CONTENT · FACEBOOK

Fashion boutique

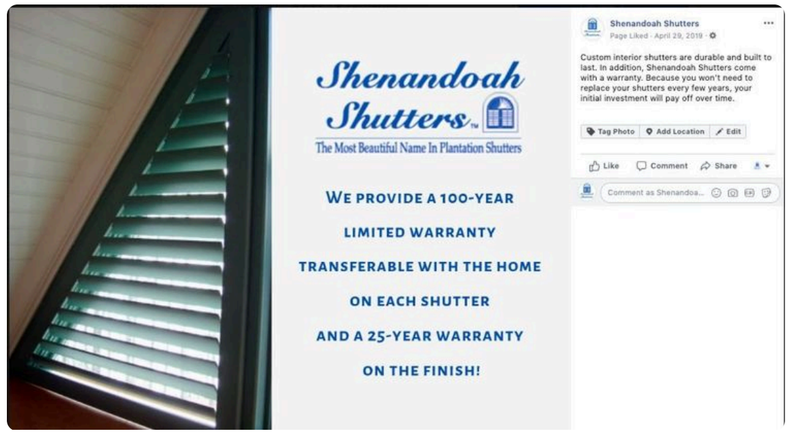




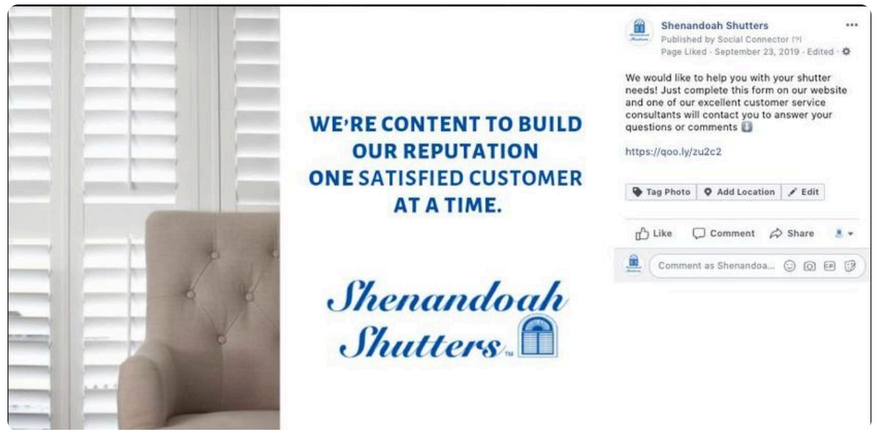


SOCIAL CONTENT · FACEBOOK

Brick & mortar retail + services

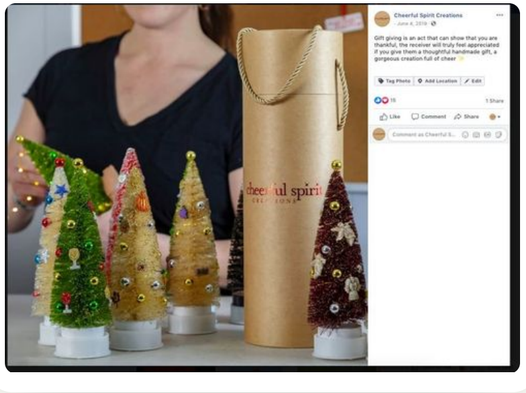


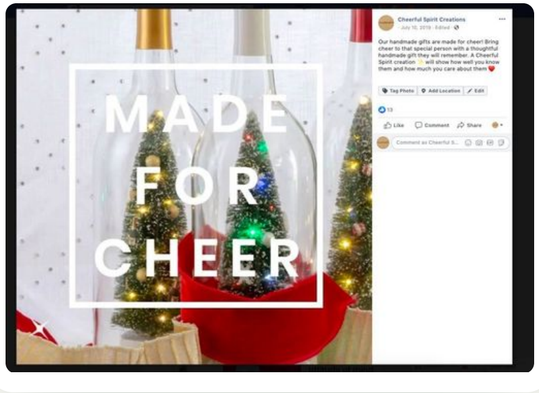




SOCIAL CONTENT · FACEBOOK

E-commerce





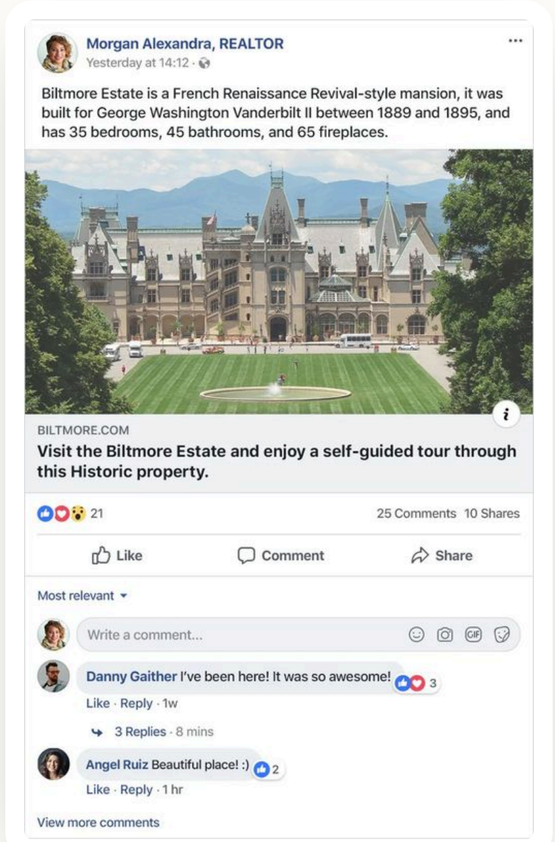




SOCIAL CONTENT · FACEBOOK

Real estate

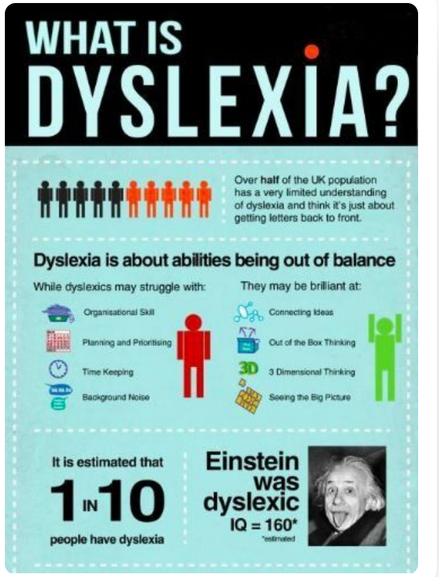


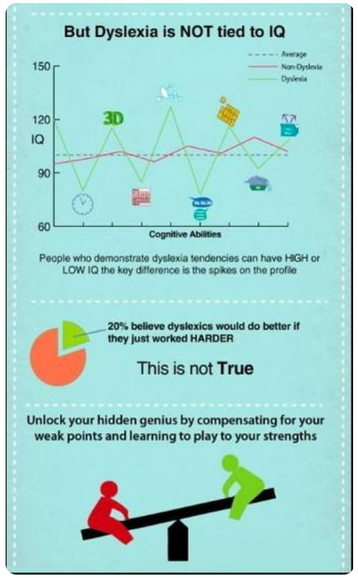




— SOCIAL CONTENT · FACEBOOK

Neurobehavioral health









SOCIAL CONTENT · FACEBOOK

Medical / e-commerce



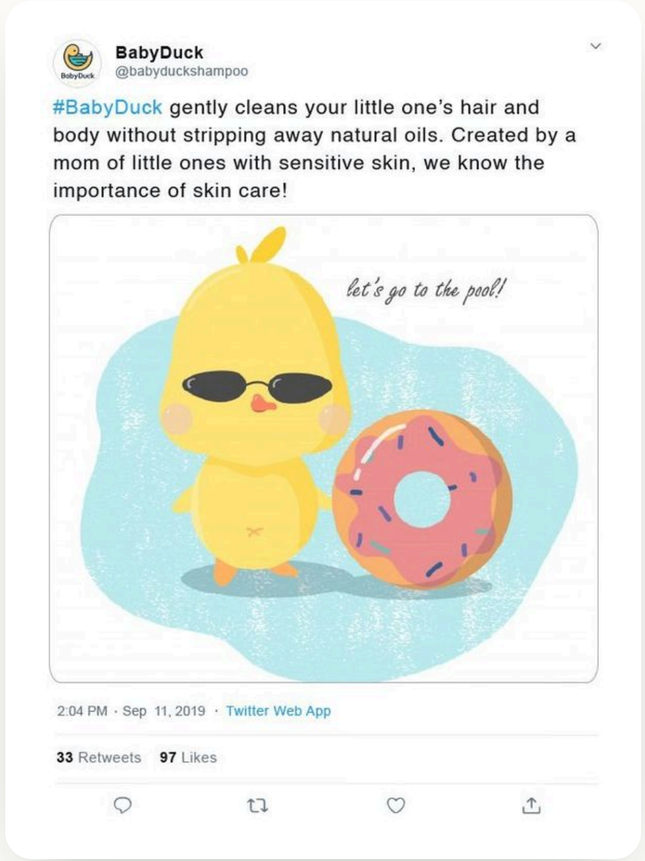




SOCIAL CONTENT · X

E-commerce brand



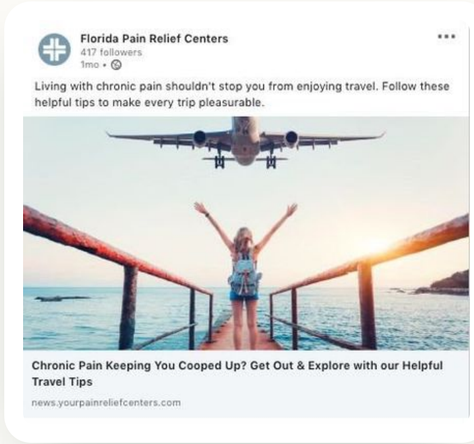


SOCIAL CONTENT · LINKEDIN

Healthcare centers



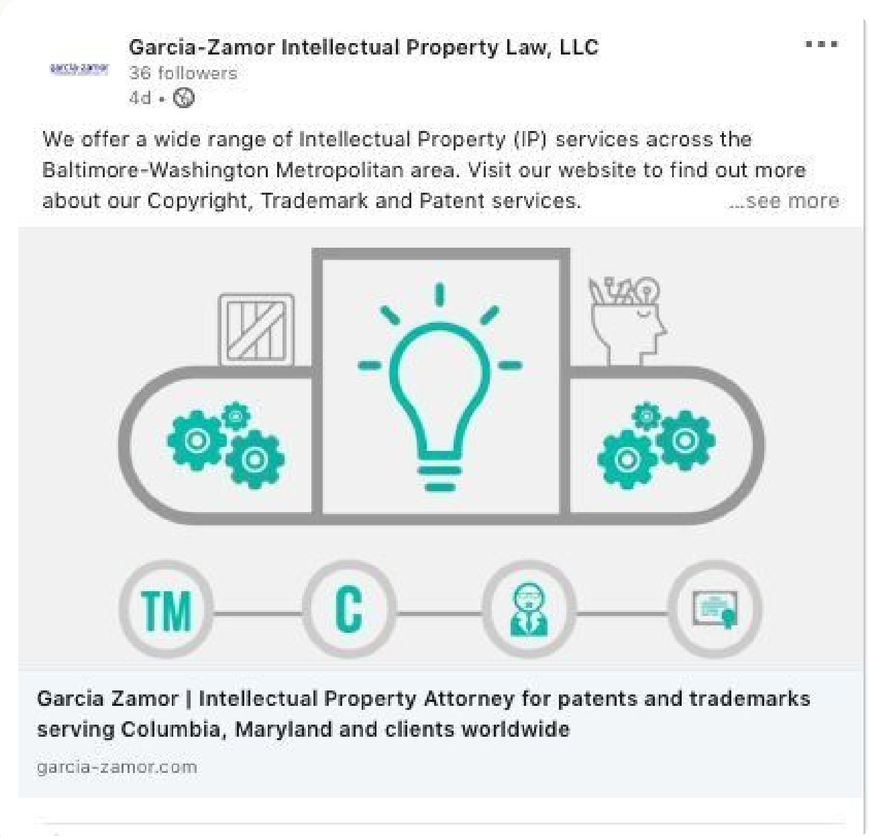






SOCIAL CONTENT · LINKEDIN

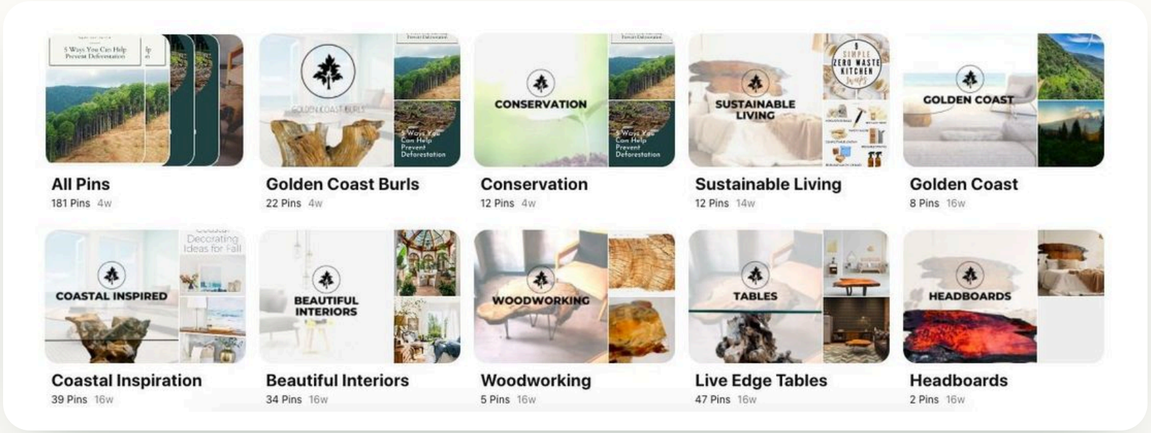
Intellectual property law

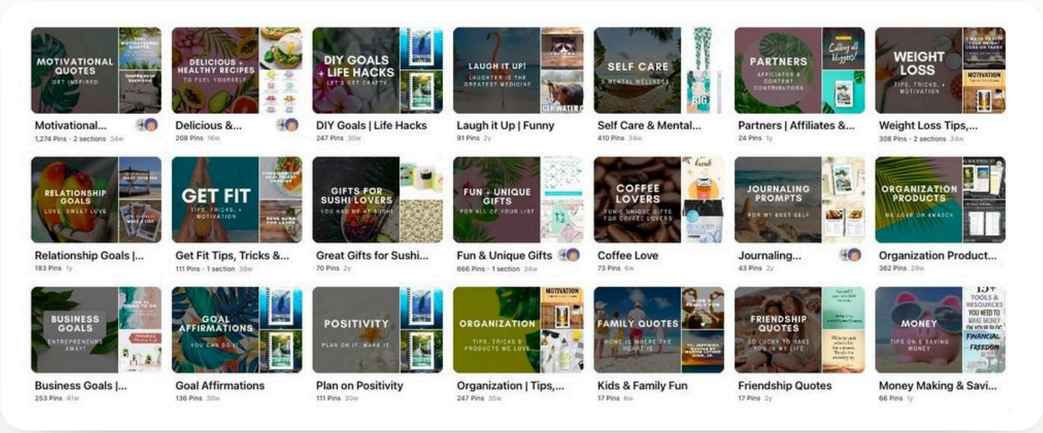




SOCIAL CONTENT · PINTEREST

Branded boards





434%

— 02 · BLOGGING

Did you know adding a blog to your website can increase its chances of ranking in search engines by 434%?

At Bamboo, we create custom SEO-driven blog content for your site, then push those blogs out as custom, unique social content on your social profiles. Win, win!

BLOGGING

What every blog *includes*

- 300 to 500+ words
- Include 1 royalty-free image
- Posted to your site for you once approved
- Copyscape certified
- Provided to you for approval via Google Doc

BLOGGING

Blog writing *examples*

Products & services

Shenandoah Shutters (SEO location pages, blog)

Staff Relief, Inc. (RN staffing solutions)

The Best Gift Baskets

Legal & business

Garcia Zamor Intellectual Property Law, LLC

TCA Accountants and Bookkeepers

Real estate

VSells

Wedding industry

FanCDesigns

Health & wellness

NeuroBehavioral Associates

OmegaXL

Beauty & lifestyle

Sanseti

Pure Source

Project management

BrainSensi

— LOCAL SEO + REPUTATION MANAGEMENT

Local SEO + *reputation*

03

Google Business Profile optimization, directory cleanup, review management and reporting that help every location get found and trusted.

CASE STUDY · LOCAL SEO + REPUTATION

911 Restoration

100+ location franchise

THE CLIENT

A leading disaster restoration company offering water damage restoration, mold remediation, fire and smoke damage repair, and sewage cleanup, with 24/7 emergency support from over 100 locations nationwide.

THE CHALLENGE

Strengthen the online reputation and local search visibility of 100+ franchise locations. Many had inconsistent or incomplete listings, low reputation scores and uneven visibility in local search and the map pack.

WHAT WE DELIVERED

SEO scorecard: benchmarked and ranked each location's starting reputation to prioritize where the work would matter most.

Google Business Profile optimization: updated photos, categories, services and business details across every location.

Directory cleanup: corrected and standardized name, address and phone (NAP) data across 40+ online directories.

Reputation management: monitored and responded to reviews to build a more trustworthy profile at each location.

Local SEO + traffic tracking: tied visibility gains to website traffic, phone clicks and form fills by location.

CASE STUDY · LOCAL SEO + REPUTATION

911 Restoration: *the results*

54 → 88
flagship location's online reputation score, from average to excellent

153 → 0
directory listing errors at the flagship location

100+
Google Business Profiles optimized

40+
online directories standardized

Locations saw meaningful increases in website phone clicks and form fills as visibility and rankings improved. Standardized listings gave every location a cleaner, more consistent, more trustworthy online presence, and secured quality backlinks along the way.

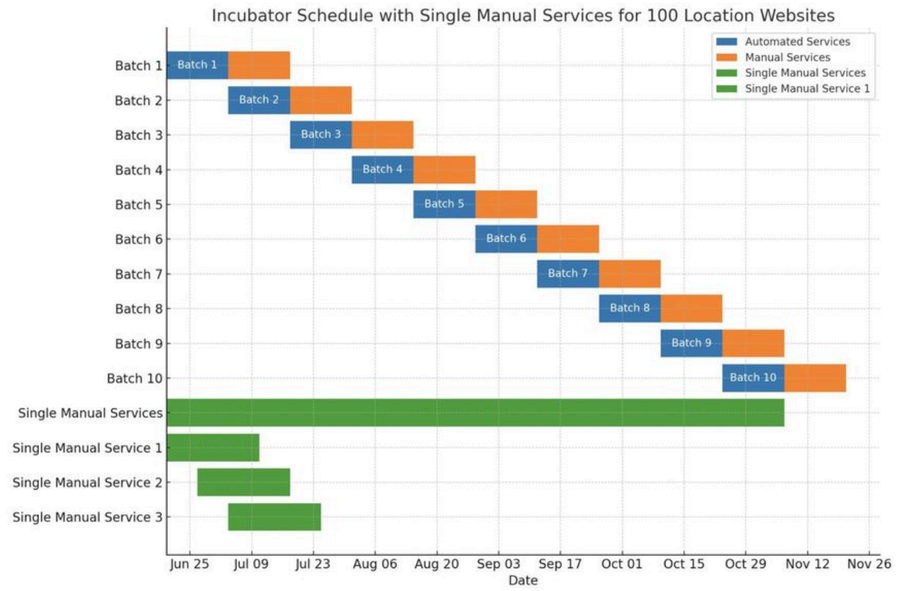
KEY OPTIMIZATION TASKS

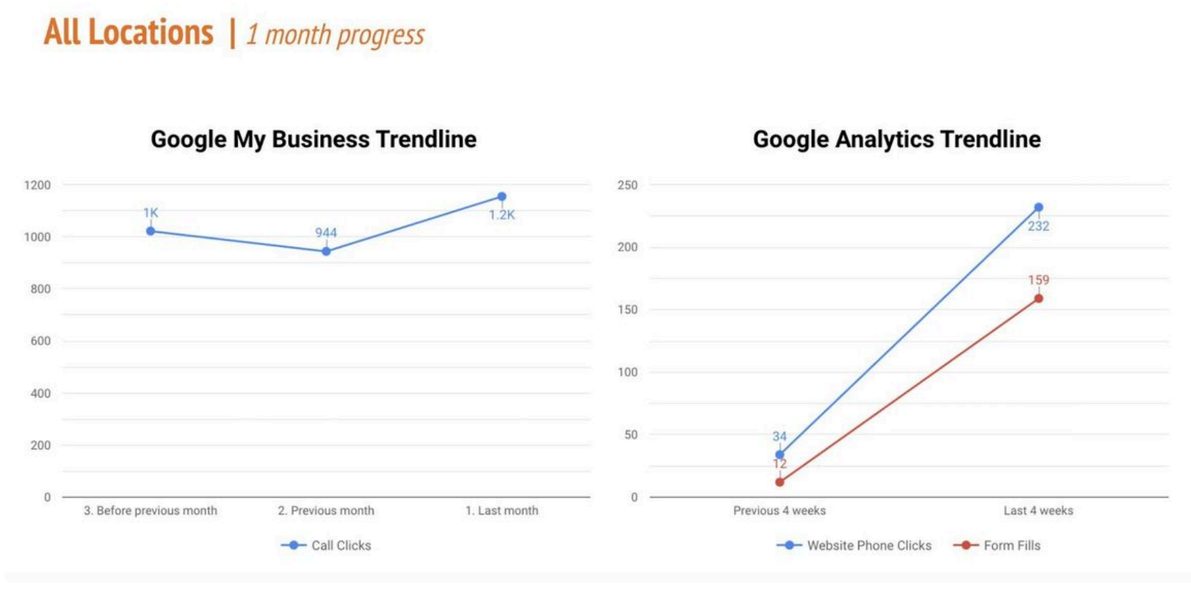
- Benchmark reporting
- GBP optimization
- Logo + cover photos
- Listing corrections
- Apple Business Connect
- Categories + services
- Social posting
- Review responses
- On-site content
- GBP + on-site reporting

LOCAL SEO + REPUTATION

Google Business Profile optimizations

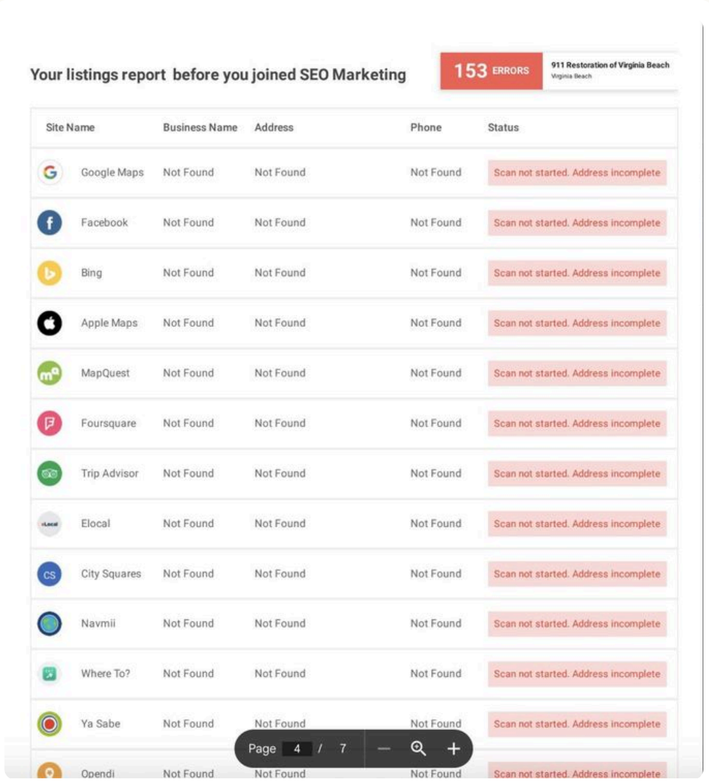
Batch rollout schedule across 100 locations, and one month of GBP + Google Analytics trends



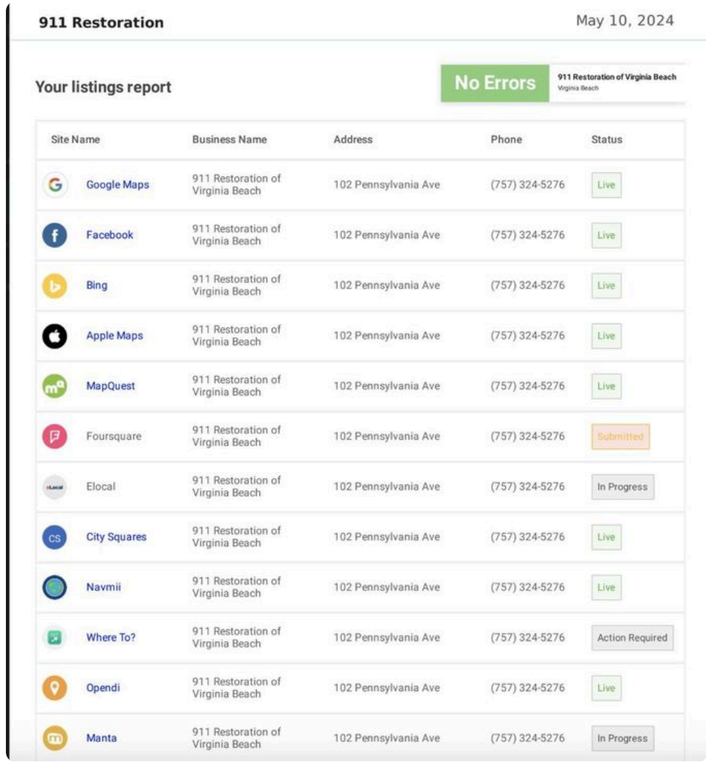


LOCAL SEO + REPUTATION

Listing updates + management



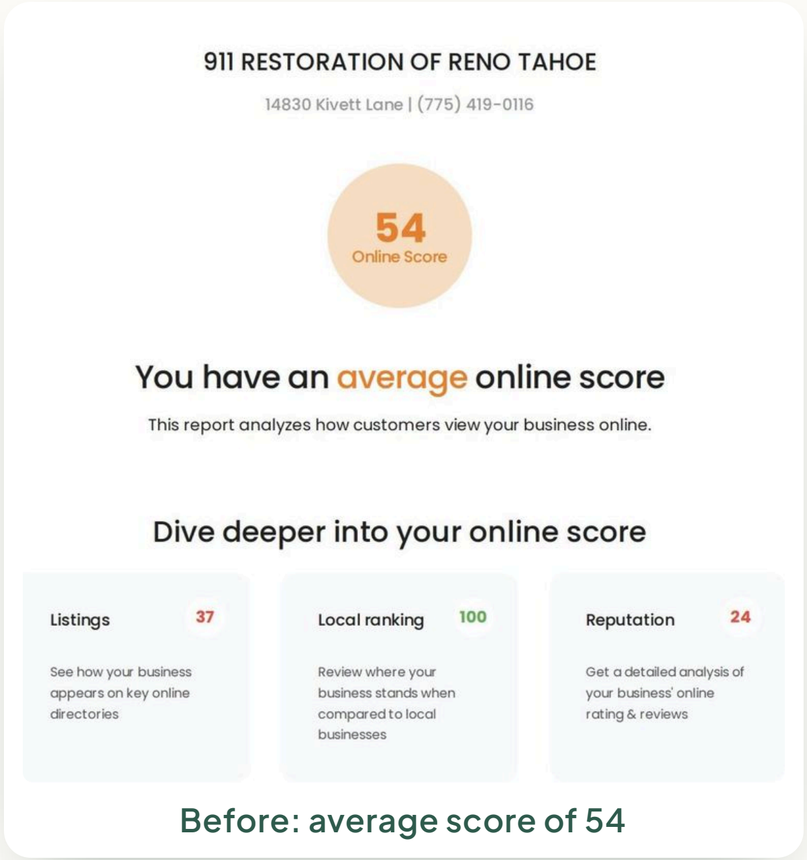
Before: 153 listing errors



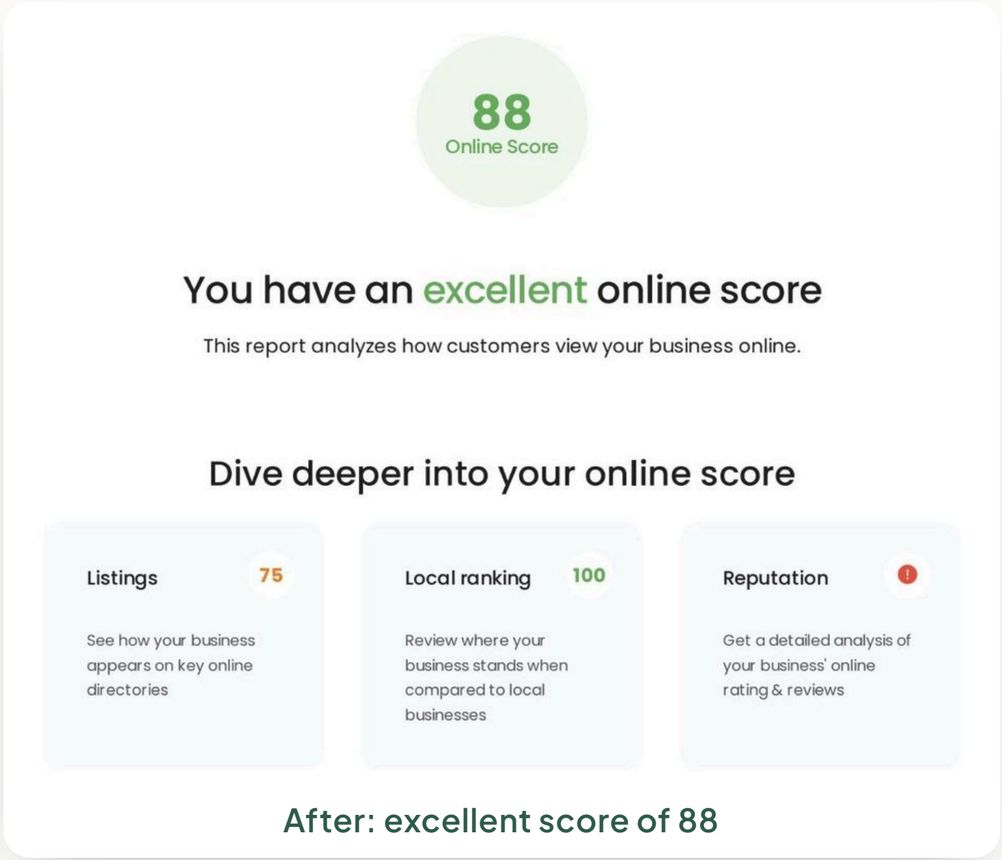
After: no errors

LOCAL SEO + REPUTATION

Digital reputation management



Before: average score of 54

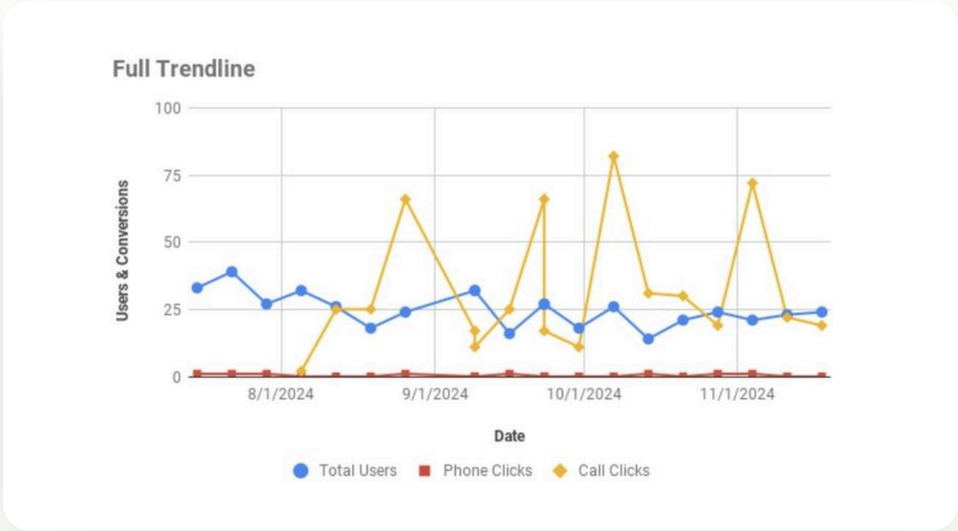


After: excellent score of 88

LOCAL SEO + REPUTATION

Automated reporting

Bulk automated reports by location: trends, monthly summaries and lead activity





911 Restoration

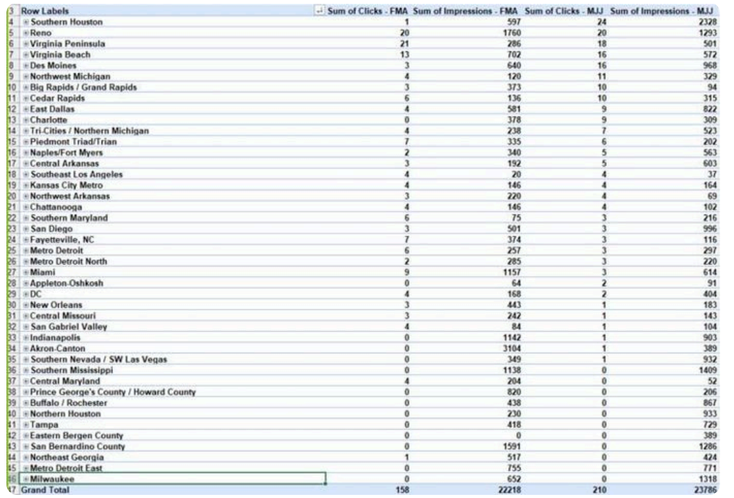
Las Vegas
WEBSITE MONTHLY REPORT
From August 01, 2024, to August 31, 2024

SUMMARY

Overall, the Las Vegas location's online performance shows a mixed picture across the three platforms. Google Analytics data reveals a slight decrease in total users and a marginal increase in bounce rate, signaling potential challenges in user engagement and retention. The decline in contact form conversions suggests a need for optimization strategies to stimulate lead generation. Conversely, Google Search Console metrics indicate an increase in clicks, although the Click-Through Rate (CTR) experienced a slight decline. Stable impressions imply consistent visibility despite fluctuating user interactions. On Google My Business, positive growth is evident with increased Business Direction Requests, Call Clicks, Website Clicks, and Business Impressions, suggesting heightened interest in the business. However, the lack of Business Conversations highlights a missed opportunity for customer engagement. The Las Vegas location could benefit from focusing on improving user engagement metrics and optimizing SEO strategies for continued growth and visibility.

Google Analytics

In the last 30 days, the Las Vegas location showed a slight decrease in total users, dropping from 166 to 159 compared to the previous 30 days. The bounce rate also increased marginally from 55.56% to 56.74%, indicating a slightly higher percentage of users leaving the site without interacting. Notably, phone click conversions remained constant at 2, suggesting consistent user interest in contacting the franchise via phone. However, there was a notable decline in contact form conversions, dropping from 1 to 0. This change



Row Labels	Sum of Clicks - FMA	Sum of Impressions - FMA	Sum of Clicks - MJJ	Sum of Impressions - MJJ
Southern Houston	1	597	24	2328
Reno	20	1760	20	1293
Virginia Peninsula	21	286	18	501
Virginia Beach	13	702	16	572
Des Moines	3	640	16	968
Northwest Michigan	4	120	11	329
Big Rapids / Grand Rapids	3	373	10	94
Cedar Rapids	6	136	10	315
East Dallas	4	581	9	822
Charlotte	0	378	9	309
Tri-Cities / Northern Michigan	4	238	7	523
Piedmont Triad/Trian	7	335	6	202
Naples/Fort Myers	2	340	5	563
Central Arkansas	3	192	5	603
Southeast Los Angeles	4	20	4	37
Kansas City Metro	4	146	4	164
Northwest Arkansas	3	220	4	69
Chattanooga	4	146	4	102
Southern Maryland	6	75	3	216
San Diego	3	501	3	996
Fayetteville, NC	7	374	3	116
Metro Detroit	6	257	3	297
Metro Detroit North	2	285	3	220
Miami	9	1157	3	614
Appleton-Oshkosh	0	64	2	91
DC	4	168	2	404
New Orleans	3	443	1	183
Central Missouri	3	242	1	143
San Gabriel Valley	4	84	1	104
Indianapolis	0	1142	1	903
Akron-Canton	0	3104	1	389
Southern Nevada / SW Las Vegas	0	349	1	932
Southern Mississippi	0	1138	0	1409
Central Maryland	4	204	0	52
Prince George's County / Howard County	0	820	0	206
Buffalo / Rochester	0	438	0	867
Northern Houston	0	230	0	933
Tampa	0	418	0	729
Eastern Bergen County	0	0	0	389
San Bernardino County	0	1591	0	1286
Northeast Georgia	1	517	0	424
Metro Detroit East	0	755	0	771
Milwaukee	0	652	0	1318
Grand Total	158	22218	210	23786

— LINK BUILDING

Link *building*

Organic, high-quality backlinks that build authority, grow organic traffic and lift local rankings.

04

CASE STUDY · OFF-SITE LINK BUILDING

Rivia Mind

Telehealth psychiatry + psychotherapy across five states

RIVIA MIND
Mental Healthcare You Can Trust

THE CHALLENGE

A growing telehealth provider needed a stronger online presence in competitive markets: limited organic visibility for competitive mental health keywords, too few high-quality backlinks, and a need to rank higher in local search.

+45%
domain authority

+65%
organic traffic

Top 3
local rankings for critical keywords in all five states

Results within six months.

WHAT WE DELIVERED

Backlink auditing: analyzed the existing profile to find gaps and opportunities.

High-quality link acquisition: secured links from authoritative health, telehealth and regional sites.

Content-driven outreach: created shareable blog posts and resource pages that attract organic links.

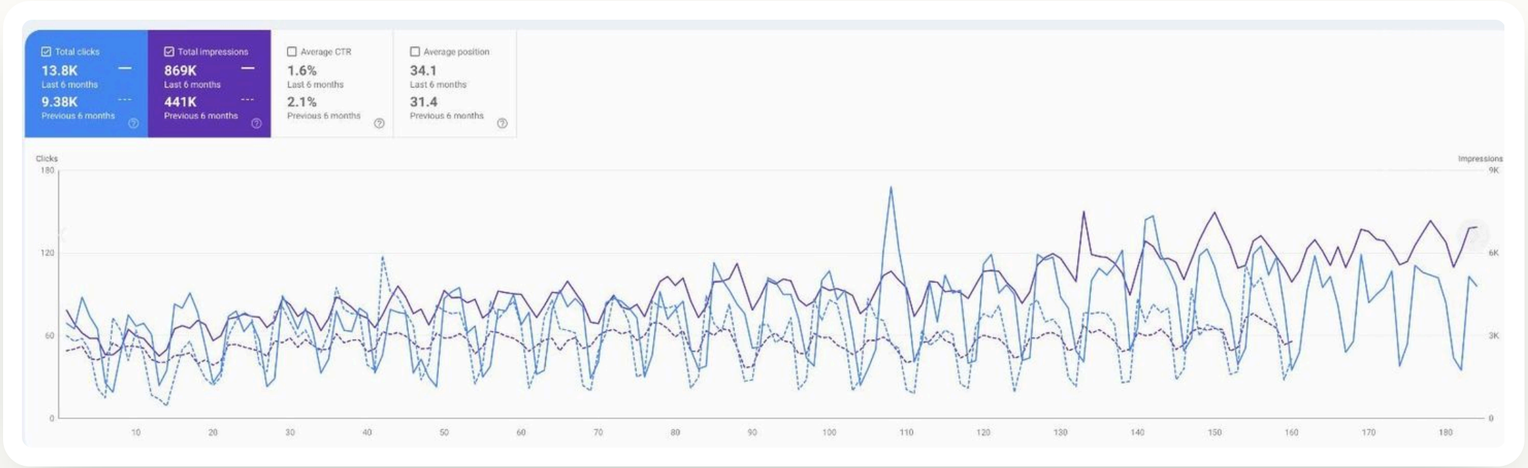
Local SEO: partnered with local directories and health organizations for localized backlinks.

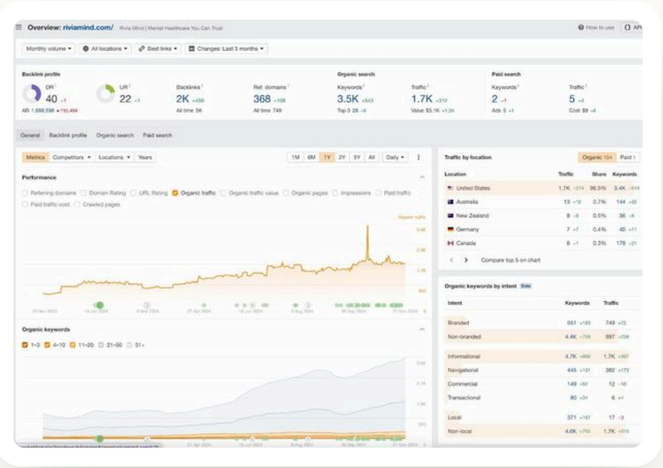
Competitor benchmarking: identified competitors' link strategies to replicate and improve on them.

LINK BUILDING

Organic link building in action

Search performance and organic traffic growth





— GRAPHIC DESIGN

Graphic *design*

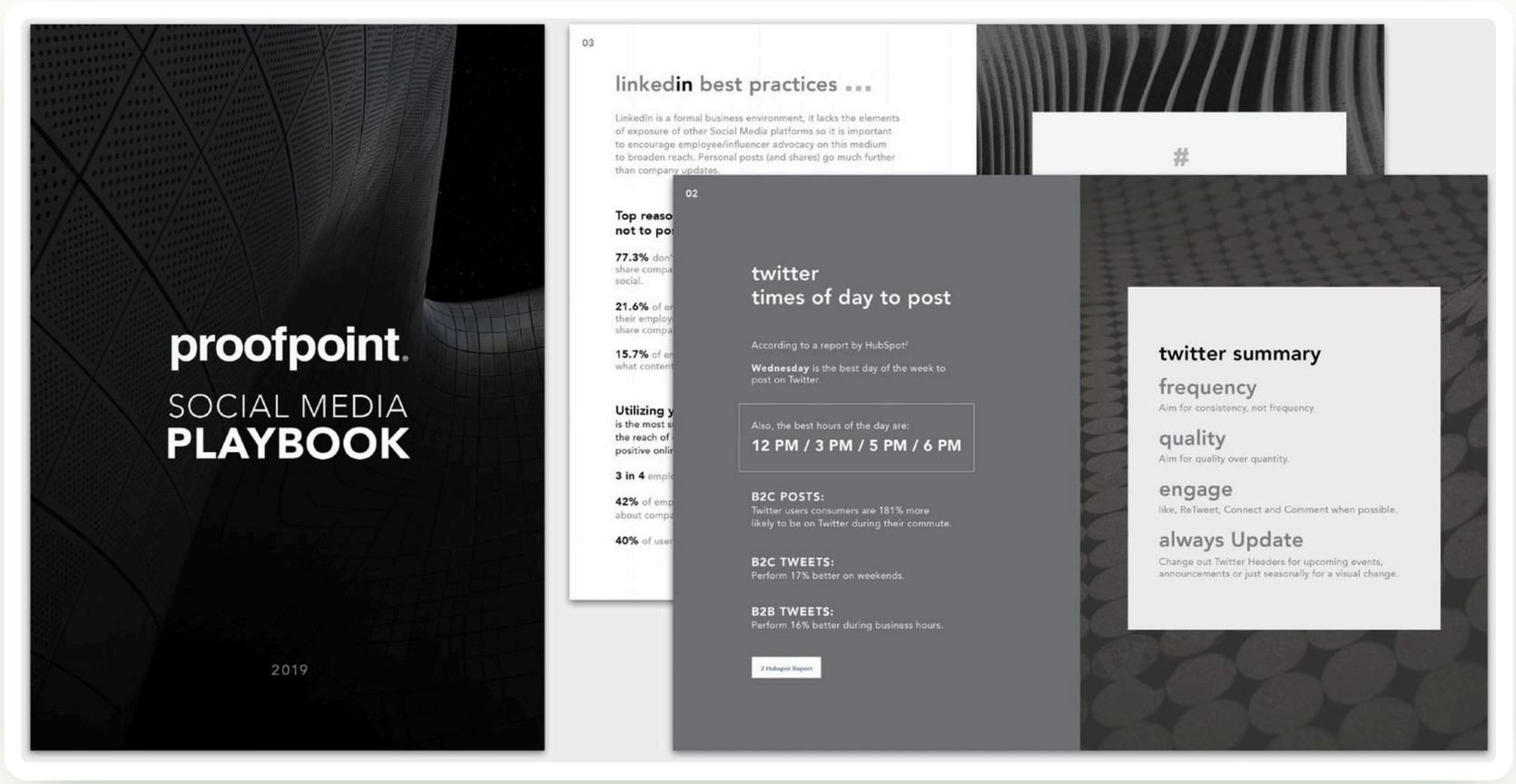
“Design is the silent ambassador of your brand.” Paul Rand

We understand the importance of visually communicating with your audience and promoting your brand to them in a professional, seamless way.

05

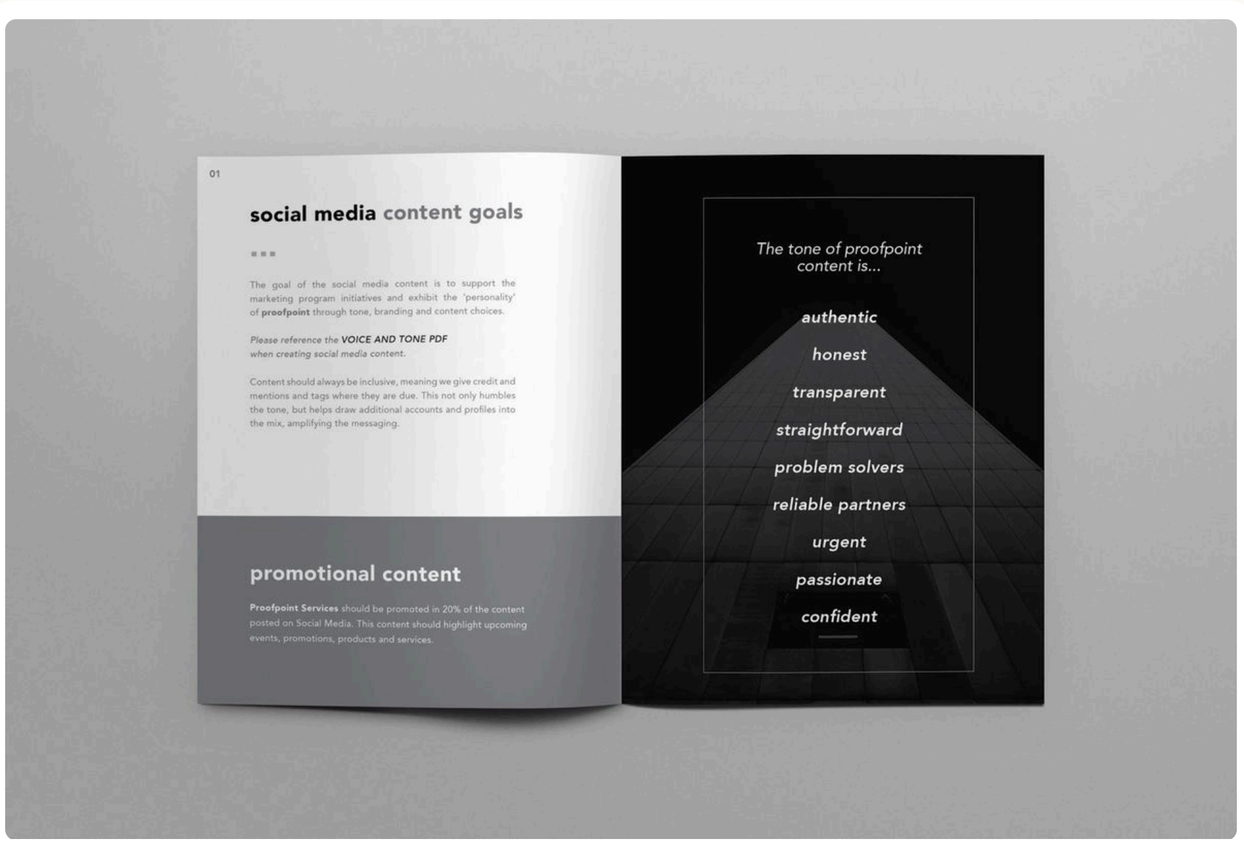
GRAPHIC DESIGN

Proofpoint



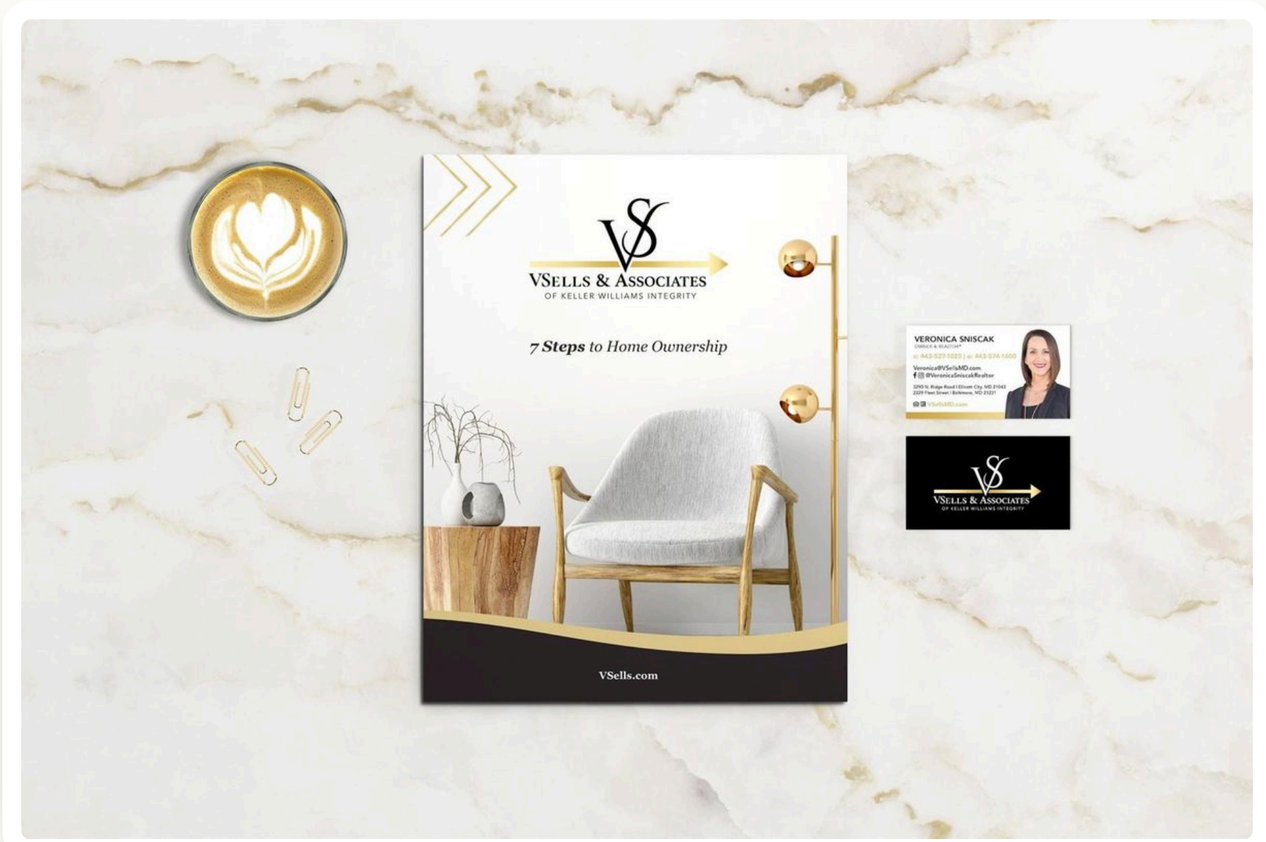
GRAPHIC DESIGN

Proofpoint



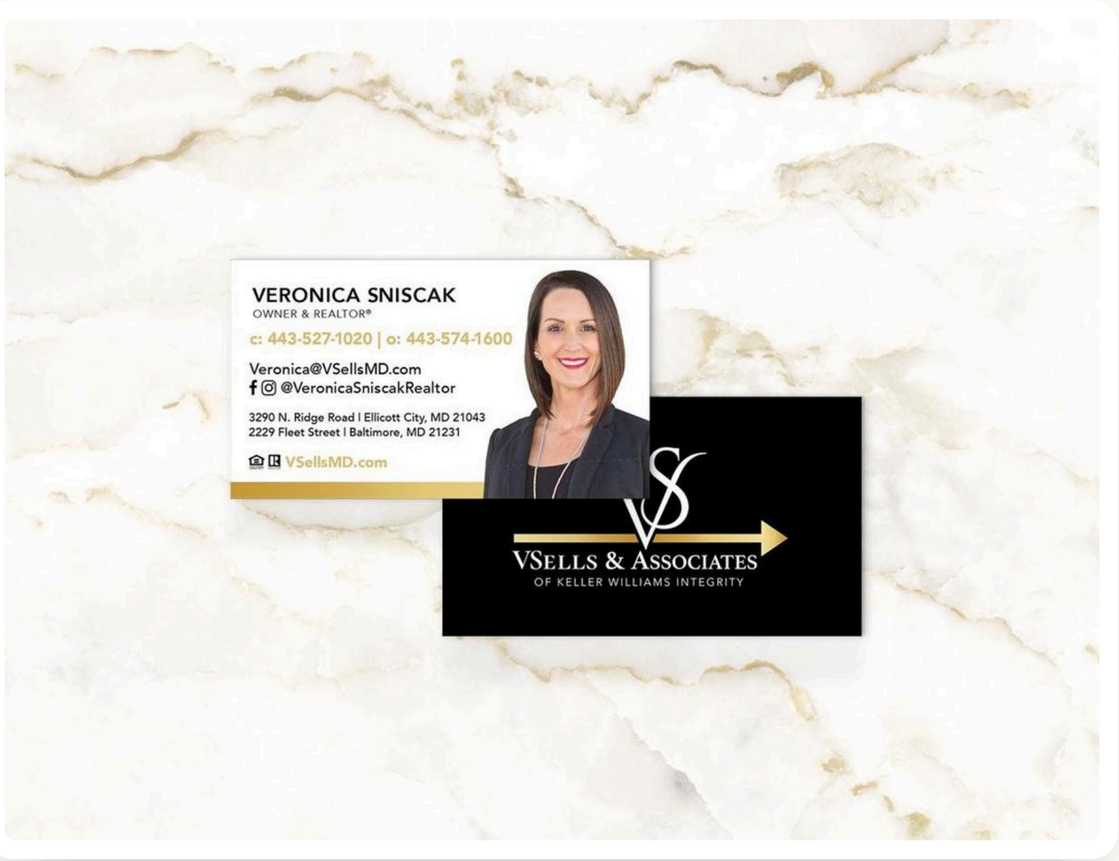
GRAPHIC DESIGN

VSells



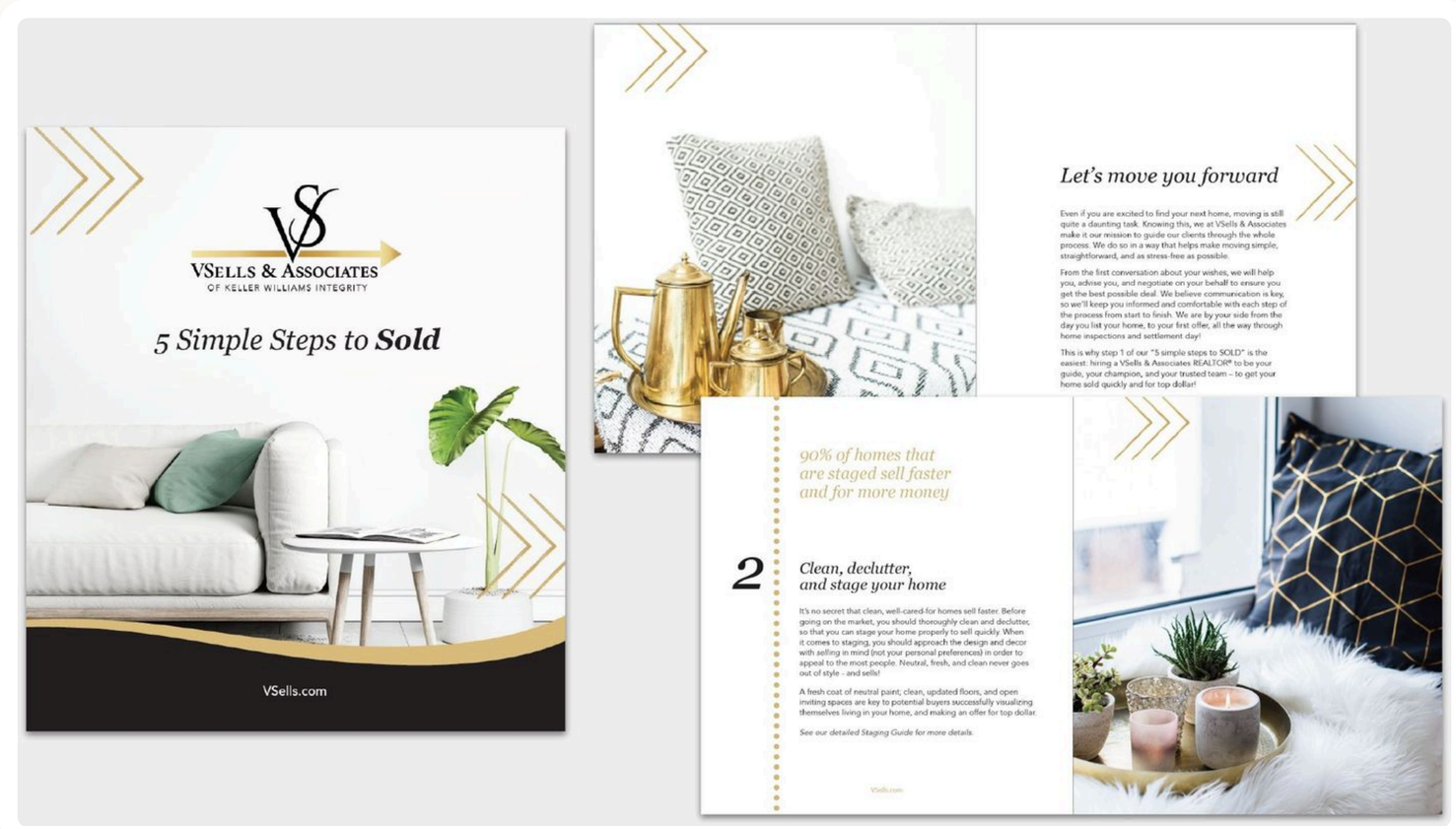
GRAPHIC DESIGN

VSells



GRAPHIC DESIGN

VSells



GRAPHIC DESIGN

VSells



GRAPHIC DESIGN

Event posters





GRAPHIC DESIGN

Print ad + postcard



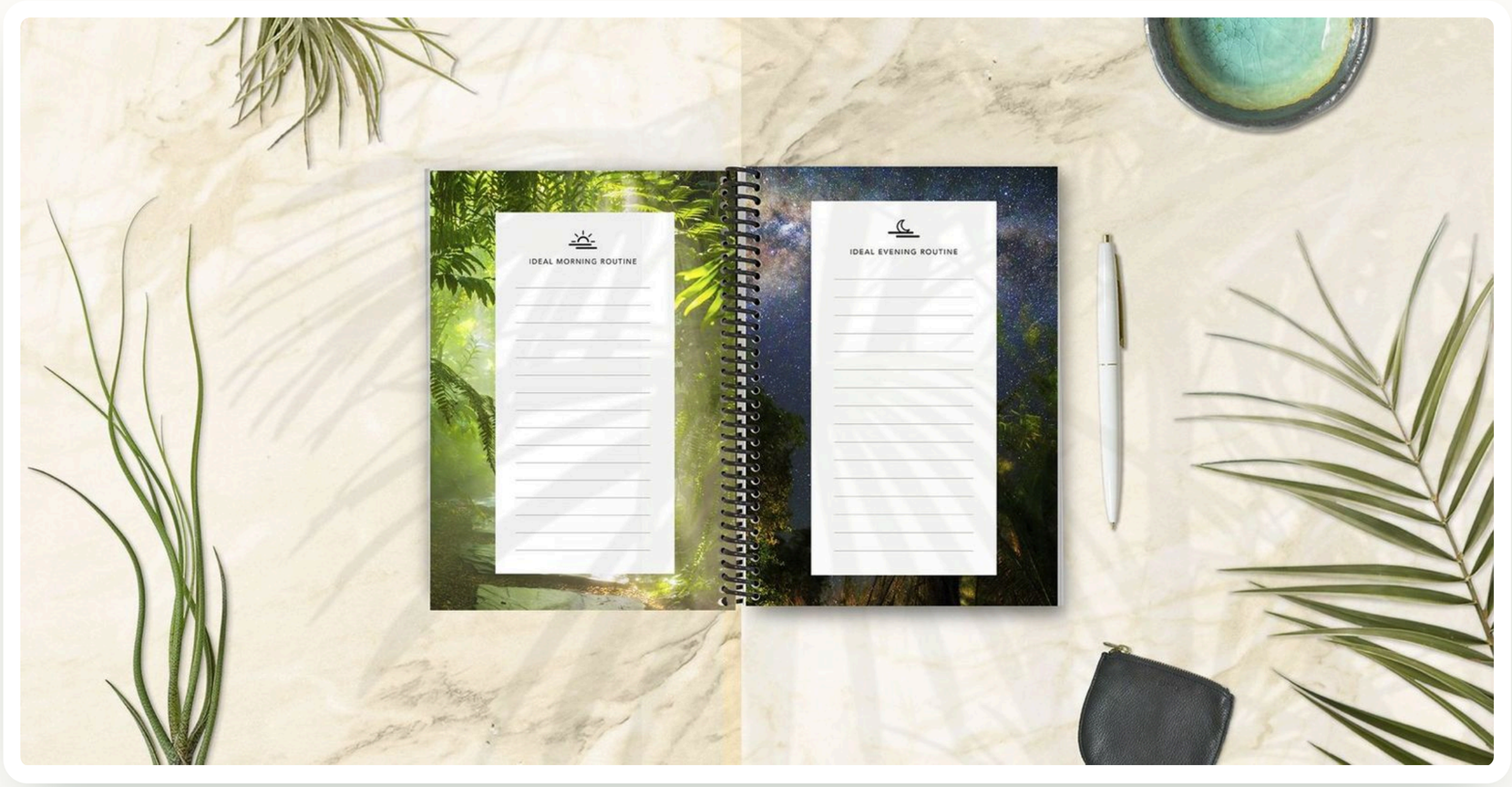
Print ad



Postcard

GRAPHIC DESIGN

Book creation + mockups



— WEBSITE DESIGN

Website *design*

WordPress, Wix, Shopify, + more.

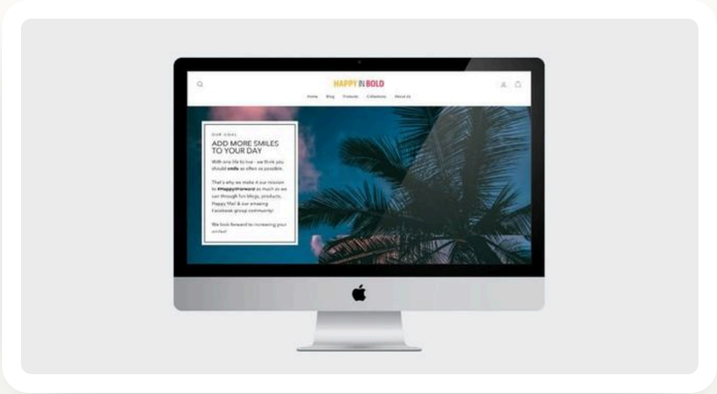
06

WEBSITE DESIGN

Wix websites

WordPress, Wix, Shopify, + more







Delmarva Outdoors Expo | Ignite Coaching with Neo | Exonerated Nation | CDJ Enterprises | Stephanie Weeks

WORKING WITH BAMBOO

How it *works*

Ready to get started with our social media services? Here is how the process works.

07

GETTING STARTED

The process + *timeline*

1 RIGHT AWAY

Questionnaire

We will send over a questionnaire for you to fill out, which will give us more details and information about your business, branding, target audience and business goals. This questionnaire will also collect credentials to gain access to the profiles we are managing.

2 RIGHT AWAY

First invoice

We invoice up front for our services on a monthly retainer, so we'll send an invoice for the monthly deliverables to you. Work will begin once the first invoice is paid.

Note: While the first month will not include posting all 4 weeks, we do not charge on-boarding fees to balance out this inconvenience.

GETTING STARTED

The process + *timeline*

3 WEEKS 1–2

Research + set-up

We dive in and research your business's industry, competitors and the trending conversations across the social profiles we are managing. We also review, plan and implement any optimizations, connect your profiles to our tracking and posting software, and collect data on what has been happening on the profiles so far. We also create branded templates, guidelines and a content posting strategy for our team to follow.

4 WEEK 3

Posting begins

We will begin posting within 2 weeks of getting started, then collect data on the ideal days, times and types of content for optimal engagement.

5 WEEK 4

Review

At the end of the month we'll review what's been started and make any edits to our process.

Bamboo
MARKETING SOLUTIONS

Thank *you!*

We look forward to working with you.

Book a free consult

bamboomarketing.net info@bamboomarketing.net