



# CASE STUDIES

# Spicely • spicely.com

Spicely is a provider of 100% organic spice. Products are nationally available in stores such as Whole Foods, Bristol Farms, Berkeley Bowl, and others. Spicely's delicious products are available wholesale and direct to consumer through eCommerce on their website and through select retailers, including Walmart online.

## OUR STRATEGY: Content Development, Online Contests, Giveaways, Recipe Development and Promotion, Posting and Engagement

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter, Facebook and Instagram.

## RESULTS OVER 1 YEAR:

Revamped Social Media strategy, developing a loyal fanbase based around building a community of “foodies” and leveraging the clients' high-quality products and trustworthy brand image.

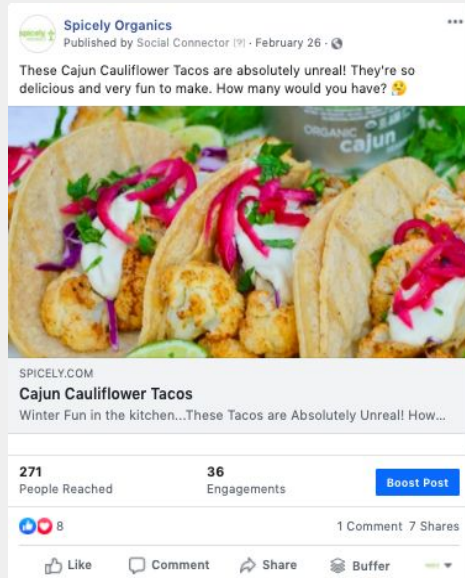
**Facebook:** +2,624 followers

**Twitter:** + 2,474 followers

**Instagram:** + 957 followers

## SUMMARY:

Improved brand engagement by 700% via Instagram, 113% via Twitter and 59% on Facebook through the use of custom, engaging and targeted content delivered to a specific niche audience.



# Sequoia • sequoia.com

Sequoia is the HR partner for people-first companies. The company specializes in benefits, HR, retirement, and insurance services organizations who need to better scale and protect their business.

## OUR STRATEGY: Ongoing Strategy, Branding and Positioning, Content Development, Posting and Engagement Schedule

Ongoing strategy and content development, alignment with marketing to amplify the brand on social media and drive web traffic, engagement and leads. Monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter and LinkedIn.

## RESULTS OVER 1 YEAR:

### FOLLOWER GROWTH:

**LinkedIn:** New Followers: 2,233 = +53.94%

**Twitter:** New Followers: 1,384 = +184.53%

### ENGAGEMENT GROWTH:

#### LinkedIn:

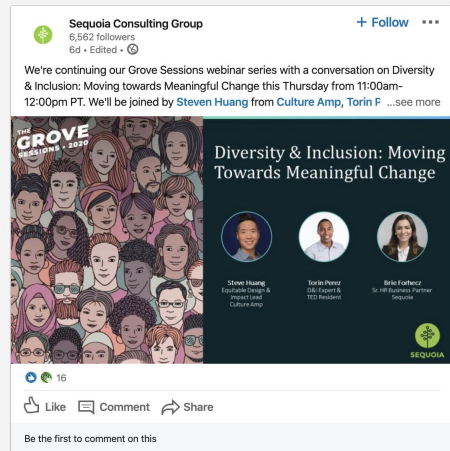
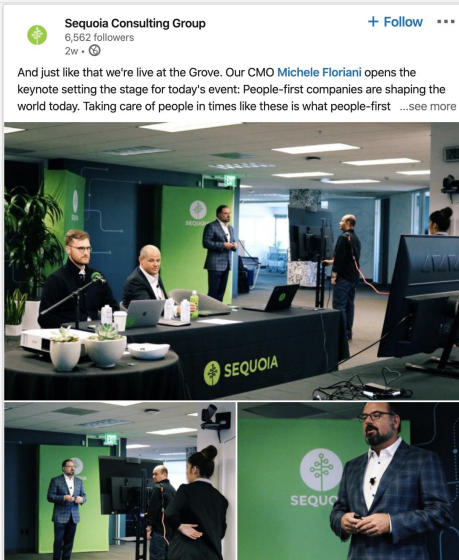
Increased Avg. Monthly Likes from 24 to 235

#### Twitter:

Increased Avg. Monthly Reach from 13,563 to 57,009

## SUMMARY:

Through branded imagery, active promotion of virtual and in-person events, media and resources, we increased Sequoia's followers by over 50% with 2,200+ new followers on LinkedIn and grew Twitter by over 180% with 1,300+ additional followers. General engagement and audience reach also dramatically increased after our successful Content Marketing strategy.



# AEROSPIKE • aerospike.com

Aerospike is the global leader in next-generation, hyperscale data solutions. Aerospike's clients overcome seemingly impossible data bottlenecks to compete and win with a fraction of the infrastructure cost and complexity of legacy NoSQL databases.

## OUR STRATEGY: Content Development, Blog Strategy, Posting and Engagement Schedule, Employee Advocacy

Ongoing monitoring of social media platforms, including engagement of industry thought leaders and users, content creation, posting, tracking, management, follower growth across Twitter & LinkedIn.

## RESULTS OVER 1 YEAR:

### FOLLOWER GROWTH:

#### LinkedIn:

Follower Increase: 1,733 = 82.17%

#### Twitter:

Follower increase of 3,804 = 109.4%

### ENGAGEMENT GROWTH:

#### LinkedIn:

Starting Avg. Monthly Likes: 279

Ending Avg. Monthly Likes: 422

#### Twitter:

Starting Avg. Monthly Reach: 82,925

Ending Avg. Monthly Likes: 406,264

### SOCIAL TRAFFIC TO WEBSITE:

Increased average monthly traffic to site from social from 41 to 422.

## SUMMARY:

Through strategic posting and organic engagement tactics we increased the number of followers, engagement and traffic to the website from social media month-over-month.

We increased follower growth on LinkedIn by 82%, on Twitter by 109%. Engagement averages were nearly doubled on LinkedIn and more than quadrupled on Twitter. The average monthly traffic to the website was also increased by more than 10x.





# VentureHealth • venturehealth.com

VentureHealth is an investment portal for accredited investors who want access to high growth opportunities in the \$2.5 trillion healthcare sector.

Our mission is to dramatically transform clinical outcomes by capitalizing breakthrough innovations.

## OUR STRATEGY: Posting and Engagement Schedule

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter & LinkedIn.

## RESULTS OVER 1 YEAR:

### FOLLOWER GROWTH:

**LinkedIn:** Follower Increase: 1,733 = 82.17%

**Twitter:** Follower Increase: 4,353  
Percent of Change: 325.58%

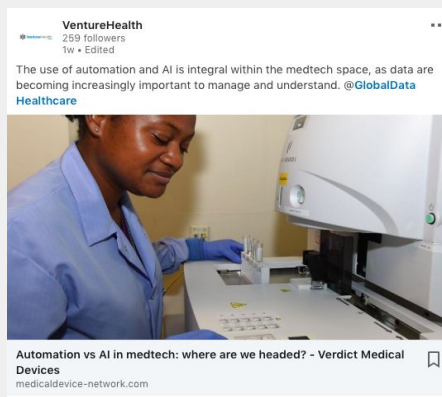
### ENGAGEMENT GROWTH:

**LinkedIn:** Avg. Monthly Likes grew from 19 to 45 per month.

**Twitter:** Avg Monthly Reach increased from 124,299 to 265,590 per month.

## SUMMARY:

Based on development of our content strategy, we built a steadily increased the engagement accounts month over month. The overall increase showed a 82% improvement on LinkedIn and 325%+ improvement on Twitter.



# The Vault • thevault.co

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

## OUR STRATEGY: Posting and Engagement Schedule

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter & LinkedIn.

## RESULTS OVER 3 MONTHS:

### ORGANIC FOLLOWER GROWTH:

Followers grown on Facebook, LinkedIn and Twitter, organically at an average rate of 52 followers per month.

## SUMMARY:

Over 3 months, followers increased on all 3 platforms from 1%+ on Facebook to 26%+ on Twitter. Engagement also more than doubled on Facebook, increased 5x on Twitter and increased more than 6X on LinkedIn.



# Allied Pain & Spine • myalliedpain.com

Allied Pain & Spine Institute are a range of multidisciplinary medical practices that delivers the most cutting-edge and evidence-based pain solutions available today. Providing a comprehensive consultation and multi-faceted care solution for acute and chronic pain conditions arising from virtually any part of the human physical body.

## OUR STRATEGY: Posting and Engagement Schedule

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Facebook & Instagram.

## RESULTS OVER 1 YEAR:

In this project, we took dormant account into one that receives over 100+ monthly engagements across FB and IG.

### Facebook:

Increased monthly clicks from 0 to 113/month.

### Instagram:

Increased followers from 0 to 110.

## SUMMARY:

Taking control of and building a set of high quality profiles for a prestigious California-based set of pain clinics, combining their local reputation with a modern and high quality image to connect with their community, dramatically increasing their profiles' reach by over 1000%.

