



Madison Taylor



Case Study

Social Media



Table of Contents

Overview

Results

Introduction

Unlocking the Power of Social Media

Execution

Here's How We Did It

Results

Social media marketing and advertising drove top-line sales, accounting for 31% of annual revenue.

602.9%

Net audience growth across Facebook, Instagram, & Twitter

43%

Increase of organic impressions over 12 months

300%

Increased engagement

288%

Generated ROI

Introduction

Unlocking the Power of Social Media

A direct-to-consumer client wanted to expand brand awareness, increase quality engagement, and drive sales. While this client already had a sizeable social media presence, we both knew there was room for growth. With the help of Madison Taylor Marketing, they were able to take it to a whole new level — while raising top-line sales along the way.

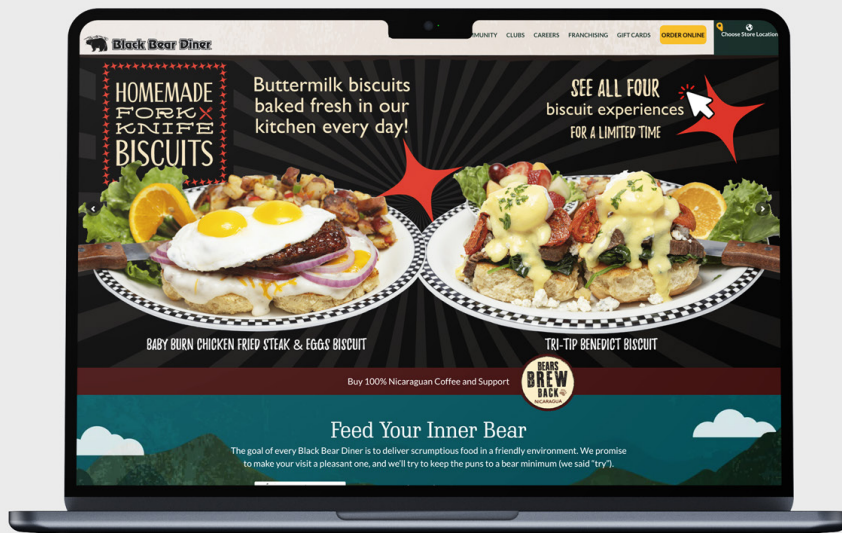
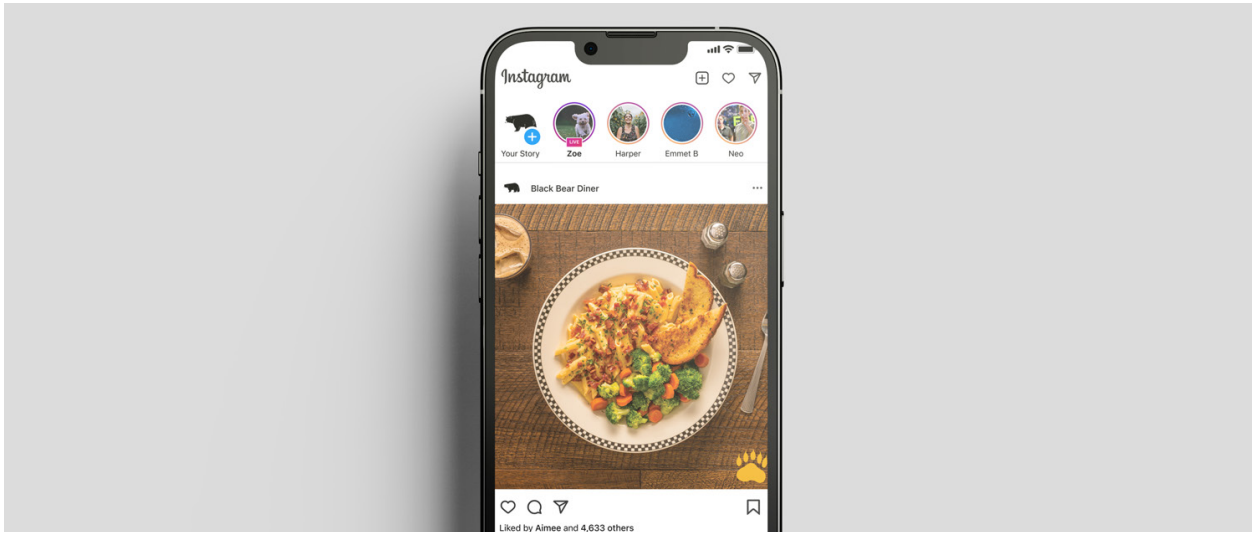


Execution

Here's How We Did It:

As we do with all our clients, we first took time to clarify their goals and craft a tailored approach. Together, we decided that creating a comprehensive social media strategy was paramount to achieving their desired outcomes. The social media strategy centered around using a mix of organic and paid social media across Facebook, Instagram, and Twitter, actively growing an owned audience and increasing engagement through consistent, quality content.

- First, we did a deep dive of their best customers — who they are, where they spend time, messaging that worked, how they purchased, etc.
- From there we were able to build different sets of audiences to serve content to, both organic and paid.
- We were then able to build messaging and creative designed to take advantage of the algorithms, engage our audiences, and convert into sales.
- To ensure that we were nurturing prospects through the funnel and encouraging multiple purchases, we implemented a multi-tiered retargeting strategy.
- To help round out the social media strategy, we implemented a robust community management program to encourage engagement, answer purchasing questions, and promote customer reviews.
- We actively optimized campaigns based on performance to refine strategies and outperform previous successes.





Madison Taylor

303.500.3265
info@madisontaylormarketing.com
MadisonTaylorMarketing.com

5613 DTC Parkway, Suite 120
Greenwood Village, CO 80111