

# 

#### SOCIAL MEDIA CASE STUDY



### **Community Management:**

Improving brand loyalty and engagement

Q3 vs Q4 2022

78%

Increase in Engagement

98%

Increase In Followers



#### The Problem:

During our onboarding call with the client, we asked about the current pain points for their social media. They expressed community management as a top priority.

"We want our audience to feel as though they are a part of the brand - young adults paying homage to their roots while enjoying fresh and delicious foods that taste as good as the nostalgia they experience from them".

Their second pain point was creating exciting social content that communicates the brand's values.



#### The Solution:

Creating Universally Relatable content that connects the Brand's Values to its Target Audience's interests

#### **EVERY COMMENT COUNTS**

01

#### **Created a Stronger 1:1 Relationship with Customers:**

Engagement is engagement – The algorithm doesn't discredit Trolls, and neither should we. Responding to all comments is critical to proving to your audience that, behind the screen, there is a human connected to the brand who 'sees' them, understands them, and values them.

When you speak two languages but start losing vocabulary in both of them:

#### **Bye-lingual**



immieats 🦈 Remember, the better you get at one language the worse you get at the other! 🍪 Don't blame us, we didn't make the rules! Edited · 16h immieats \* #noodle #noodles #noodlepull #noodleporn #healthyish #lowcarbrecipes #lowcarbdinner #keto #ketofriendly #ramen #ramenbowl #ramennoodles #ramenlover #instantramen #ramen 🅌 # 🍝 #nutritiousanddelicious #goodmoodfood #healthyrecipes #healthylunch #healthfood #plantbased #devourpower #noodleworship #asiancooking #asianfoodie #asianfood 1d 1 like Reply barbwire7777 This is so insanely accurate 1d 2 likes Reply — View replies (1) kingyveltal A ramen store telling the American story, I love it 1d 2 likes Reply View replies (1) organic\_helene This was me when we first came to America. I was 10-12 yrs old and the phone man came to install. He asked me the time and I said the small hand was .... And the big hand was .... I'm surprised he didn't laugh. He just kept quiet. There were other incidents 😀 1d 4 likes Reply View replies (1) kevinleeme This is too real C 1d 1 like Reply 1,808 likes 1 DAY AGO

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#### TURNING MICRO-MOMENTS INTO VIRAL CONTENT

02

#### Prioritized Relatability over Sellability

To be successful on Social Media, it takes more than knowing your product – you have to know your Audience. The goal of social media marketing should not be to sell - consumers will rarely engage with content if it's about a product or service. Our goal as Social Media Marketers is to ensure that when your consumer is ready to buy, your brand is top-of-mind.



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#### NO SALES ON THEIR SOCIAL MEDIA

03

#### No Sales on their Social Media:

Not ONCE have we offered any sort of sale, discount, or promo on Immi's Social Media pages. Marketing holidays like "Black Friday" were irrelevant to the brand's values. We definitely took a risk with this, but the numbers prove that going against the status quo can be incredibly successful.





### Results

Compared To Previous 3-Month Period

**Awareness & Engagement Growth** 

75%

Increase in Engagement

98%

Growth in Followers

1390/0

Increase in Website Clicks





Electriq's social media team is top notch and we've been so happy with the results. They consistently come to the table week on week with extremely creative social campaigns that have driven up our avg. post engagement metrics by 300% [compared to the year prior].

### **Kevin Lee**

Co-Founder @ Immi



# Takeaways

#### **COMMUNITY GROWTH**

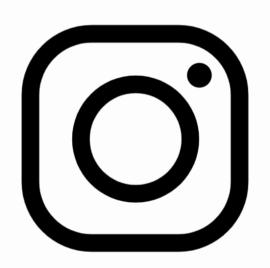
The old days of marketing were simpler: Inform your target audience about the product or service you offer and they'll be amazed enough to buy. But times have changed - and our strategies have to, too.

Consumers want more from us than sales, promos, and self-centered messages. On social media, consumers want to feel like they are connected to a community that 'gets' them. And while this may feel very counterintuitive, it works.

As humans, our behaviors are deeply motivated by desire, and there is arguably no desire deeper than the longing for connection, especially online.

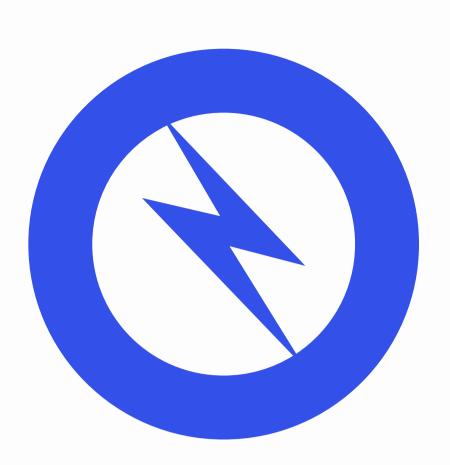
"Consumers want to feel like they are connected to a community that 'gets' them"

### SEE MORE OF OUR WORK WITH IMMI:







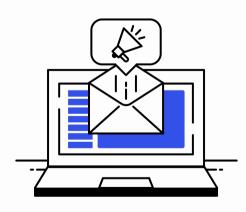


### A Retention & Growth Agency Built For The Modern Brand

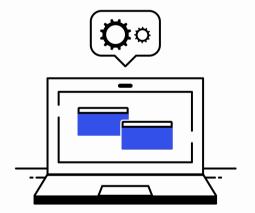
We have a tried and true proprietary method of scaling brands with our lifecycle strategies and knowledge of the Shopify ecosystem. Let's see how we can help your brand today.



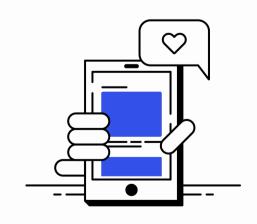
Lifestyle Marketing and Retention



Email & SMS Marketing



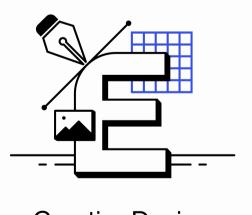
Performance Web Design and Development



Organic Social



SEO and Content Marketing



Creative Design

**Lets Grow Together**