



Immi

SOCIAL MEDIA CASE STUDY



Community Management:
Improving brand loyalty and
engagement

Q3 vs Q4 2022

78%

Increase in Engagement

98%

Increase In Followers



The Project

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 Project

The Solution:

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

EVERY COMMENT COUNTS

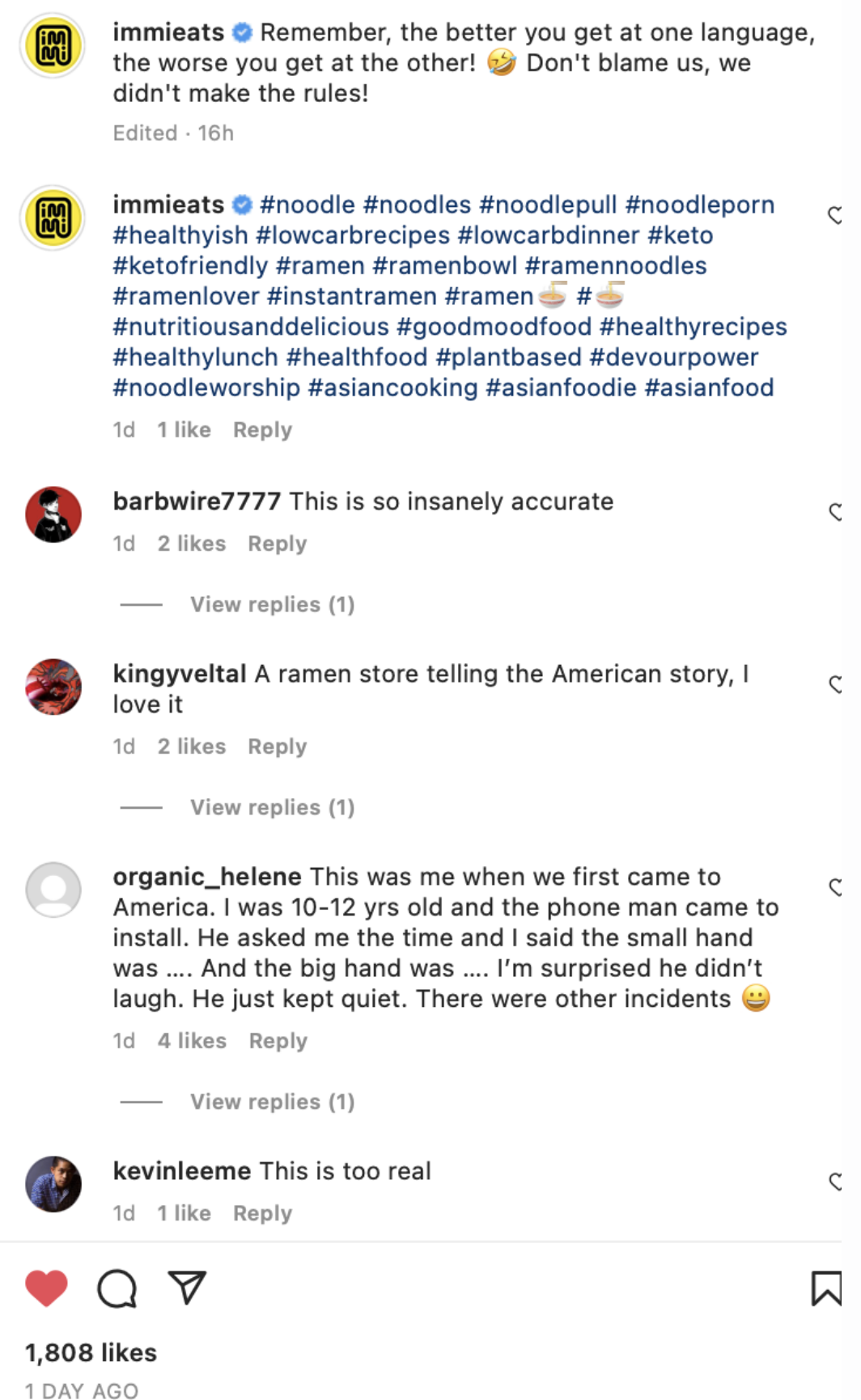
01

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



The Project

The Solution:

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

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.



The Project

The Solution:

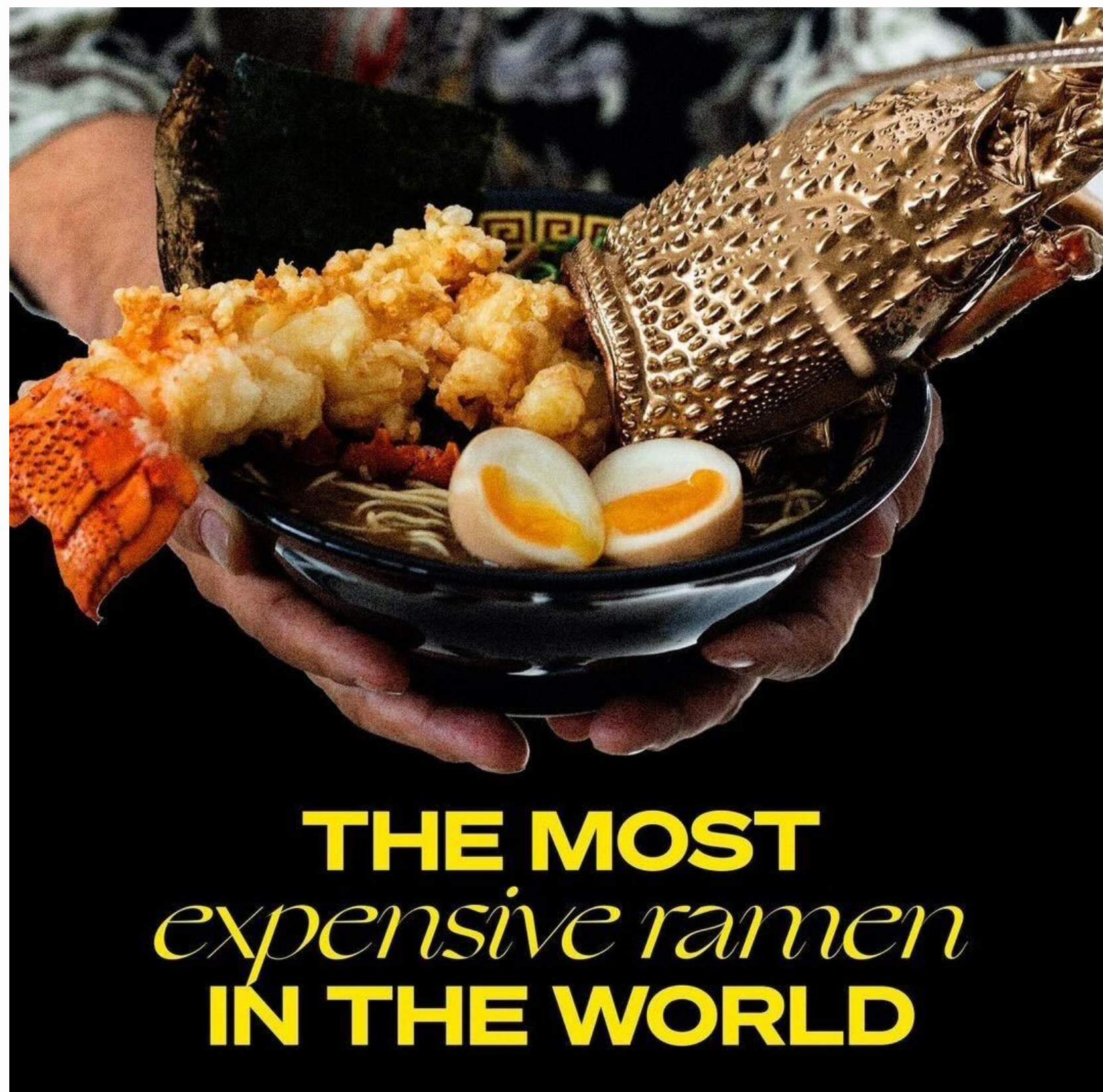
Creating Universally Relatable content that connects the Brand's Values to its Target Audience's interests

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.



THE MOST
expensive ramen
IN THE WORLD



Results

Compared To Previous 3-Month Period

Awareness & Engagement Growth

75%

Increase in Engagement

98%

Growth in Followers

139%

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

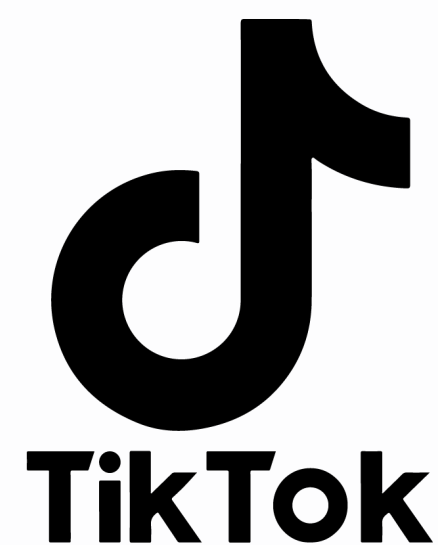
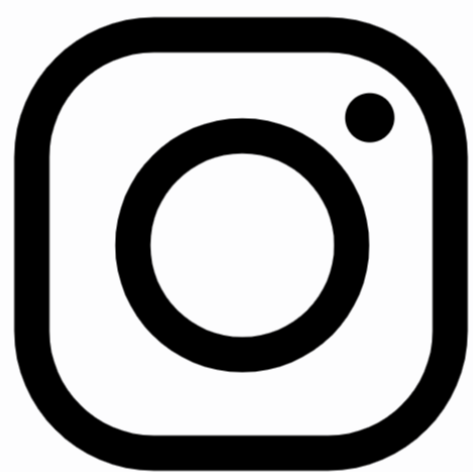
The old days of marketing were simpler: Inform your target audience about the product or service you offer and they'll be amazed enough to buy. But times have changed - and our strategies have to, too.

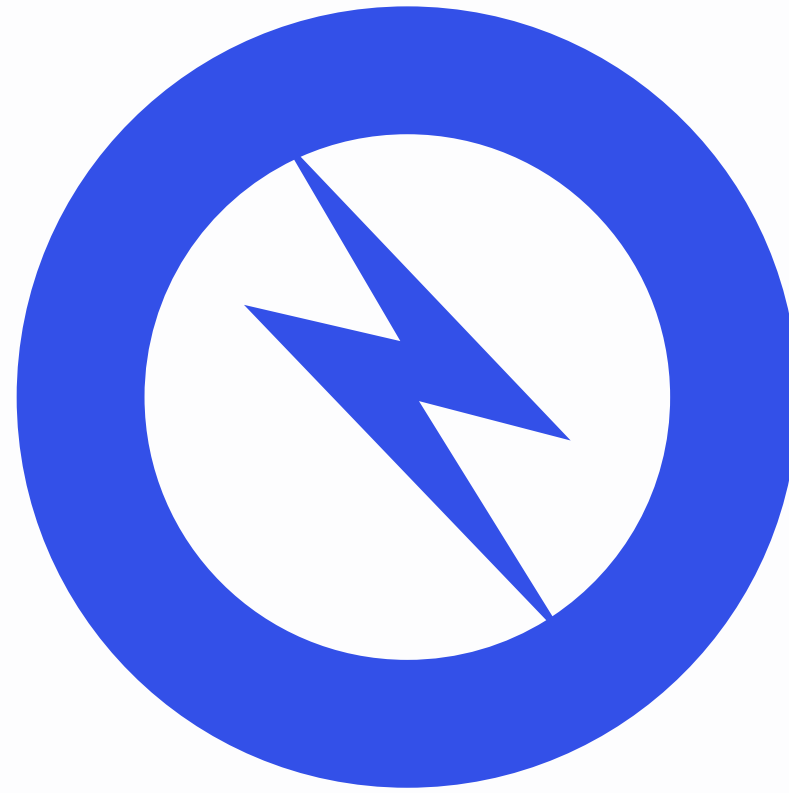
Consumers want more from us than sales, promos, and self-centered messages. On social media, consumers want to feel like they are connected to a community that 'gets' them. And while this may feel very counterintuitive, it works.

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"

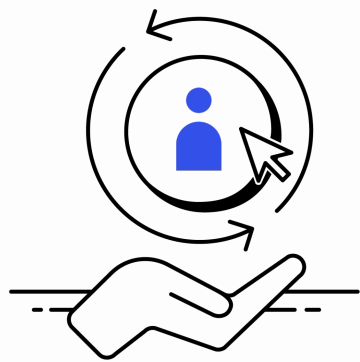
SEE MORE OF OUR WORK WITH IMMI:



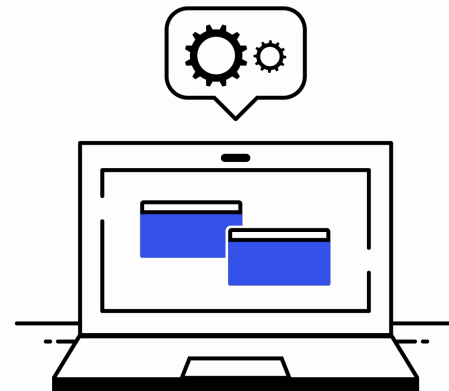


A Retention & Growth Agency Built For The Modern Brand

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.



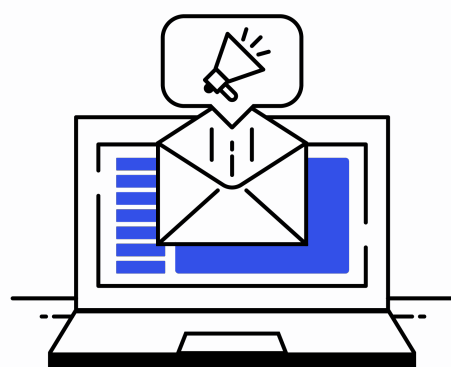
Lifestyle Marketing
and Retention



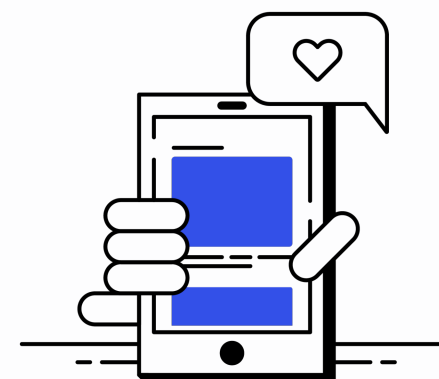
Performance Web Design
and Development



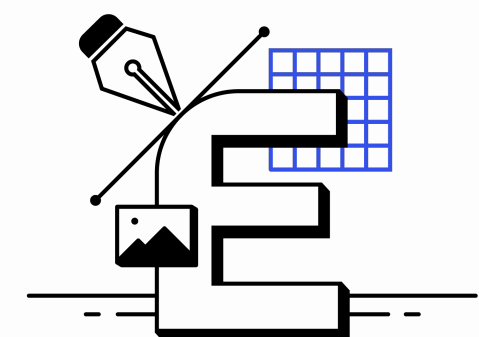
SEO and Content
Marketing



Email & SMS
Marketing



Organic Social



Creative Design

Lets Grow Together