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# 3 SUCCESS STORIES

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**SALONE  
LINKUP**

*“LEH WI LINK UP!”*

MEET SALONE LINKUP

## COMPANY OVERVIEW

Salone LinkUp is a platform aimed at fostering connections among young Sierra Leonean professionals, creatives, and entrepreneurs globally through events, programs, and a business directory to support economic growth and community strength.



SALONE LINKUP

# CHALLENGES AND OBJECTIVES

## CHALLENGES

Salone LinkUp struggled to grow their Instagram following and engage with their existing audience. They needed a strategy that would help them reach their target audience and increase their following and engagement rates.

## OBJECTIVE

To increase Salone Linkup's Instagram community from 700 to 1,000 followers in 5 months





## SALONE LINKUP

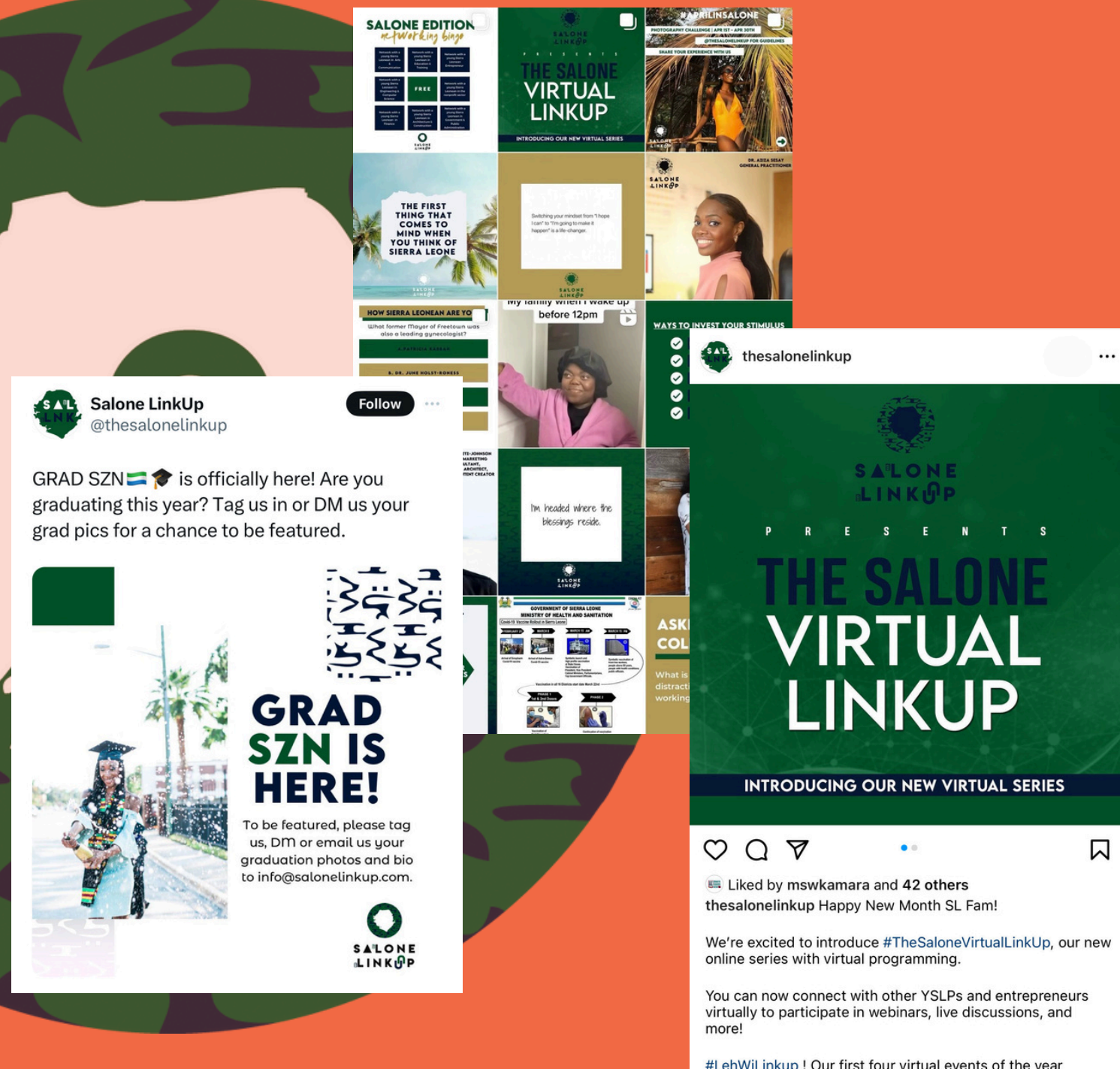
# SOLUTION

Our team developed a content strategy that was tailored to their audience's interests and preferences. We optimized their Instagram profile, implemented a content calendar, and encouraged user-generated content to increase engagement. We also used relevant hashtags to attract new followers and increase their reach.



# SALONE LINKUP STRATEGY

Our strategy was to create a comprehensive plan that focused on organic growth and engagement. To ensure consistent and high-quality content, we implemented a content calendar. This calendar laid out a schedule of posts for each day, including static posts, videos, and Instagram stories. We made sure to balance the different types of content and to vary the topics to keep the audience engaged.

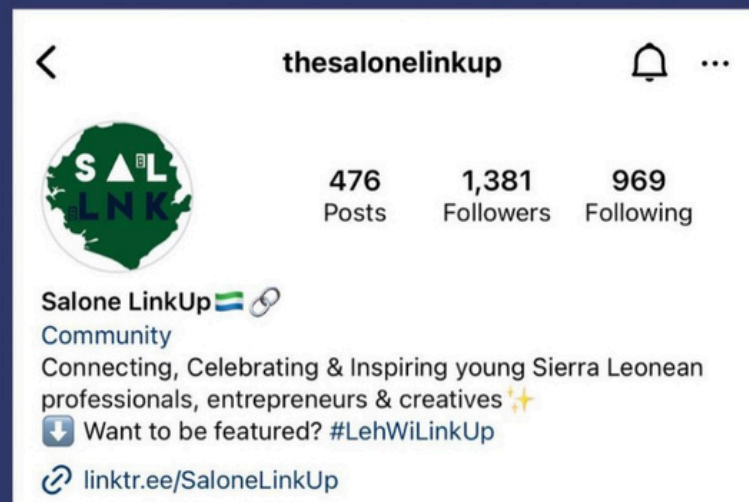






FEATURED CLIENT CASE STUDY

## Client Insights



## SALONE LINKUP

# RESULTS

Our strategy led to a steady increase in their Instagram following. By the end of the 5th month, their following had grown to 1,000 followers. Overall, our strategy led to increased brand awareness, improved engagement rates, and a more engaged and loyal community on Instagram.







## MEET ILLUMINATE B. CANDLES

# COMPANY OVERVIEW

iLLUMINATE B. CANDLES is committed to providing a mindful haven for millennial women and men seeking to rediscover balance and luxury in their daily lives. They are deeply committed to producing products that stimulate and nourish the mind, body, and soul.



ILLUMINATE B. CANDLES

# CHALLENGES AND OBJECTIVES

## CHALLENGE

iLLUMINATE B. CANDLES wanted to increase sales and boost customer loyalty during the busy holiday season. We implemented a targeted Black Friday campaign that would engage their existing customers and attract new ones.

## OBJECTIVE

Our objective was to help increase sales and boost customer loyalty during the busy holiday season.





## ILLUMINATE B. CANDLES

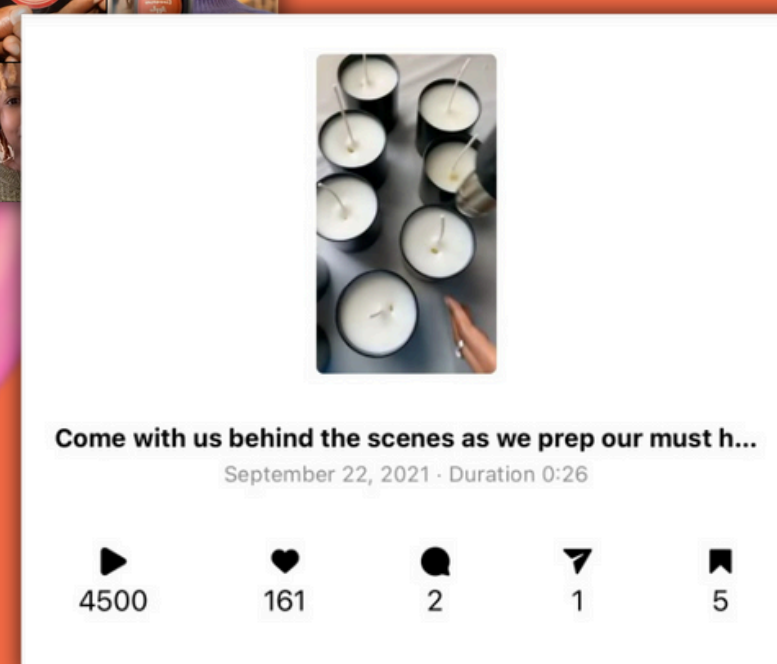
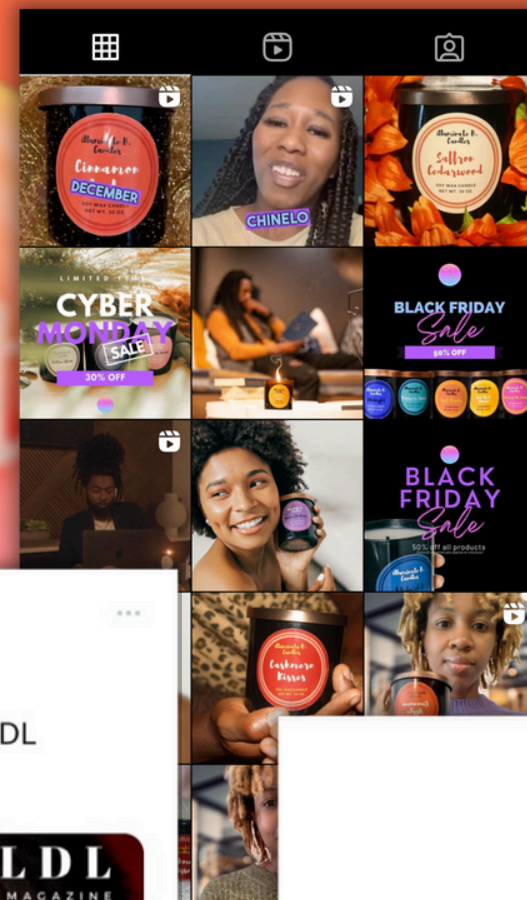
# SOLUTION

We worked with iLLUMINATE B. CANDLES to develop a comprehensive Black Friday marketing strategy that included email marketing, social media engagement, and SMS messaging. We established clear goals and metrics, including a sales target of \$2,000 and a customer retention rate of 65%.

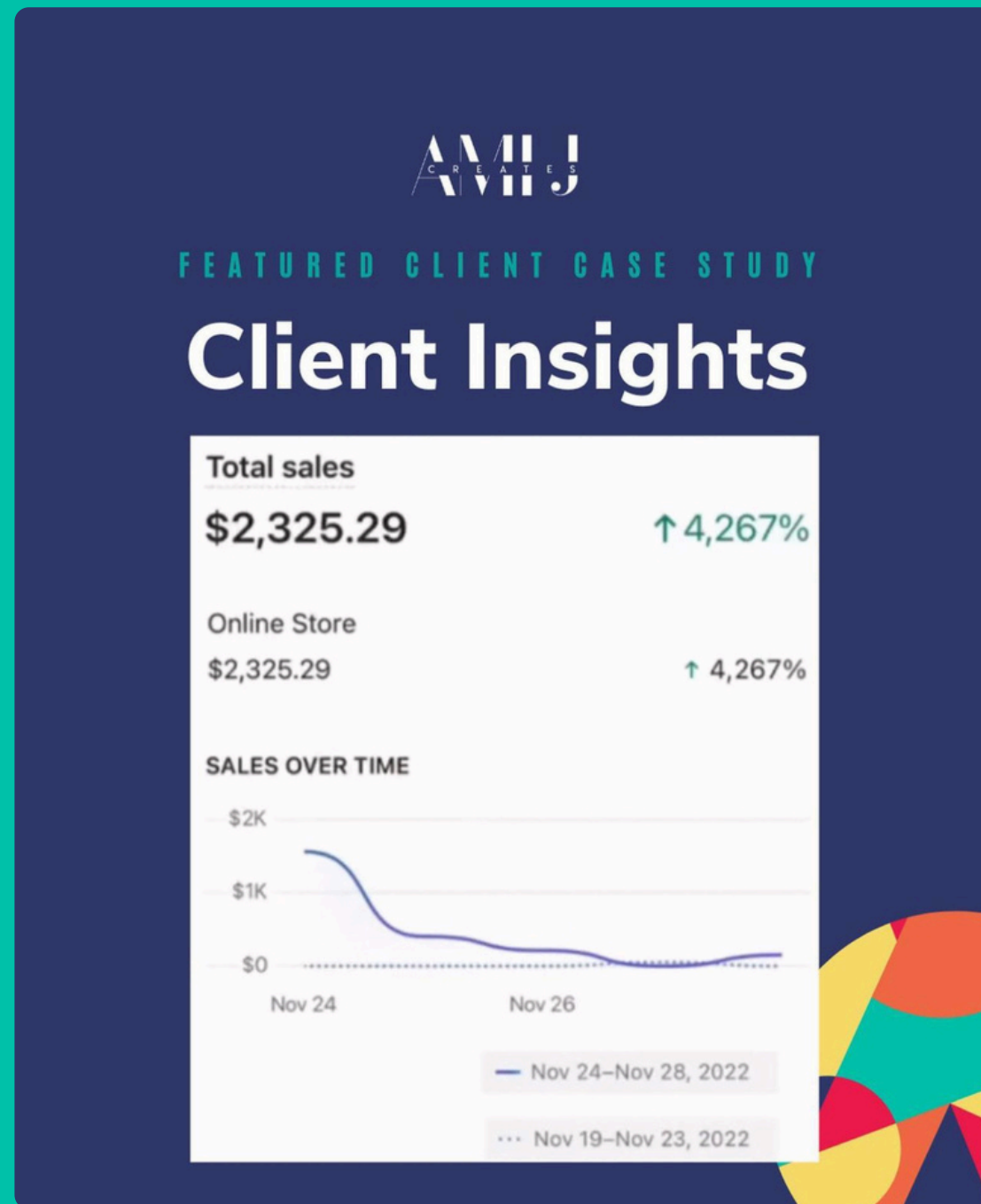


# ILLUMINATE B. CANDLES STRATEGY

iLLUMINATE B. CANDLES Black Friday campaign ran for three days, from Black Friday to Cyber Monday. We used email marketing to target their existing customer base with exclusive offers and promotions. On social media, we shared enticing content and offered incentives for followers to share and engage with the campaign. Finally, we integrated SMS messaging to promote special promotions and drive site traffic.







## ILLUMINATE B. CANDLES

# RESULTS

iLLUMINATE B. CANDLES Black Friday campaign was a resounding success. Not only did we meet their sales target of \$2,000, but we exceeded it with a total of \$2,325.29 in sales! In addition, the customer loyalty rate was outstanding, with a 68.18% return rate from the previous year. The client also noted increased social media engagement and website traffic during the campaign, indicating strong brand awareness.



————— SBS —————  
SHADED BY SHANELL

MEET SHADED BY SHANELL

## COMPANY OVERVIEW

ShadedbyShanell is a brand that exudes art through imagination & inspiration. It is a brand that expands beyond the ordinary level of creativity & is tailored to provide exclusive artistic designs through press on nails.



SHADEDBYSHANELL

# CHALLENGES AND OBJECTIVES

## CHALLENGES

Despite trying various marketing strategies including influencer campaigns, the business was struggling to reach its target audience effectively and increase sales

## OBJECTIVE

The overall goal here was to see an increase in sales and create more exposure.



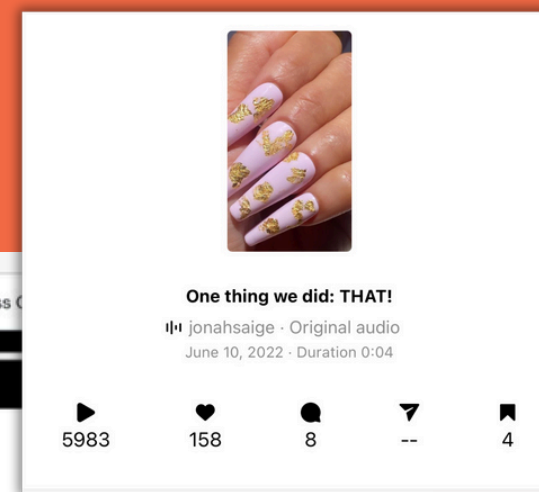
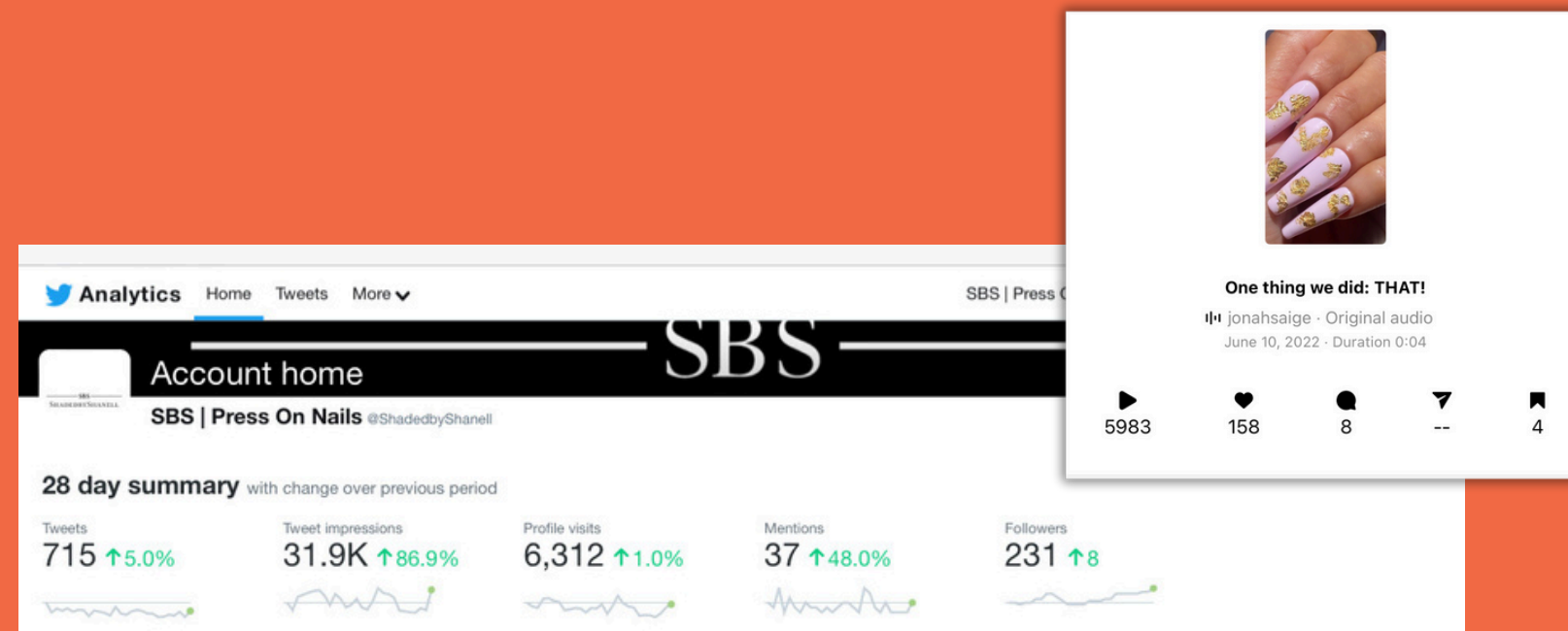


SHADED BY SHANELL

# SOLUTION

We identified the target audience, developed a strategy, began posting creative captions that resonated while also regularly tweeting about products, interacting with followers, increasing visibility through threads, and providing a discount code to new customers.

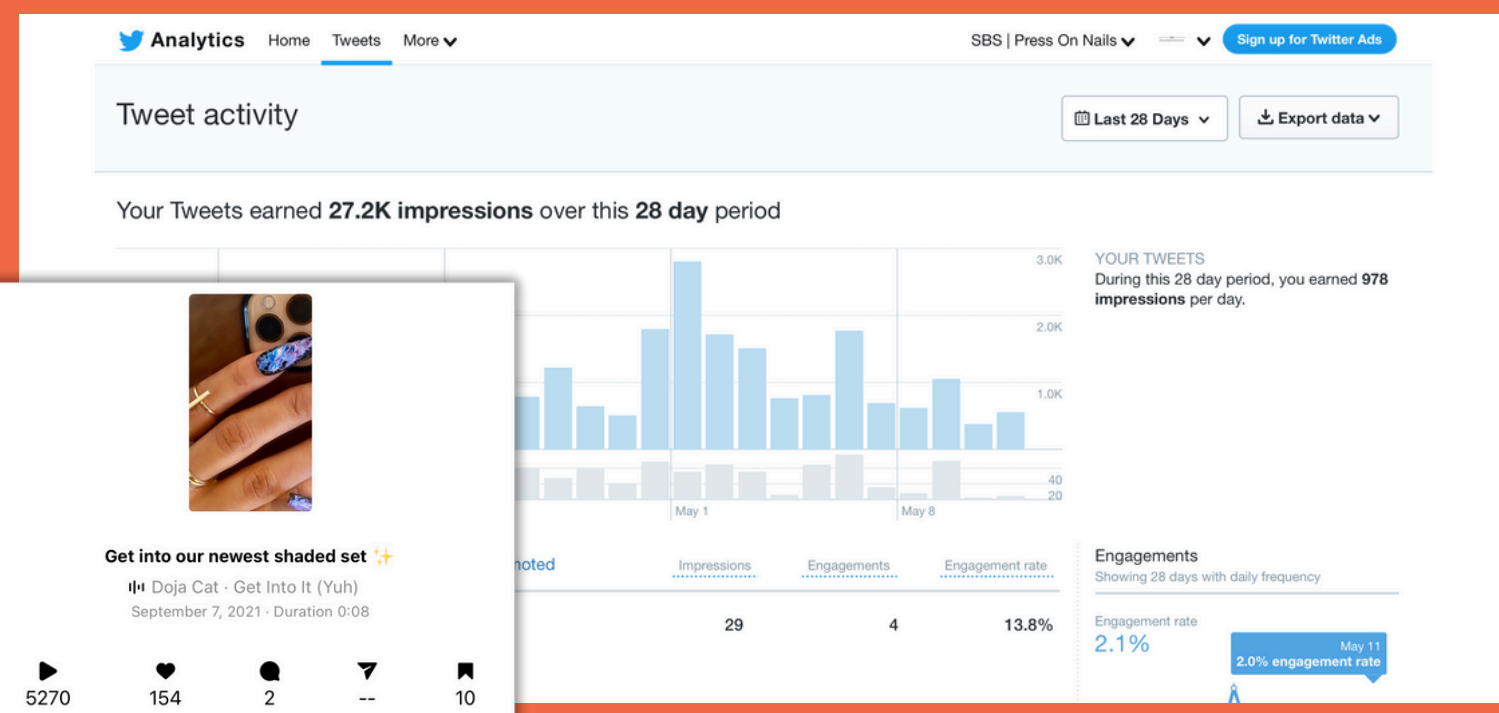




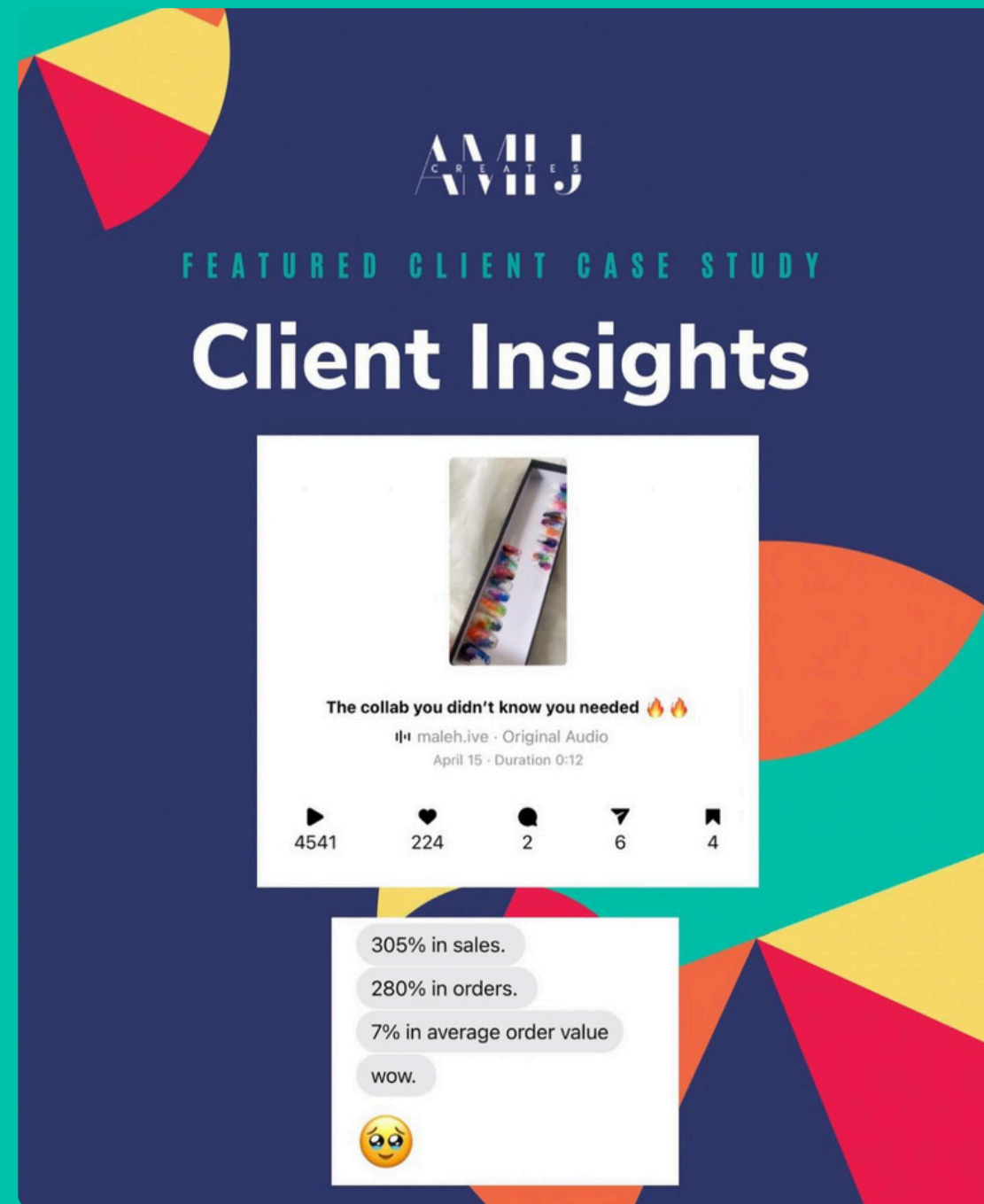
SHADEDBYSHANELL

# STRATEGY

We optimized the profiles, created high-quality, engaging content, and used social media features effectively. Twitter and Instagram features such as hashtags, mentions, and direct messaging were used to reach a wider audience and engage with potential customers.







## SHADED BY SHANELL

# RESULTS

By leveraging Twitter and Instagram, the client experienced a 305% boost in sales! Enhancing their visibility led to positive feedback from customers who found them via these platforms.



# THE BIG PICTURE

OUR COLLECTIVE JOURNEY

A COMPREHENSIVE OVERVIEW  
METRICS THAT MATTER

 **79K+**  
Impressions

 **903**  
Impressions

 **9.5k+**  
Views

 **789k+**  
Impressions

 **30K+**  
Impressions





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# LET'S CREATE!

YOUR NEXT CREATIVE  
COLLABORATION AWAITS

We appreciate your consideration! Feel free to schedule a free call if you have any questions or concerns, we'd love to hear from you.

SCHEDULE A FREE CALL

