

Case Study

Facebook Page Growth

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Facebook Page growth From 0 likes to 4000+ Likes in 4 Months



About The Client

Our client is a BRP motorsports dealer operating an online store that sells outdoor riding sports gear and apparel. They were struggling to be profitable with their online store, because of high costs of Google Adwords and little results from SEO.



The Challenge

The client came to Online Growth Systems looking for a way to build a social media audience to promote their business and increase their ecommerce sales. With fierce competition in their industry, we knew we had to find a way to achieve their goals while maintaining a profitable budget.



Solution

Online Growth Systems did a comprehensive analysis of the client's existing and non-existing social platforms to determine which ones would yield the highest return on investment and drive the best results.

Online Growth Systems updated and optimized the twitter account to reflect their brand which included adding a well designed profile picture, cover, bio, link, location, theme and setting. OGS also created and optimized new Facebook, Instagram and LinkedIn profiles for the client.

We then developed a winning campaign and social media strategy which included both organic posts and paid advertising to grow their social media presence. Our strategy consisted of including various types of content (including videos, photos, graphic designed images, blog posts, etc.) and heavily engaging with our audience.

This screenshot shows some of the posts we created and their reach on Facebook.

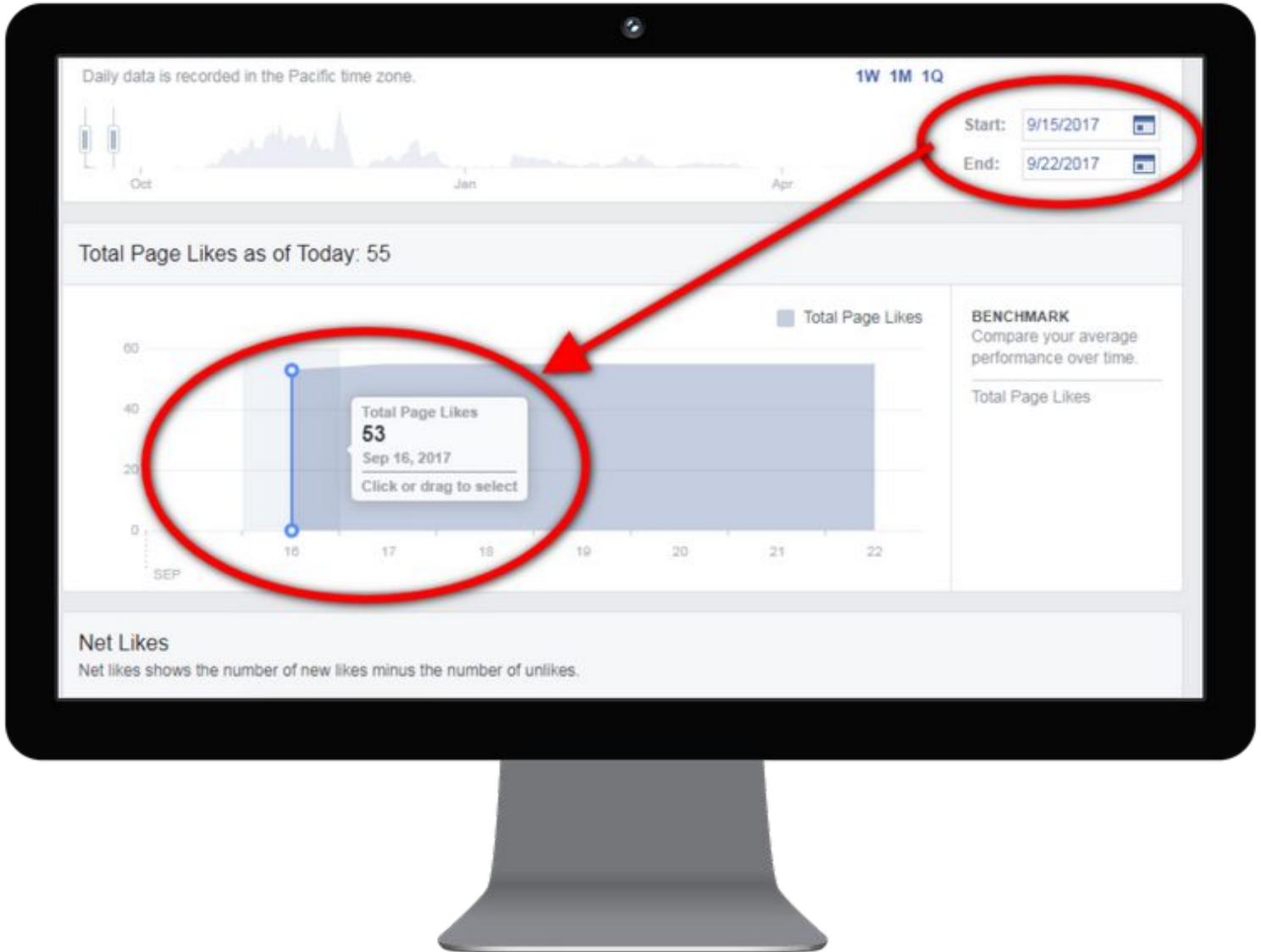




Results

Within the first 3 months of implementing the social media strategy, the clients Facebook page likes had grown from 0 to almost 4000 likes. Below is a breakdown of how the page grew.

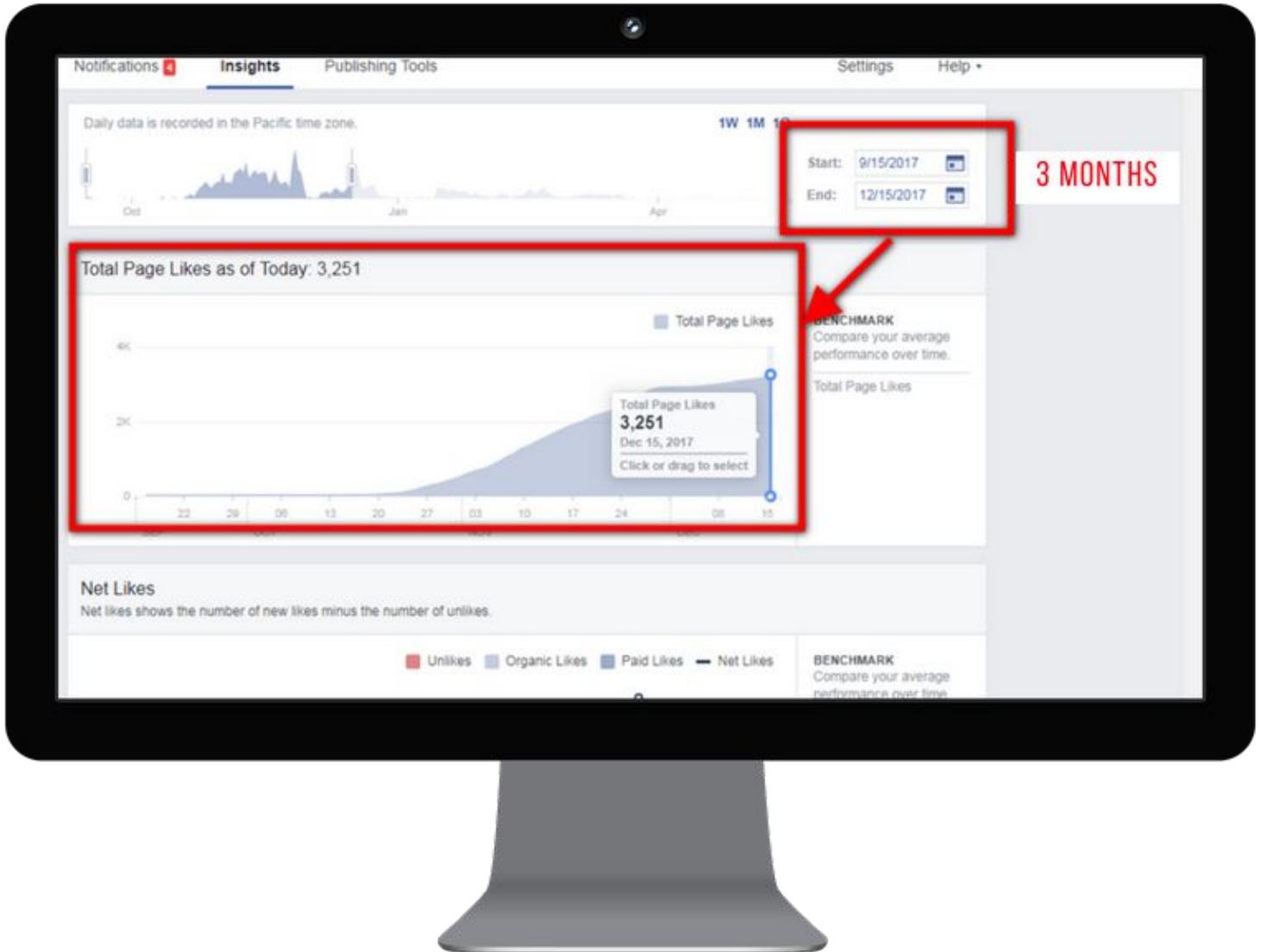
Results within the first 15 days- Page likes increased from 0- 53





Results

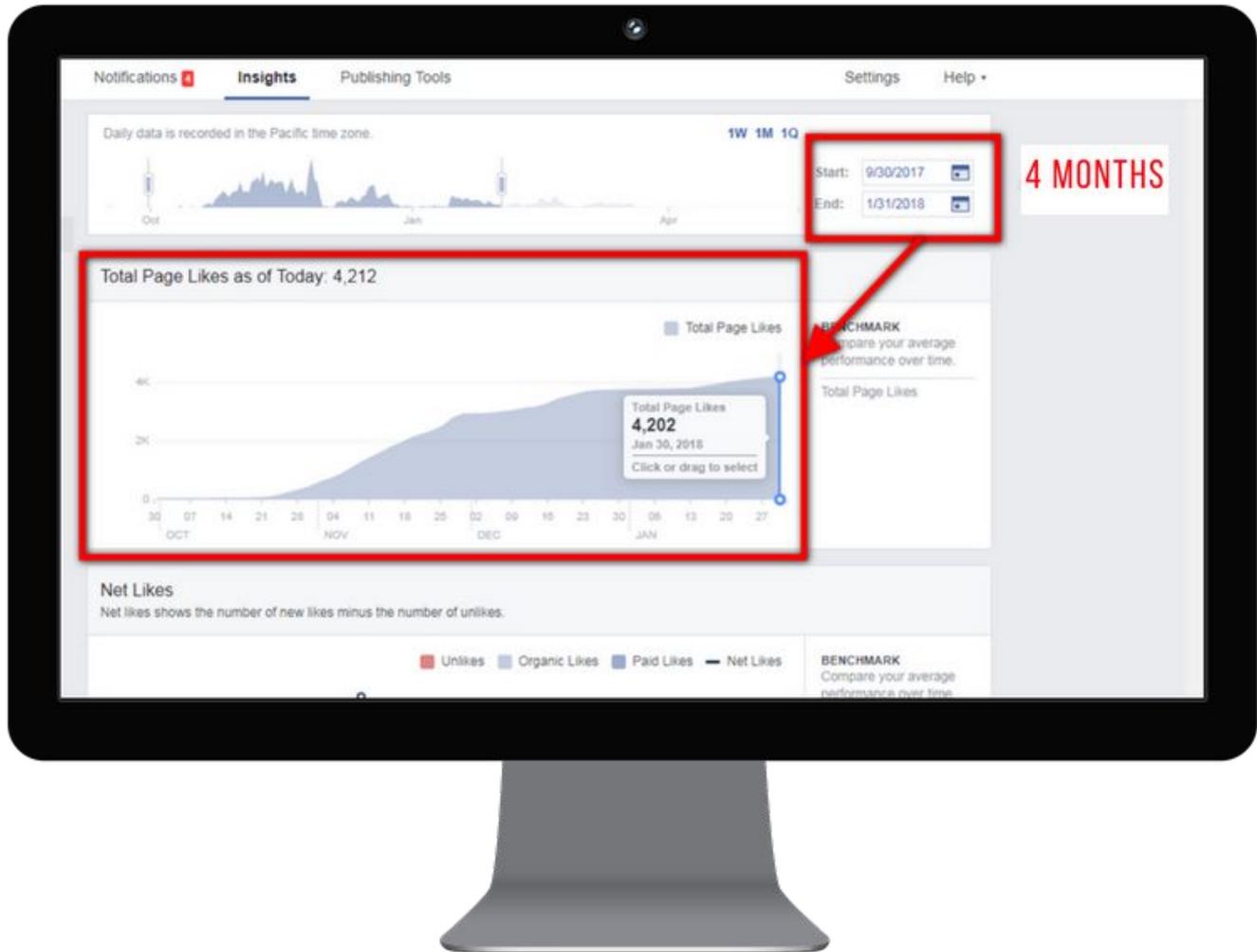
Results Within 3 months: Page Likes Grew to 3,251





Results

And In 4 Months, Page likes Grew to 4,202

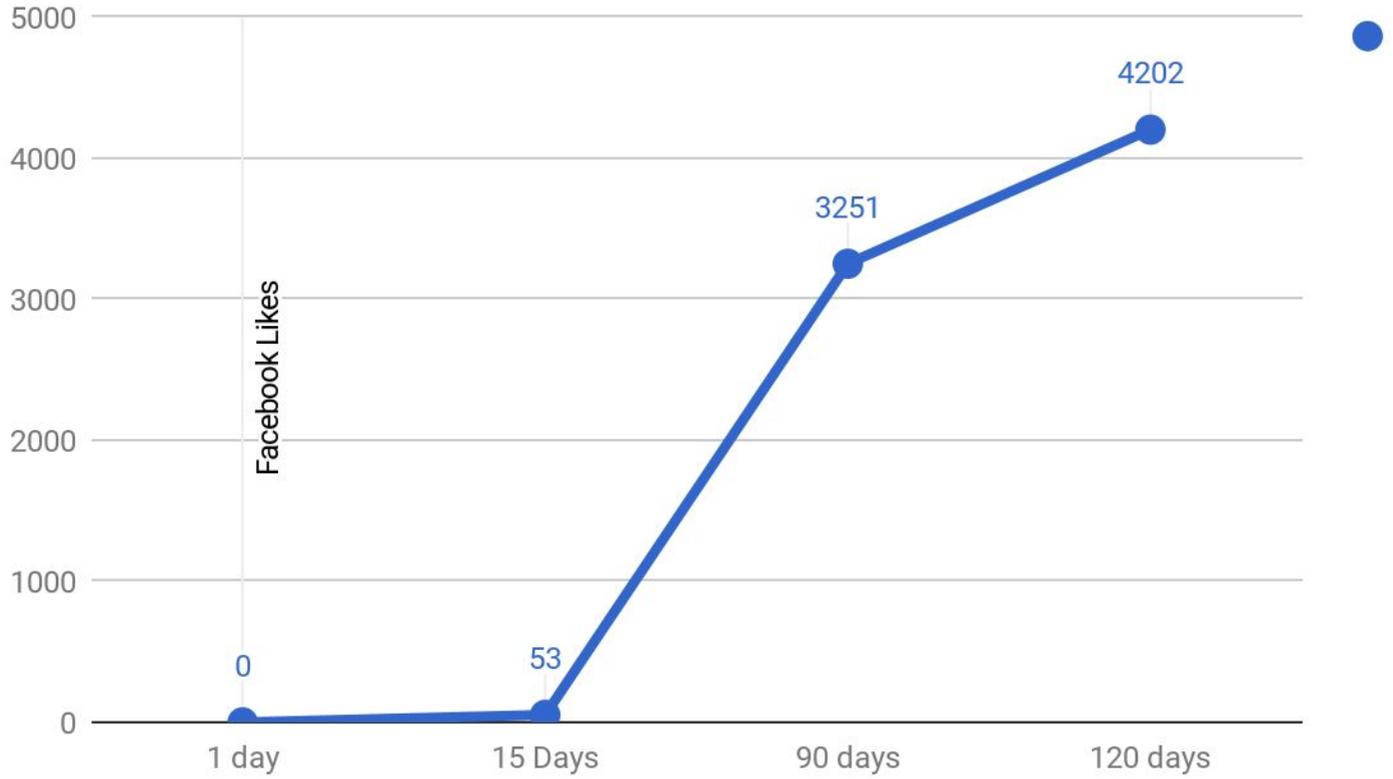




Results

Page Likes Growth Graphical Representation

Facebook Page Growth





Conclusion

You can see that with the combination of organic posting and paid advertising, growing your social media following can bring fast results. Our strategy consisted of including various types of content (including videos, photos, graphic designed images, blog posts, etc.) and heavily engaging with our audience. We didn't have to use any sales promotions, giveaways, or special offers to achieve these results.

Social media growth can be slow and frustrating, but with the right strategy and the right social media team you can easily grow your business like our clients have.

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