



K. M.  
Wade

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*Kelly's social media management was instrumental in achieving our attendance goals. We would recommend Kelly towards any endeavour.*

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## Experience and Certifications

- Social Media Certified (HubSpot Academy)
- I have experience using popular content management systems such as:
  - Buffer
  - Hootsuite
- I am proficient in setting up and producing content for:
  - Facebook
  - Twitter
  - Instagram
  - Pinterest
  - Google+
  - LinkedIn

**Client:** A sustainable-living and sustainable food not-for-profit

**Project:** Event launch

**Objective:** Have 1000 people attend the event

## Client Specifications

Setup a profile for the event on Facebook, Twitter and Instagram. Create and deploy posts to advertise the event as well as the event workshops and food and drink vendors. I was tasked with producing every aspect of each profile and post including the text, visuals and hashtags (where relevant).

## Business Challenge

This was an entirely new event so there wasn't an existing fan base to advertise to. In addition, the event was designed to educate members of the general public who didn't know anything about sustainable-living practices so the event couldn't even be targeted at groups of people who were already implementing sustainable-living practices. Only \$200 was available for paid social media advertising so I had to rely almost exclusively on organic reach.

## Solution

- Create eye-catching posts that would appeal to a wide variety of people
- Target pain points that could be solved through sustainable-living practices
- Tag profiles that share information about events in the local region
- Encourage vendors and people running workshops to share posts with their existing audiences

## Performance

Each social media profile grow from 0 followers and reach to a large following and reach in just two months. For instance, in the week leading up to the event, the reach and engagement statistics for the Facebook page were as follows:

- 406 total page views
- 64 page previews
- 86 new page likes
- 560 total page likes
- 8593 people reached
- 2322 post engagement
- 90 new followers

Over 1200 people attended the event on the day..