


The Social Studies

CASE STUDIES

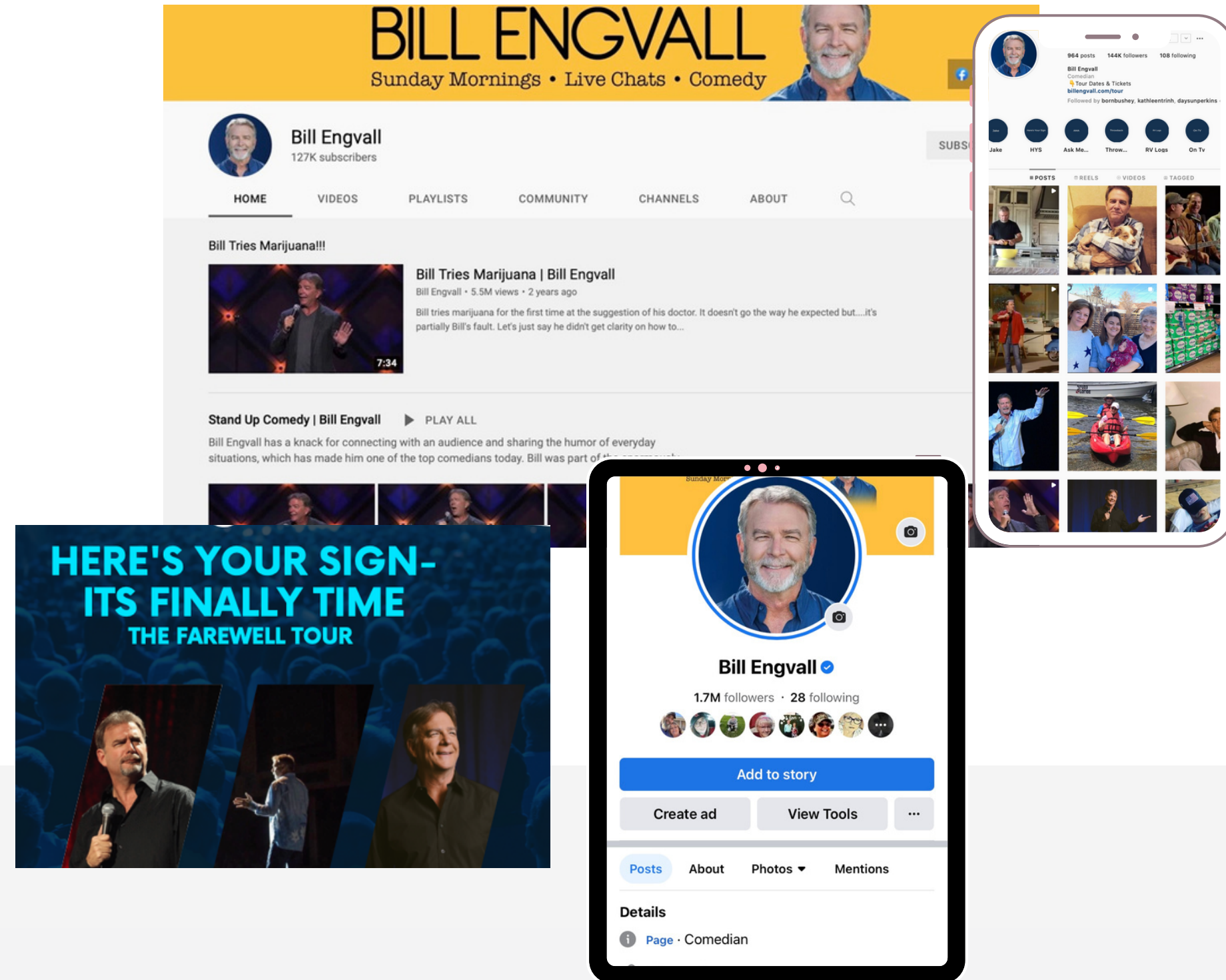
A full service social media marketing consultancy helping clients leverage their online potential to grow their brand and achieve their goals.



The background of the slide features a bokeh effect with numerous out-of-focus, golden-yellow circular light spots of varying sizes. A thin, vertical white line runs down the center of the image, passing through the text.

CASE STUDIES: SOCIAL MEDIA STRATEGY + CONTENT MANAGEMENT

BILL ENGVALL



ABOUT

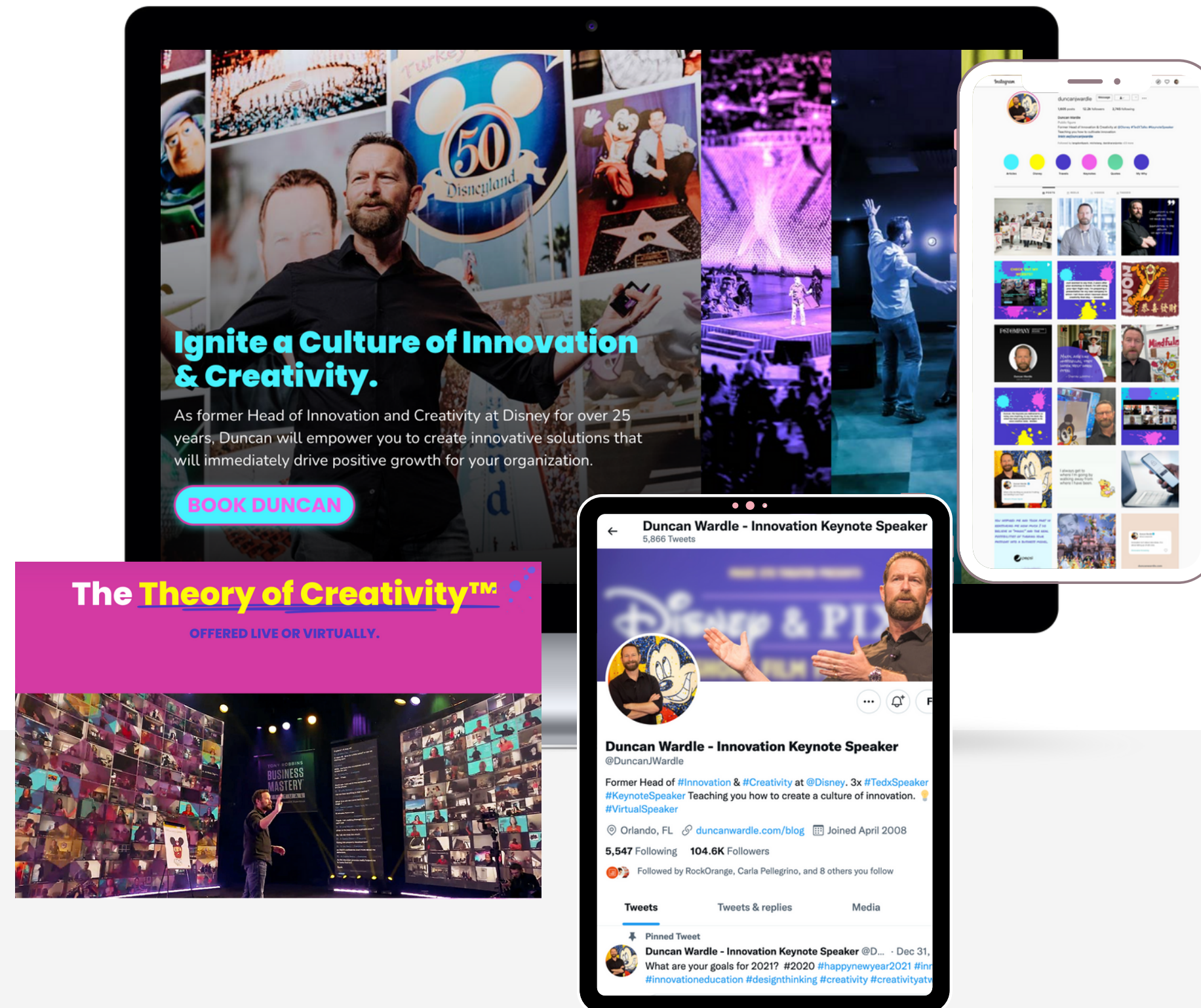
BILL ENGVALL, legendary comedian and member of the iconic BLUE COLLAR COMEDY TOUR, has entertained audiences for more than four decades with his relatable and friendly comedy.

Entrusting in The Social Studios to manage his online community, our team has increased Bill's social following across all channels with a 30% growth in engagement in 3 years. Bill's retirement from standup in 2022 inspired him to dedicate more time to ensuring his comedy continues to reign supreme online, with weekly lives and more behind the scenes videos of his everyday life, to keep his audience laughing and looking forward to his adventures.

SERVICES

- Social media strategy and management for 3 platforms
- Social media content creation and posting
- Management of online community of over 2.5 million subscribers
- You Tube channel management

DUNCAN WARDLE



ABOUT

Duncan Wardle, the former Head of Innovation and Creativity for The Walt Disney Company, has entrusted the voice of his personal brand and keynote speaking company, ID8 & INNOVATE to The Social Studios.

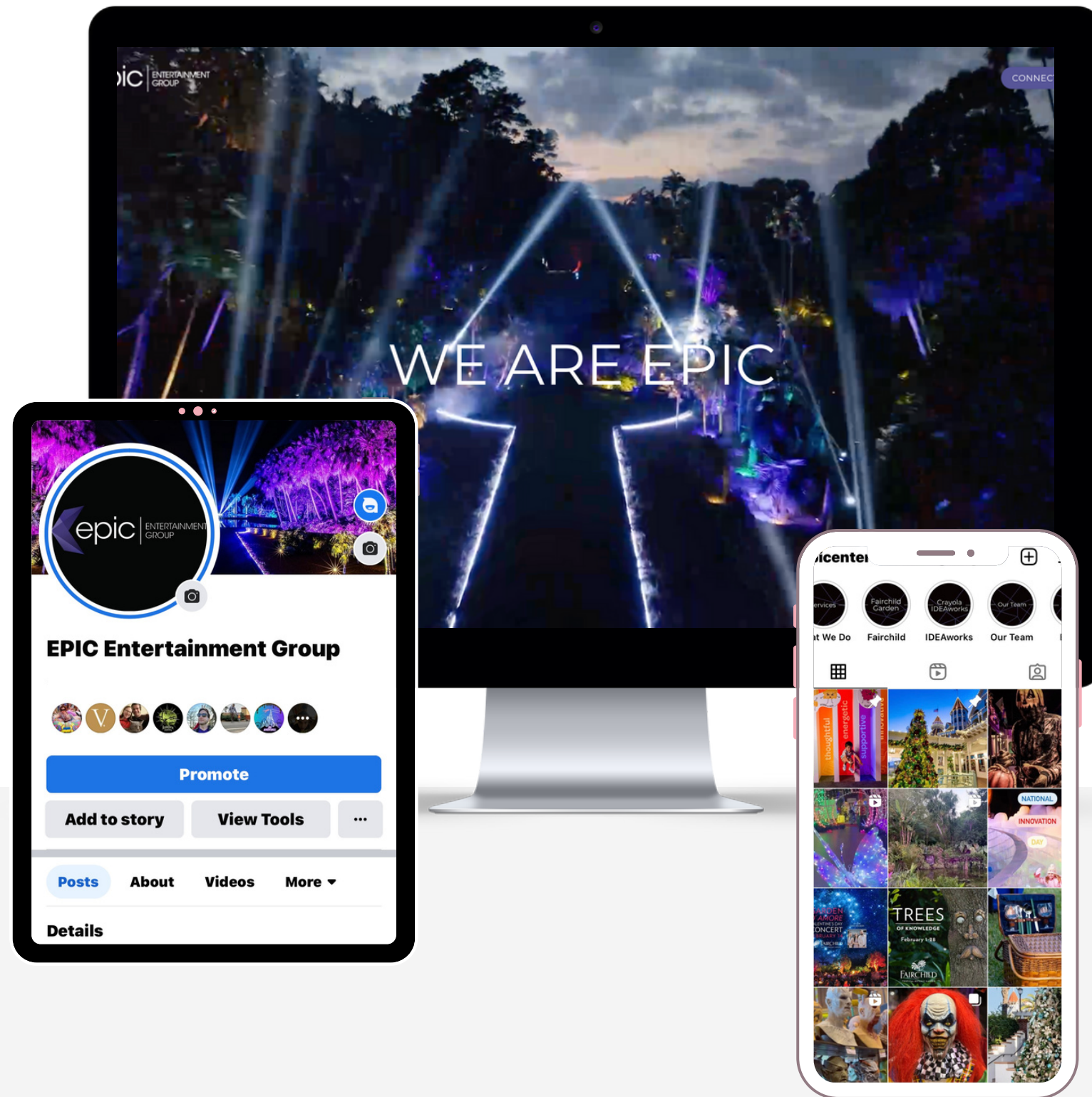
Using strategies implemented by our team, his social following has increased by 55% across all channels with growth to a 5.3% average engagement rate over 1.3% before we engaged. The newly refreshed site and copy has driven a 35% growth YOY in traffic and calls leading to conversions.

Duncan has been featured on *Forbes*, *Fast Company, Inc.* and *Entrepreneur* as one of the most sought after innovation and creativity speakers in the world.

SERVICES

- Social Media Strategy
- Written & Visual Content Creation (videos, graphics and images)
- Community management & reporting across four (4) social channels and daily audience engagement
- Thought leadership strategy, research and implementation

EPIC ENTERTAINMENT GROUP



ABOUT

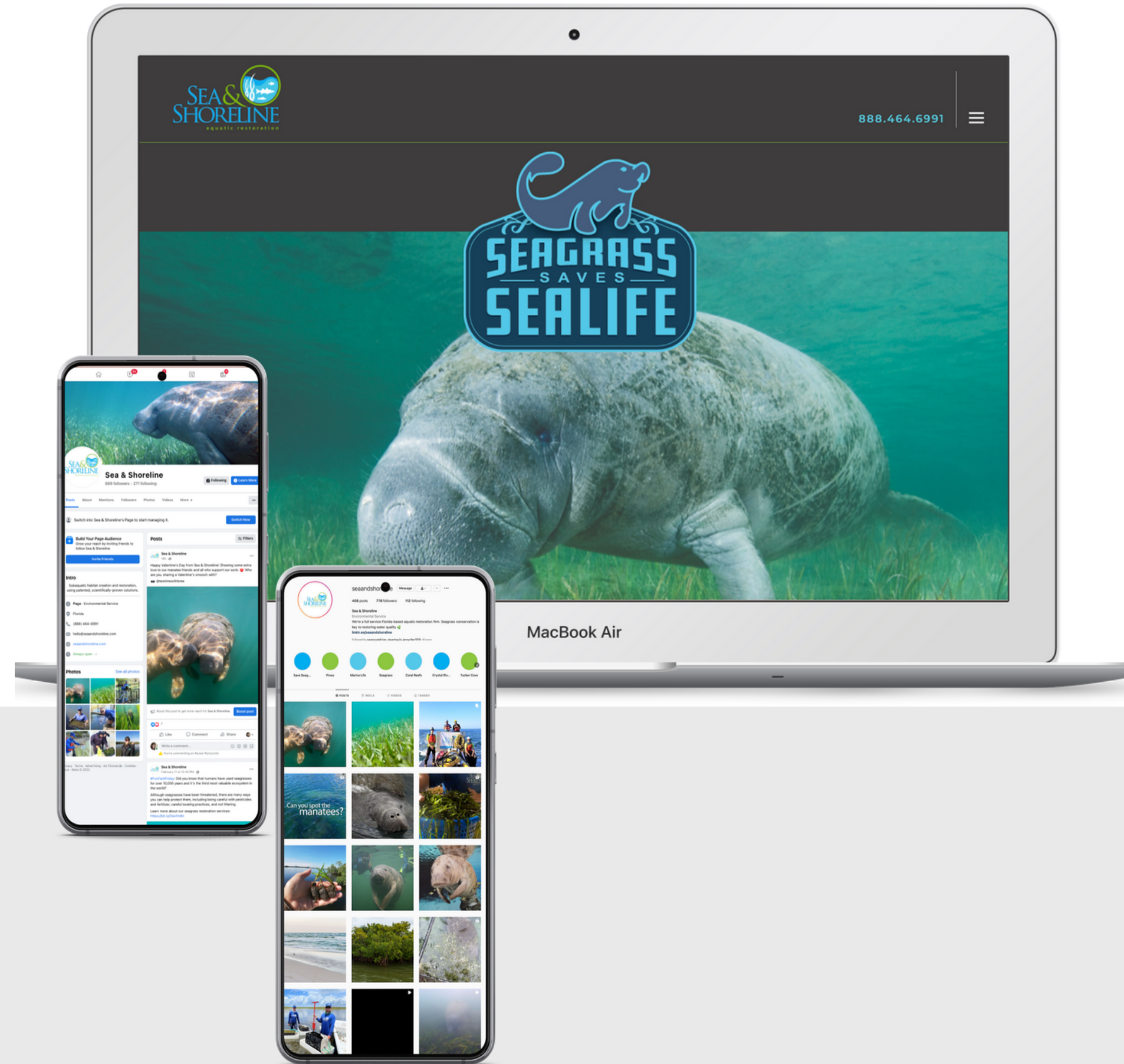
Epic Entertainment Group is a premier live event production company, who has created some of the America's most popular attractions from HersheyPark's DARK NIGHTS extravaganza to the haunting of the legendary Queen Mary ship with the popular DARK HARBOR exhibition. Showcasing curated content for a business focused on innovative and immersive event production, themed entertainment and brand activations requires both a targeted strategy and continuous creativity.

The Social Studios conceptualized and implemented a social plan for Epic Entertainment Group that not only increased their brand awareness, but also more than doubled their audience reach with both entertaining and engaging content.

SERVICES

- Social media strategy and management
- Social media content creation and posting
- Paid social media strategy and management

SEA & SHORELINE



ABOUT

When new CEO Jeff Huenink took the helm at Sea & Shoreline, he saw massive potential for the aquatic restoration company.

Jeff and CMO Heather Herold requested help from The Social Studios team to manage their social media content.

In less than three years, Sea & Shoreline grew from a \$3M to a \$20M company and their engagement online has tripled since 2020. Having been elevated with coverage on premier outlets such as CBS Mornings, The New York Times, MSN and CNN, the company's platforms have thrived with the inclusion of both educational and entertaining content.

SERVICES

- Social media content development & management
- All Written and Visual Content Creation (videos, graphics and images)
- Community management & reporting across two (2) Social Channels
- Video creation and editing

GATOR PAPER



ABOUT

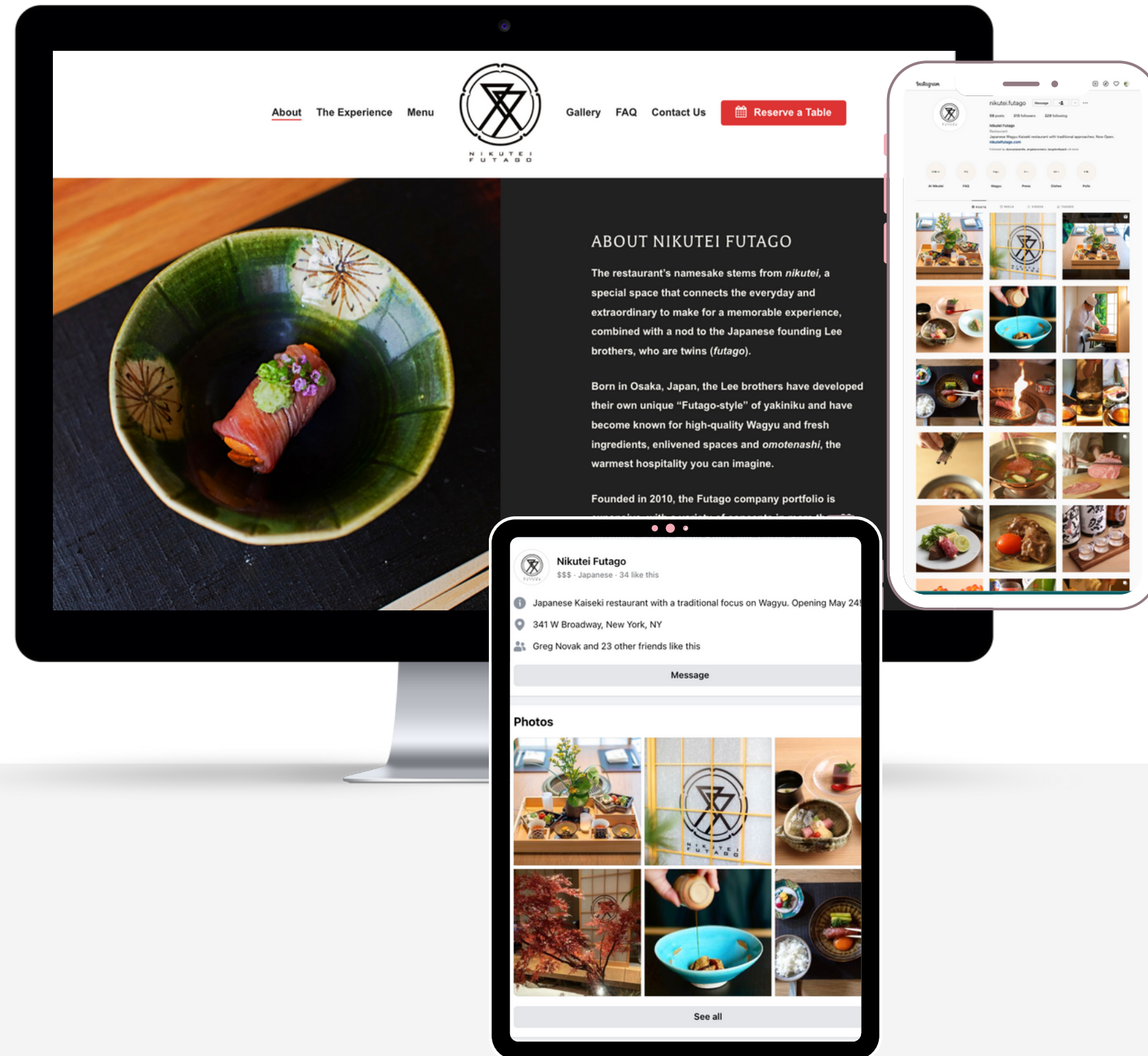
Gator Paper understands the importance of branding and marketing in their own right. A leader in the food packaging industry for over 15 years, they know all about product customization but needed to effectively showcase their expertise online, through both engaging visuals and entertaining copy.

The Social Studios was hired to manage 4 social media channels, increasing Facebook reach by 800% and over 400% engagement compared to the prior year. We also developed video content and sizzles for company marketing usage.

SERVICES

- Social Media Strategy
- All Written and Visual Content Creation (videos, graphics and images)
- Community management & reporting across four (4) social channels
- Video creation

NIKUTEI FUTAGO



ABOUT

Nikutei Futago SoHo, the first US outpost of the acclaimed, exclusive concept from Tokyo, entrusted the development of their brand story and US social presence to The Social Studios for their opening in May 2022.

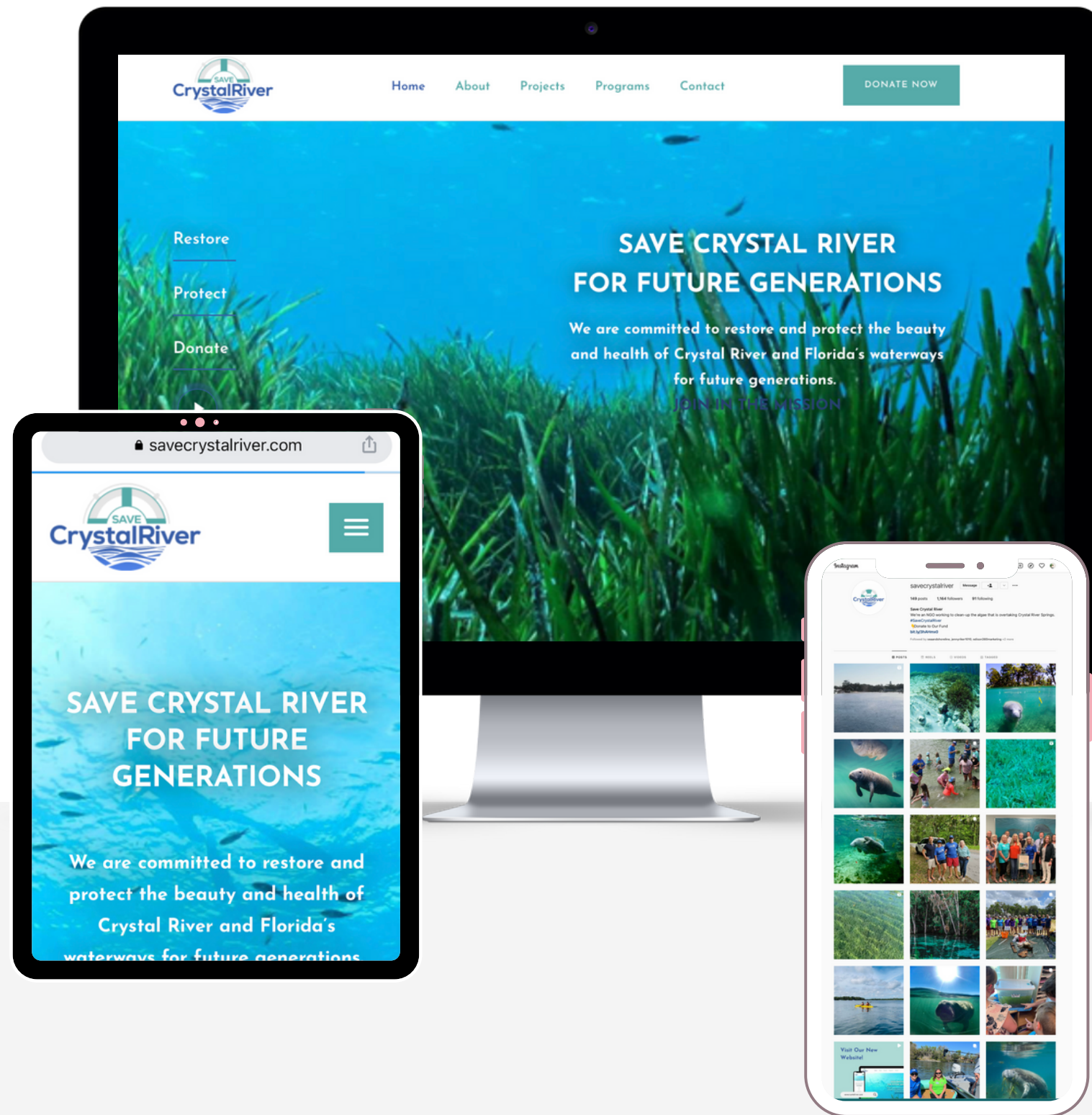
Launching a new and exclusive brand through social media - especially one with a highly targeted consumer - takes a well-thought-out plan, filled with both visually pleasing and engaging content.

Using strategic and customized tools, The Social Studios strategy gained an instant following of an engaged audience across two platforms, with a personalized story and a display of its unique offerings.

SERVICES

- Social Media Strategy
- All Written and Visual Content Creation (videos, graphics and images)
- Community management & reporting across two (2) Social Channels
- Photography for social and media relations usage

SAVE CRYSTAL RIVER



ABOUT

The non-profit organization Save Crystal River knew they needed to evolve their social engagement to garner greater awareness and generate more donations for their cause: saving one of Florida's most beloved waterways, known for generations as "The Home of the Manatees".

The Social Studios team was brought on to reevaluate their social strategy and manage their social presence. We maintained the look of their branding, while updating their content to meet their current audience needs.

SERVICES

- Social Media Strategy
- All Written and Visual Content Creation (videos, graphics and images)
- Community management & reporting across four (4) social channels



The Social Studios



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