



Case Study

Industry: Meal Delivery Service

Expanding *Online Reach* for a Guilt-Free Meal Service

Services Offered:

- Social Media Management
- Video Production
- Media Relations

The Problem:

A nutrition and protein-based recipe company had a loyal customer base but struggled to expand its reach. Their content lacked engagement, and they weren't leveraging video to showcase their expertise in healthy eating.

The Approach:

- Developed a content strategy focused on educational and lifestyle-driven content, including how to make healthy recipes at home, private cooking classes, and guest appearances on podcasts and editorial pieces.
- Created short-form videos (Reels, TikToks) demonstrating skincare application techniques and behind-the-scenes product formulation.
- Partnered with micro-influencers and wellness bloggers to generate user-generated content and increase brand credibility.



The Result

- 30% increase in Instagram engagement with a higher response to educational posts.
- Steady growth in video views leading to an increase in website traffic.
- Secured appearances in podcasts and two major editorials boosting brand authority and organic reach.



Case Study

Industry: Interior Design

Elevating

an Interior Design Firm's Online Presence

Services Offered:

- Social Media Management
- Video Production
- Media Relations

The Problem:

A boutique interior design firm, relied mostly on word-of-mouth referrals and had a minimal social media presence. They needed to showcase their portfolio online and position themselves as industry experts.

The Approach:

- Developed a refined Instagram and Pinterest strategy to highlight design projects and behind-the-scenes processes.
- Created video content, including time-lapse room transformations, home styling tips, and client testimonials.
- Pitched client to home and lifestyle magazines, securing digital features.



The Result

- 25% increase in Instagram engagement, with more inquiries in DMs.
- 50% growth in Pinterest saves leading to an increase in website traffic.
- Secured three online magazine features boosting credibility and lead generation.





Case Study

Industry: Food & Beverage

Building a *Mighty* Digital Presence for a Speciality Coffee Brand

Services Offered:

- Social Media Management
- Video Production
- Branding

The Problem:

A specialty coffee brand had an excellent product but lacked a strong online presence. Their social media was inconsistent, and they weren't leveraging video content to attract a wider audience.

The Approach:

- Developed a cohesive brand aesthetic with a warm, inviting visual identity.
- Created a content calendar featuring product photography, behind-the-scenes barista moments, and educational coffee tips.
- Produced engaging short-form videos showcasing latte art, seasonal drink launches, and coffee brewing tutorials.



The Result

- 20% increase in Instagram & Facebook engagement within three months
- 15% growth in Pinterest saves leading to an increase in website traffic and product orders
- Increase in customer inquiries through DMs leading to more online food & beverages orders.