

understand it

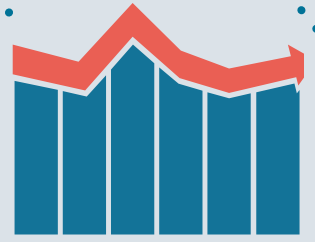
the challenge A home services company servicing multiple Virginia regions came to **initiate-it** wanting to increase their current customer communication and expand their reach to new and potential clients primarily through Social Media.



Current Customer Communication



Social Media



New Client Reach

the solution **initiate-it** developed an overall digital content and social media strategy surrounding specific content pillars to target new and current audiences. In addition, **initiate-it** developed monthly editorial calendars featuring engagement campaigns to generate signups.

resolve it

Channels Used



Paid Social



Social Media



Retargeting



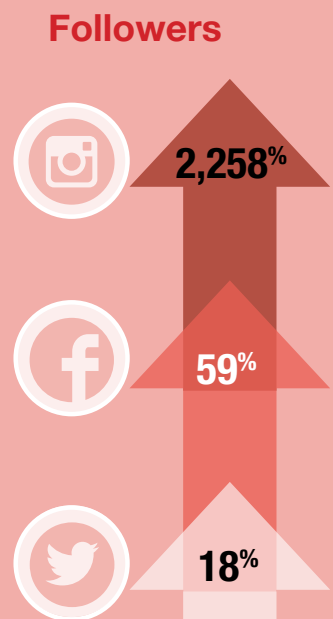
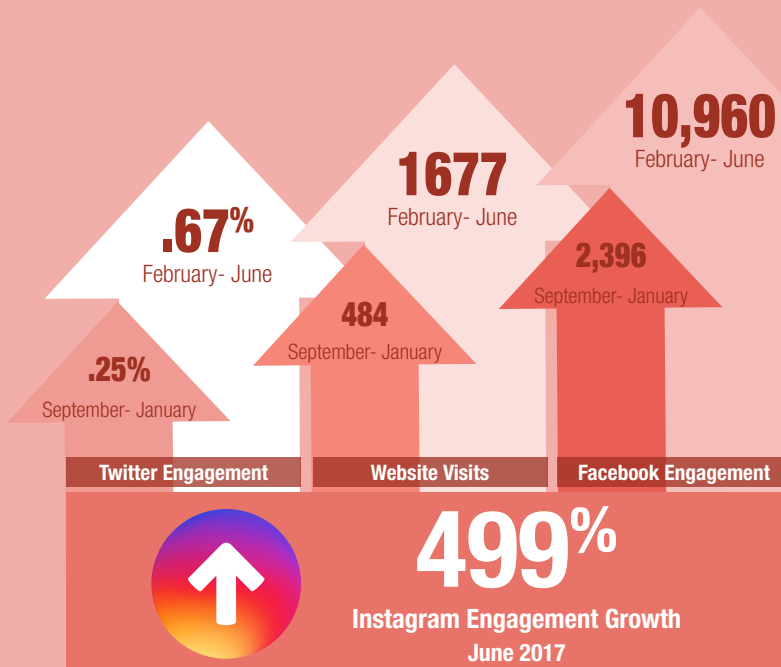
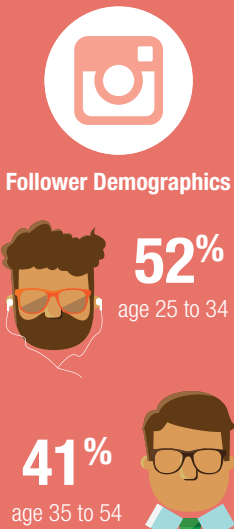
Engagement Campaign



Editorial Calendar

prove it

the results By creating a digital and social media focused marketing campaign, **initiate-it** was able to increase brand awareness, create consistent messaging, increase engagement and bring in new leads.



the long haul We stay attentive to our client's trends and measurables by utilizing **initiate-it's** in house marketing dashboard. This tool allows us to monitor and provide insights for our client's digital marketing campaign as it relates to:



Leads



Web Traffic



Social Media

maintain it