



GEEKDOM

SOCIAL MEDIA

Co-working space in San Antonio, Texas. Collaborative space with multiple package options for entrepreneurs, start ups, and small businesses.

CLIENT GOALS

Create a more consistent social media posting plan for a business that has already seen physical success for years.

STRATEGY

Post a variety of produced videos, animated reels, designed graphics, and familiar in-person highlights with a brand tone of voice.

FREQUENCY

5x per week (M-F)

NOTES

This case study shows a combined approach to social media posting when the client wants to be able to post their own assets within the strategy as well. This business wanted to have creative freedom to add any graphic assets or produced video to social channels as they came in, requiring the strategy to pivot at a moment's notice. While events are generally known a couple days in advance, Imprint Digital has weekly calls with the internal team and adjusts any assets to match best practices on social media.



METRICS

FOLLOWERS

+0.15%
FACEBOOK

+3.5%
INSTAGRAM

+5.5%
LINKEDIN

REACH

+70.5%
FACEBOOK

+42%
INSTAGRAM

+225%
LINKEDIN

IMPRINT
DIGITAL