

THE LIFE COACH SCHOOL

SOCIAL MEDIA

Brooke Castillo founded The Life Coach School with the goal of creating an example of what's possible with two programs: "Get Coached" and "Coach Certification Program"

CLIENT GOALS

Continue to post social media strategy where former social media team left off while maintaining strong brand guidelines and leadership tone-of-voice.

STRATEGY

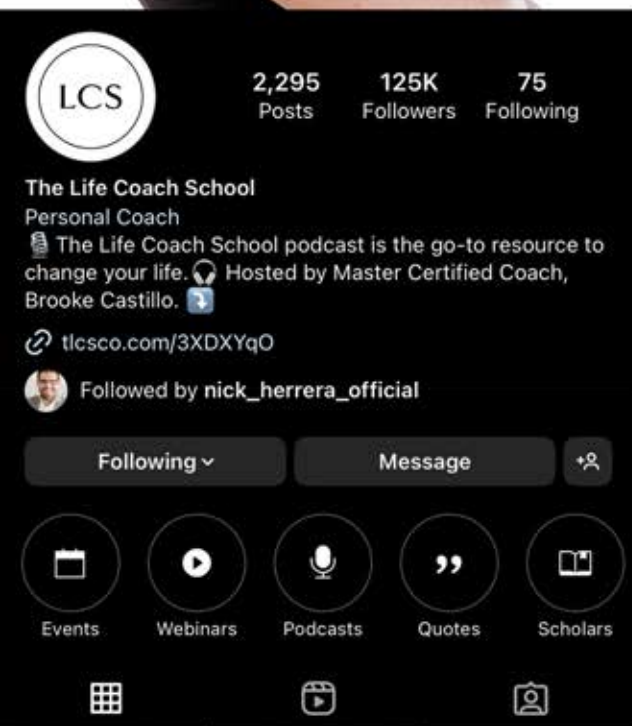
This business has strict brand guidelines and wanted to be hands-on in their own strategy but had been pretty disorganized in communication all around, assets were sent with instruction while the Imprint team gives feedback and clarity on best practices that may help the business perform better organically in the future. They needed someone they could trust to publish the content they were already making to make it even better- all in a moment's notice if needed.

FREQUENCY

12x-22x per week (2x M-F, 1x S-S, 3x days of events)

NOTES

This client came on in a rush and Imprint Digital crushed it immediately- the start of the client's original SMM was during an event, to which completely original content was needing to be edited and published in a moment's notice on an important weekend. The event went smoothly, gaining thousands of followers alongside present-moment video and image asset turnaround and continuation.



METRICS

+22%
FACEBOOK

+14%
INSTAGRAM

+12%
TIK TOK

+22%
YOUTUBE

+14%
LINKEDIN

+12%
TWITTER

+.30%
PINTEREST

IMPRINT
DIGITAL

