

THE LOOPY EWE

SOCIAL MEDIA

Female Owned Yarn business located in Loveland, Colorado. Selling yarns online and locally for crocheting & knitting practices.

CLIENT GOALS

Increase online sales alongside local (Loveland) sales of yarns from around the world.

STRATEGY

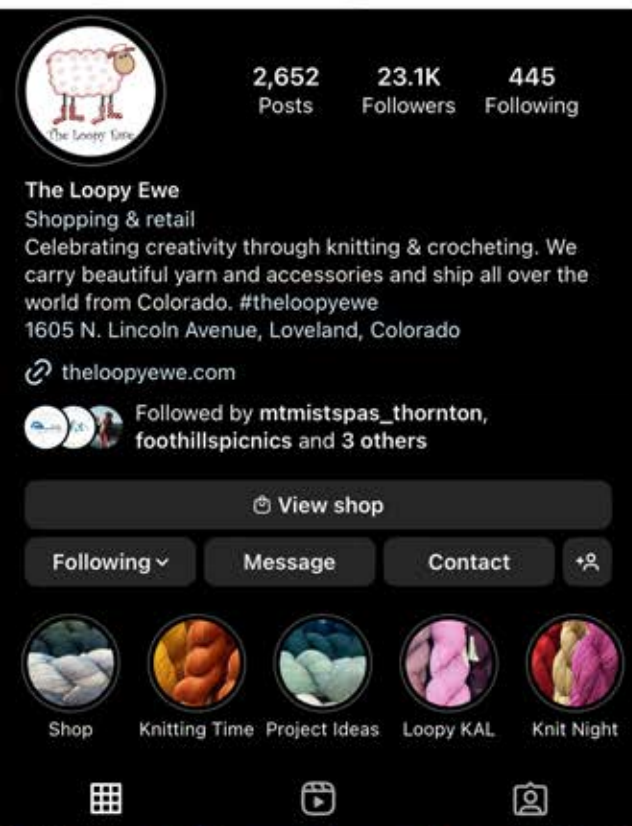
Prioritize engagement with an already established following of crochet & knitting community (upwards of 20,000 followers/friends upon starting social media management). While creating a more modernized look with the same variety of color former customers loved, Imprint is focusing on the crocheting audience and knitting audience separately to provide inspiration and education of opportunity to purchase.

FREQUENCY

5x per week (M-F)

NOTES

The Loopy Ewe has recently switched ownership, to which the original goal was to get help (with marketing) and increase online sales alongside local ones.



METRICS

FOLLOWERS

+0.5%

INSTAGRAM

+0.19%

FACEBOOK

REACH

+200.6%

INSTAGRAM

+84.5%

FACEBOOK

IMPRINT
DIGITAL