

A bright, modern living room with a light blue tufted sofa, two yellow armchairs, and a patterned rug. Large windows in the background offer a view of a city skyline.

# CASE STUDY: INTERIOR DESIGN STUDIO

## CHALLENGES

Social media was an after thought for the company who was too busy to plan, manage, and execute a social strategy.

## WHAT WE DID

We came in and ran an audit on each channel to determine what was working within the community and what wasn't. We implemented a plan highlighting new features, revisiting press opportunities, and created a well-rounded social media plan including Instagram, Facebook, and Pinterest.



[jacqueline@firstandvinemarketing.com](mailto:jacqueline@firstandvinemarketing.com)



[www.firstandvinemarketing.com](http://www.firstandvinemarketing.com)



Jersey City, NJ

## OBJECTIVES

Streamline social media content, optimize channels, and increase engagement to drive new design leads and product sales.

## RESULTS

Facebook: Increased Engagement 11,000%

Instagram: Doubled Weekly Organic Follower Growth

Pinterest: Increased Monthly Viewers from 4,000 to 25,000

