



New Leaf Collective CASE STUDY

About **NEW LEAF COLLECTIVE**

We offer a customer-first approach to marketing & strategy to build and support strong brands.

Social Media Management | Website Design | Mentorship & Strategy

Proudly located in London, Ontario.



Client Spotlight

LONDON BRIDGE CLUB



"After a thorough agency review, the London Bridge Centre chose New Leaf Collective to launch our social media program.

Our objective was to create and execute an online presence for our club on Facebook and Instagram.

New Leaf Collective led the way. Ashley Rowe, founder of New Leaf Collective, and team immersed themselves in the world of bridge. This client-focused approach was showcased in their professional, timely and effective posts.

The addition of Facebook ads was effective in reaching our target audience. Consequently, our enrolment in lessons tripled. We increased the frequency for Taste of Bridge and Bridge Basics 1 courses - designed for individuals new to bridge.

Thank you for all your efforts on our behalf.

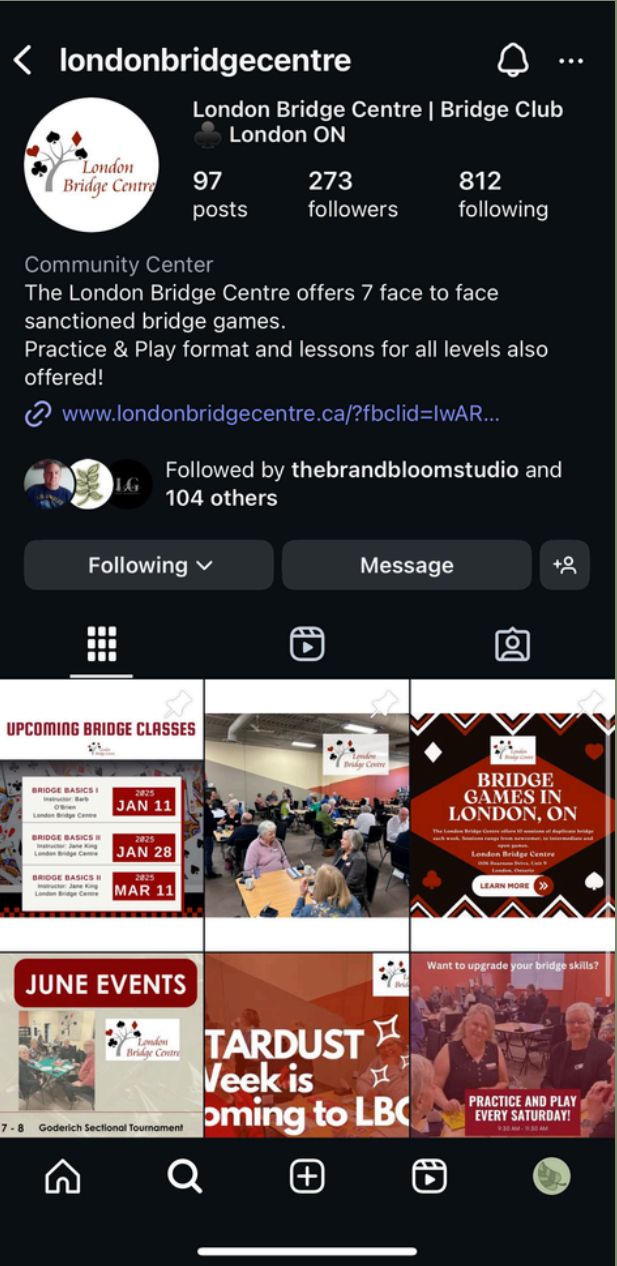
We are still one of the few bridge clubs active on social media - you and your team made that possible. We have enjoyed working with you."

Angie Francolini

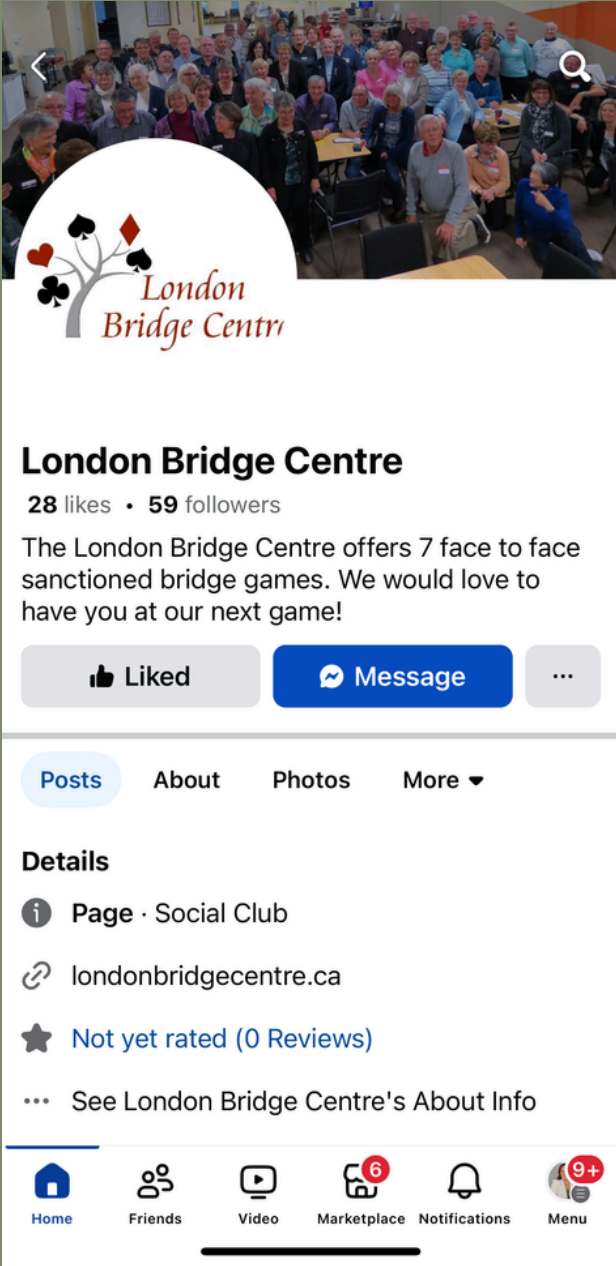
President, London Bridge Centre

Step One

PAGE CREATION + BRANDING:



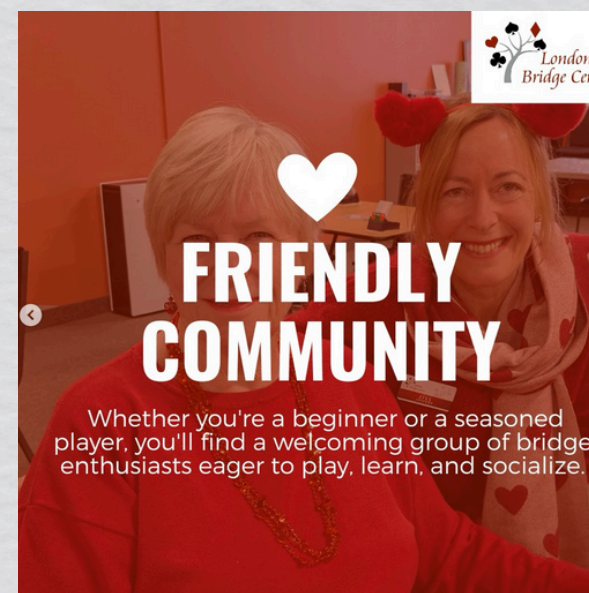
When The London Bridge Club first came to us as a client, we understood they didn't have a digital footprint, and this was something we would need to make entirely from scratch. We were able to create a Facebook + Instagram page for the club that allowed its volunteers to have easy access as needed. With a growing website and newsletter, these pages allowed them to go further online.



Step Two

ORGANIC SOCIAL MEDIA CONTENT:

The second phase of this project included content creation, copywriting, and community engagement and management on Facebook + Instagram to start building an online community of supporters for The London Bridge Club. This strategy allowed us to find current club members while engaging a new audience entirely. This is a huge part of the success we experienced with this client.

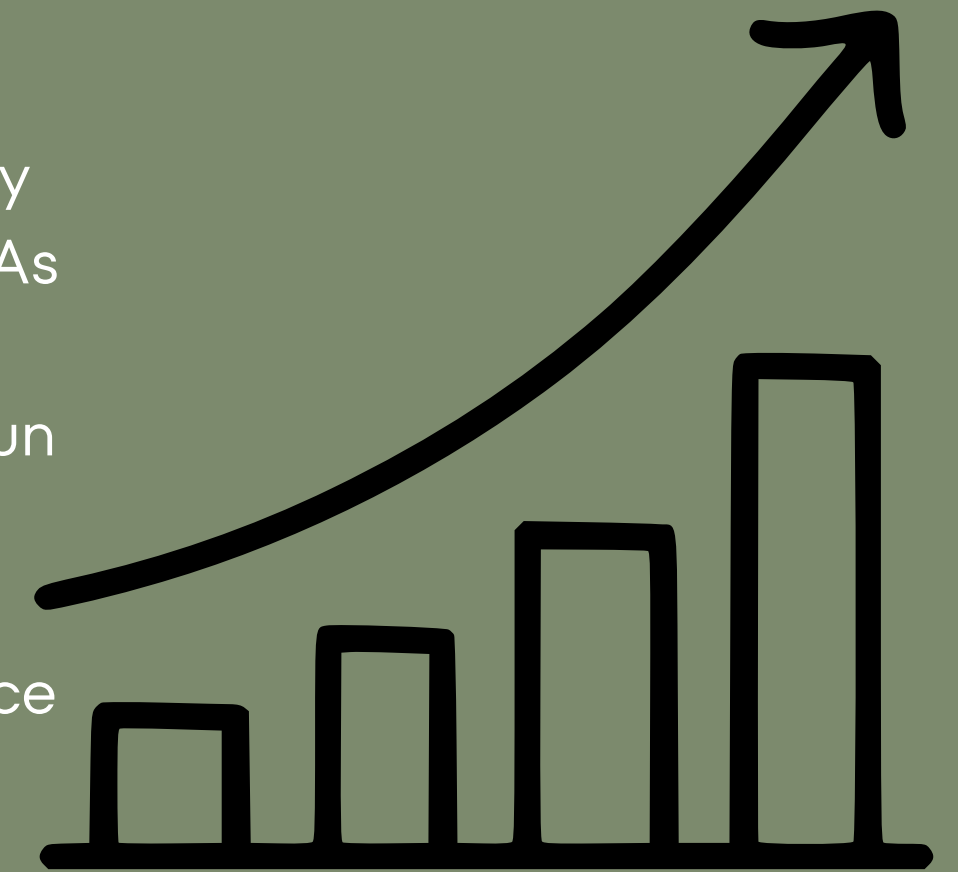


Step Three:

BOOSTED CONTENT/ PAID MEDIA:

Once we got into a good rhythm with our organic content, we started experimenting with Facebook ads—mainly to promote specific events and boost posts that were already getting good engagement for our client. Adding ads turned out to be a great move. They helped the club reach exactly the right people, especially those interested in trying bridge for the first time. As a result, sign-ups for our Taste of Bridge and Bridge Basics 1 courses tripled. With more people showing interest, they ended up increasing how often we run those intro-level courses.

Overall, combining organic content with smart ad spend made a big difference in getting more people through the door.



LET'S TOGETHER

Work



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