

Case Study 4

How Taiwan Excellence Beat Every KPI Target in a Year-Long Social Campaign

A year-long social media campaign that drove exceptional growth, engagement, and visibility across Facebook and Instagram.

Marketing Communication Associate | Feb 2021 – Jan 2022

13M+

FB Impressions

4.29M

FB Interactions

12.3K

IG Followers

Challenge

Taiwan Excellence needed to expand its Facebook and Instagram presence while consistently driving impressions, engagement, and follower growth through an always-on campaign.

Results

Facebook impressions reached 13M and interactions hit 4.29M, both exceeding their targets by more than 10x. Instagram followers grew from 1,505 to 12,277, while engagement climbed to 262,863. The video series also surpassed its 1M-view target.

Solution

Managed always-on Facebook and Instagram campaigns, combining organic and paid content to drive audience growth, engagement, and performance.

Services Provided

- Social Media Campaign Management
- Content Strategy & Paid/Organic Reach
- Performance Reporting & Analytics
- Talent & Partnership Coordination



**TAIWAN
EXCELLENCE**

Everyday Excellence