

Case Study: Social Media Growth and Engagement at CCMC

Grow Your Brand, Day By Day

At a glance

CCMC is a community management company that focuses on building vibrant and engaging communities across the country. Their goal is to connect residents and enhance community living through active engagement.

Key metrics

The campaign boosted follower count by 11% and increased engagement by 30%, with interactive content driving greater audience participation.



30%↑

Social Media Engagement Growth



11%↑

Follower Growth



**DANIEL ROMERO SOCIAL
MEDIA MANAGEMENT**

GROW YOUR BRAND, DAY BY DAY



(281) 704-7350



Houston, Texas

CHALLENGES



The primary objective of the campaign was to increase CCMC's social media presence by growing the follower count and amplifying audience engagement. The goal was to create a more interactive online community that reflected the company's values of connection and community building.

SOLUTIONS



Initially, engagement was low as the audience wasn't fully accustomed to interactive posts. To address this, we introduced live streams and video updates to keep the content fresh and engaging. A content calendar focused on community-driven posts, such as resident stories and event recaps, highlighted CCMC's commitment to the community and gradually increased audience interaction.



**Amplified
Engagement**



**Increased Post
Reach**



Follower Growth

RESULTS



Amplified Engagement

1

Engagement levels increased significantly, with a noticeable rise in likes, comments, and shares. Interactive posts, such as polls and Q&A sessions, saw a 30% higher engagement rate compared to previous content.

Increased Post Reach

2

Post reach grew by 25%, exposing CCMC's content to a broader audience within the community.

Follower Growth

3

The campaign resulted in an 11% increase in CCMC's follower count across social media platforms, expanding the company's digital reach.