

Case Study: Enhancing Client Visibility and Engagement at Pierpont Communications

Grow Your Brand, Day By Day

At a glance

Pierpont Communications is a results-driven marketing and public relations firm, helping clients elevate their brands, protect reputations, and improve business performance. We offer services in public relations, public affairs, crisis communications, marketing, and digital engagement.

Key metrics

The campaign resulted in improved CTR by 12% by incorporating compelling calls-to-action in posts and videos. Additionally, it increased impressions by 18% by utilizing targeted Instagram ads and optimizing video content for broader visibility.

 **12% **
Click-Through-Rate

 **18% **
Impressions

CHALLENGES

Several clients faced difficulties in maximizing their presence on digital platforms, particularly YouTube and Instagram, which were crucial to reaching their target audience. They needed a strategy to improve their visibility and engagement in a competitive landscape.

SOLUTIONS

I developed tailored YouTube and Instagram strategies by analyzing target audiences and aligning content with each client's brand. This included consistent posts, optimized videos, and engaging visuals. I used hashtags, collaborations, and targeted ads to boost reach, while driving organic interaction through stories and reels. These efforts created a cohesive, impactful social media presence.



Increased Engagement



Follower Growth



Increased in Video Views

RESULTS

Increased Engagement

1

Tracked likes, comments, and shares on Instagram posts and YouTube videos, resulting in a 15% increase in engagement within two months by creating relevant, visually engaging content.

Follower Growth

2

Monitored Instagram follower growth, achieving a 10% increase over three months by implementing a consistent content strategy, targeted ads, and collaborations.

Increased in Video Views

3

Tracked YouTube video views, boosting viewership by 20% in the first month by optimizing titles, descriptions, and thumbnails for SEO, along with consistent posting.



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