

CASE STUDY

Boost social media engagement for Poughkeepsie Riverfront Partnership

CLIENT OVERVIEW:



Poughkeepsie
Riverfront
Partnership

CONSULTANT:

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INTRODUCTION

In the heart of the Hudson Valley, the Poughkeepsie Riverfront Partnership sought to revitalize community engagement and drive awareness for its scenic waterfront destination. With a desire to reach a wider audience, they turned to the power of social media. This case study explores how strategically executed social media campaigns breathed new life into the Poughkeepsie waterfront, fostering a vibrant community and showcasing its beauty.

CHALLENGE

The Poughkeepsie Riverfront Partnership (an eco-centered non profit) struggled with low engagement on social media, leading to stagnant growth and lack of donations.

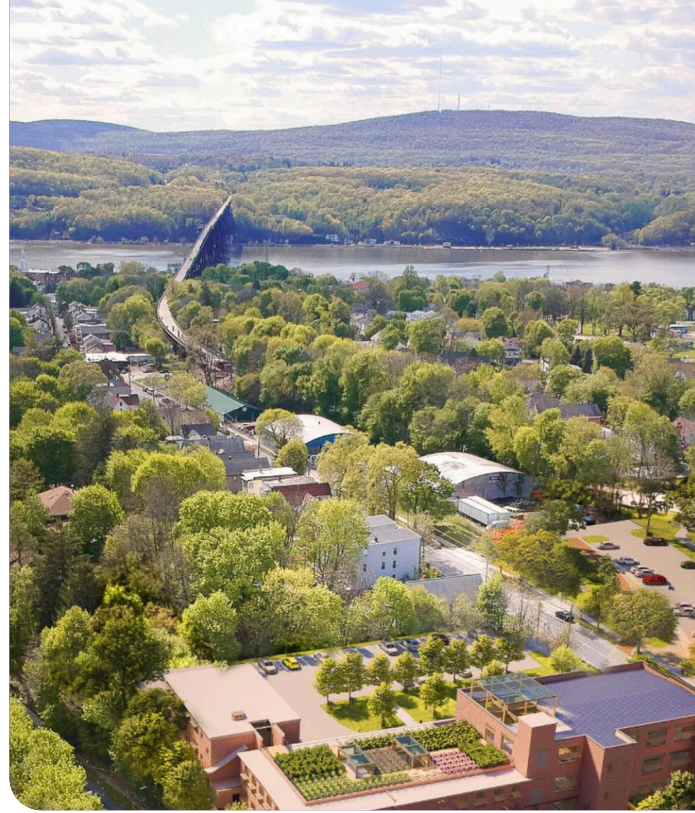
APPROACH

Recognizing the potential of social media to connect with both local residents and visitors, the Poughkeepsie Riverfront Partnership embarked on a multi-faceted social media campaign. The approach focused on creating visually compelling content, fostering community engagement, and leveraging targeted advertising to reach a broader audience. We developed a comprehensive social media strategy, including:

- Targeted ad campaigns
- Regularly scheduled posts with engaging content
- Interactive polls and user-generated content initiatives

IMPLEMENTATION

The implementation of the social media campaign involved a carefully orchestrated strategy across multiple platforms, including Facebook, Instagram, and Twitter. High-quality photos and videos showcased the waterfront's scenic beauty, upcoming events, and recreational activities. Engaging captions and calls to action encouraged interaction and sharing. By maintaining a consistent posting schedule and promptly responding to comments and messages, the Poughkeepsie Riverfront Partnership fostered a sense of community and built lasting relationships with its online audience.



RESULTS

The results of the Poughkeepsie Riverfront Partnership's social media campaign were remarkable. The visuals and captivating content resonated with the audience, sparking conversations and generating excitement around the waterfront.

- 150% increase in social media engagement over three months
- 35% growth in follower count
- Enhanced brand awareness leading to a 20% increase in website traffic

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