

# CLOWNS.COM CASE STUDY

The agency's new strategic marketing plan aimed to increase impressions on social media and click rate on email.

## AT A GLANCE

### Challenges

- Lack of Content Direction
- Dormant Social Accounts
- Identify Valuable Content for Audience
- Dated Email Lists
- Messaging and Positioning
- Proper Channel

### Results:

**Drove a 312% increase in impressions**



**Increased click rate to 4x industry average**



## OBJECTIVES

Develop a marketing strategy in an effort to drive an increase in social media impressions and engagement rate through optimizing social media presence.

## SOLUTIONS

- Tailor all social media content to ensure posts are relevant to the target audience.
- Develop a posting schedule to maximize reach and impressions for all social media accounts.
- Optimize email content and templates to ensure messaging and creative resonated with the target audience.

