



Social Media Case Study

Strategy, Management,
Content Creation

MARTHA STEWART WINE CO.

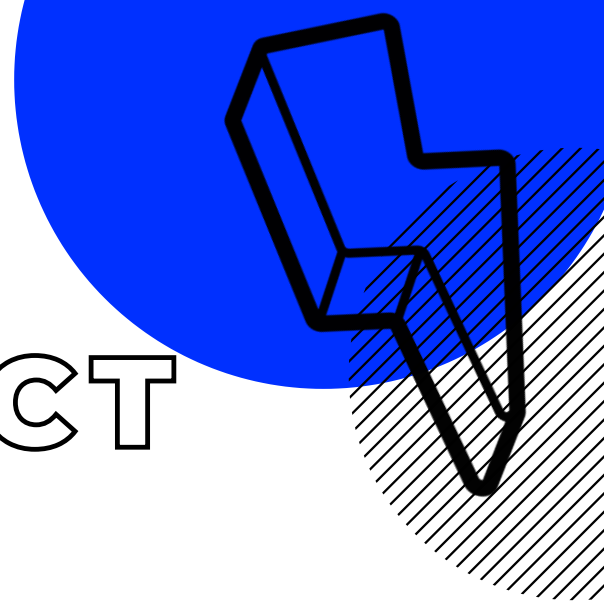
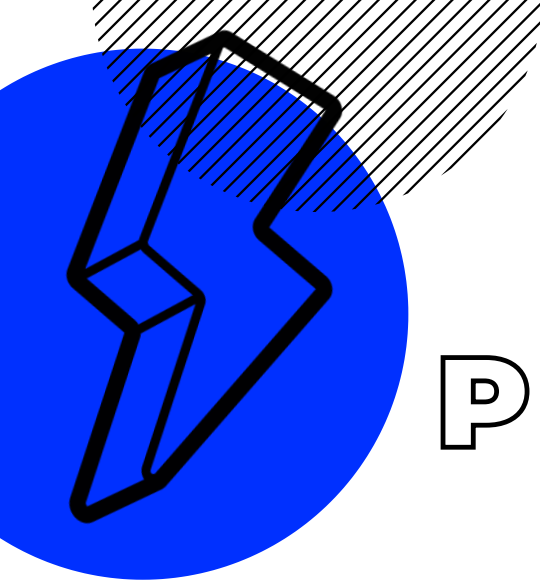


2995%

increase in organic social
revenue

399%

increase in organic social
engagements



THE PROJECT

MARTHA STEWART WINE CO.

Martha Stewart Wine Co. is Martha Stewart's curated online wine shop shipping direct-to-consumer across the US. Through Martha's travels around the world, she developed an affinity for wine and its ability to elevate every meal or moment, and she's now bringing that love to life with Martha Stewart Wine Co!

ORGANIC GROWTH STRATEGY

Martha Stewart Wine Co. wanted to increase its organic exposure across social. They needed a team that could integrate Martha's brand with her foray into wine to connect with her loyal fanbase and provide a level of authenticity behind the new business venture. We focused on highlighting how Martha is involved in the wine selection process, utilizing behind the scene shots of Martha as much as possible in addition to user-generated content.

EXECUTION

Our social media deliverables consisted of:

- » Complete social media strategy
- » Design & curation of all posts
- » Community Management - responding to and engaging with followers as well as sourcing user-generated content
- » A virtual wine tasting series hosted by Martha Stewart

ORGANIC SOCIAL

Virtual Tasting Series

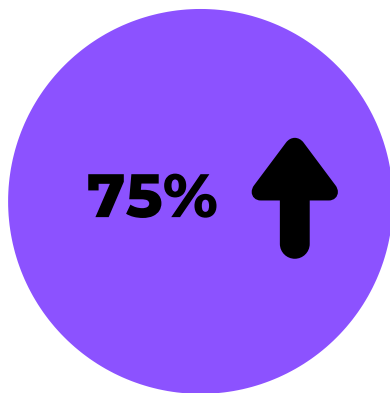
We helped Martha and her team put together a virtual tasting series where customers could join her on Zoom to taste along with some of her favorite wines!



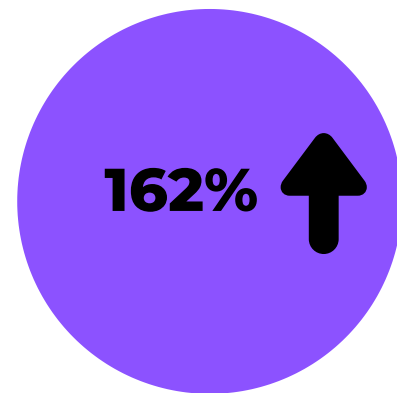
RESULTS

Instagram

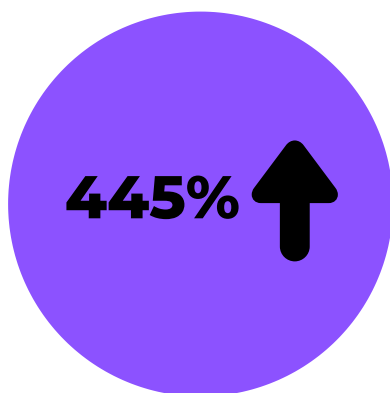
ORGANIC FOLLOWERS



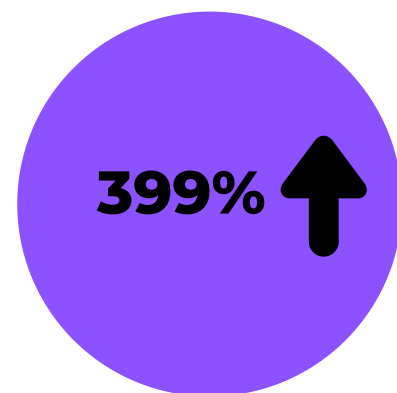
ENGAGEMENT RATE



LIKES



ENGAGEMENTS



RESULTS

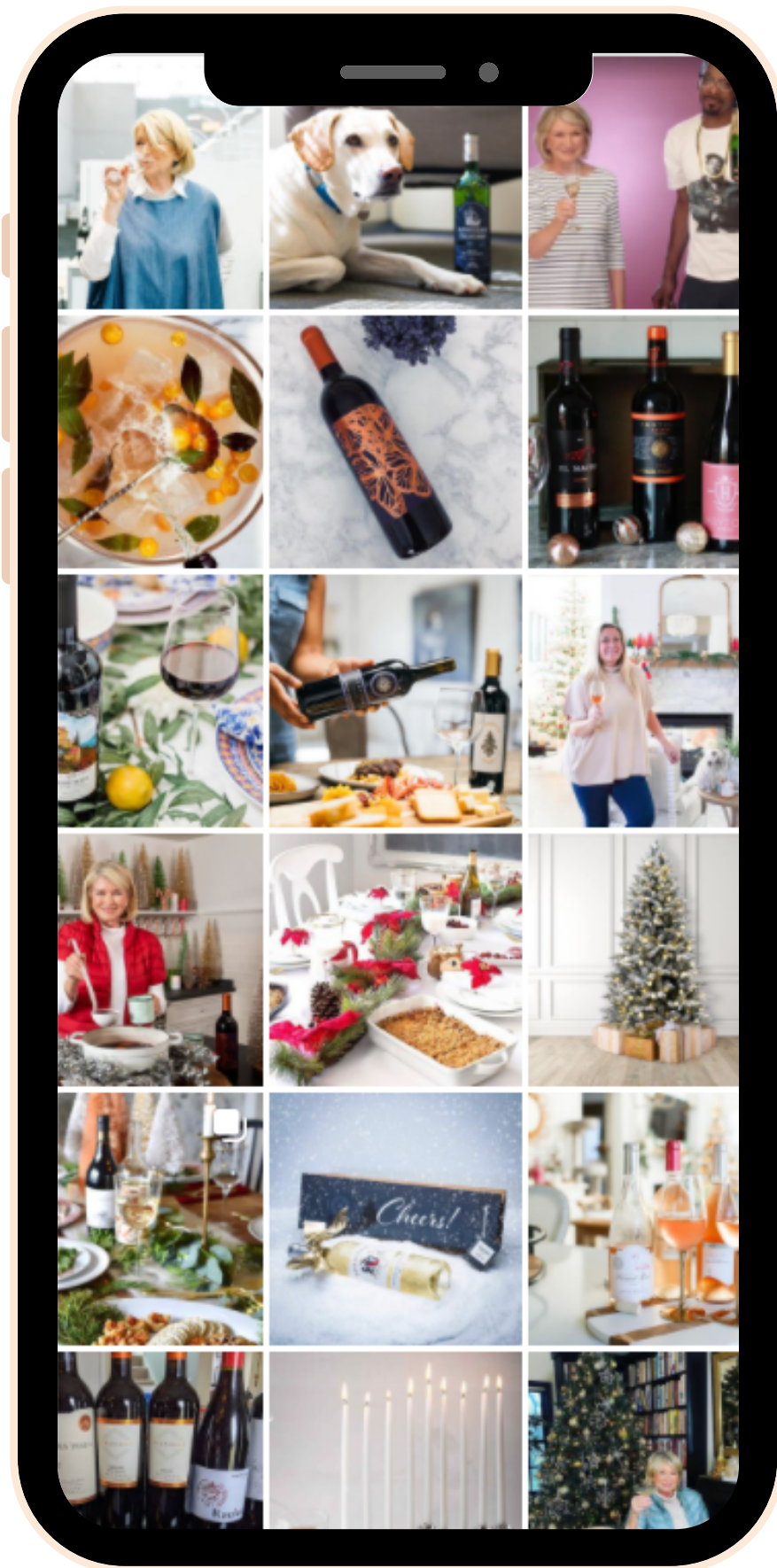
Organic Social

257%

increase in new organic social
media website visitors

2995%

increase in organic social media
revenue



See for yourself





A GEN-Z AGENCY BUILT FOR THE NOW

If you're going to invest in marketing, you deserve bottom-line results. Get your free audit, analysis, and consultation today.

LET'S GROW TOGETHER