

## **Client Industry: Property Management B2C & B2B**

**Platform:** Instagram, Facebook, Groups, Funnels, Emails, Ads & Tik Tok

**Goal:** Build trust and an engaged community, educating the audience regarding their specialist work.  
Increase number of leads through social media channels.

### **Results:**

- IG followers grown by 50% in 5 months
- Tik Tok – brand new established platform 1.9k followers in 2 months
- Ads – resulted in over 17000 clicks from Meta and 50000 impressions google last month, taking the top spot 90% of the time for targetted key words (£1000 ad spend)
- Leads – from 150 per month to over 2000 in one month

### **What we did:**

- Refined content strategy and modernised page layouts, in line with brand guidelines
- Created engaging, educational content that worked with the algorithm – not against it
- Optimised profile, captions, and post structure for clarity and conversion
- Planned and drove the monthly content calendar with weekly strategic tweaks
- Supported group engagement and influencer outreach to extend visibility
- Developed a bold ad campaign strategy across Meta and Google
- Introduced Automated Chat flows and weekly tracking to manage lead quality and funnel flow