Case Study 1

Driving Multi-Channel Growth Through Social, Content & Digital Strategy

Presented by :
Joan Amanwi

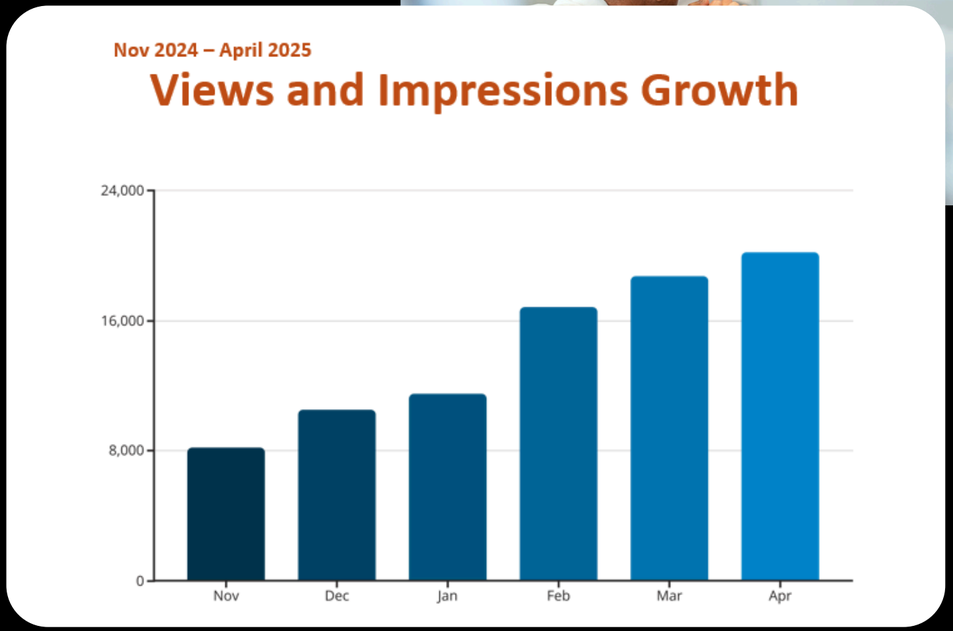
Focus :
Social Media, Digital Content, Campaign Strategy, Analytics

Timeframe:
Nov 2024 – April 2025

Role:
Marketing & Communications Lead

Impact Summary

Increased social views by 84.5%, audience reach by 89.5%, and engagement by 95.5% by refining content strategy and optimizing multi-channel performance.



The organization needed stronger brand visibility, more consistent audience engagement, and improved performance across social and digital channels. Social activity was inconsistent, engagement was low, and growth was slow.

The Challenge

The Strategy

I developed and executed a multi-channel content and communications strategy focused on:

- Increasing posting consistency
- Prioritizing high-engagement formats (especially video and reels)
- Highlighting company culture and human-centered storytelling
- Optimizing post timing based on engagement behavior
- Cross-promoting content between Instagram, LinkedIn, and website
- Tracking performance and adjusting content based on analytics

Execution

To increase brand visibility, boost audience engagement, and improve performance across social and digital channels, we prioritized platforms that had demonstrated strong engagement and reach in previous months.

01

Channels Used

- Instagram
- LinkedIn
- Website
- Content storytelling & brand campaigns

02

Key Actions

- Shifted content toward reels and video, which drove significantly higher engagement
- Introduced culture-focused content to humanize the brand
- Implemented a consistent publishing schedule, improving visibility and retention
- Monitored performance trends to refine future content topics and formats

Sample Social Media Posts

Posts

Reels

Watch Reel 1

Watch Reel 2

Watch Reel 3

Watch Reel 4

Watch Reel 5

Joan Amanwi

Data Analysis 1

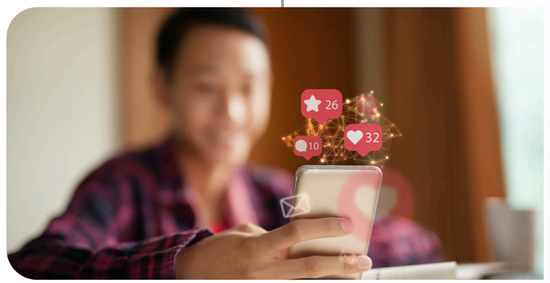
Social Media Views & Impressions

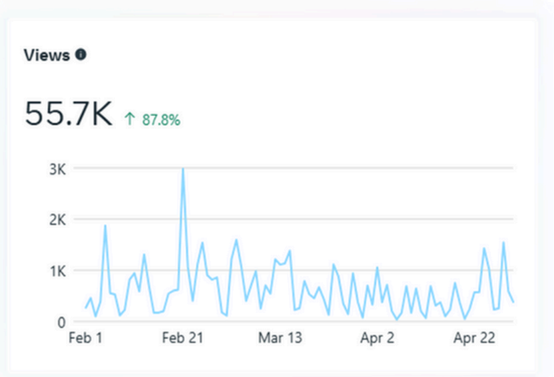
Results: Real Performance Data

Instagram Views/Impressions - Nov 2024 - April 2025

Total Views (Nov–Apr): 85,925

- Nov 1, 2024 – Jan 31, 2025: **30,200 views**
- Feb 1 – Apr 30, 2025: **55,725 views**

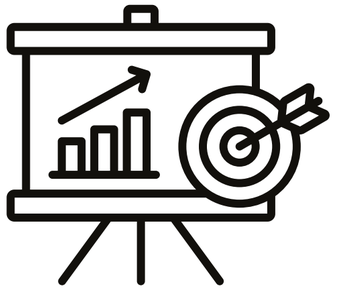




Starting Point: As of Nov 1, 2024, total views were 540.

Key Insights

Overall growth: Total views increased by about 85% from the first quarter (Nov–Jan) to the second (Feb–Apr).
Engagement trends: Peaks align with strategic content pushes — holidays and high-engagement company culture posts.
Content effectiveness: Reels and visually engaging posts drove the highest engagement in Feb, suggesting video content should remain a focus.
Steady momentum: Average daily views increased across quarters, demonstrating sustained audience growth and interest.



Results

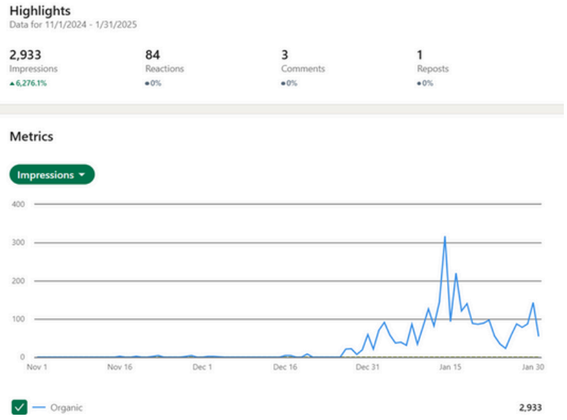
LinkedIn Impressions - Nov 2024 - April 2025

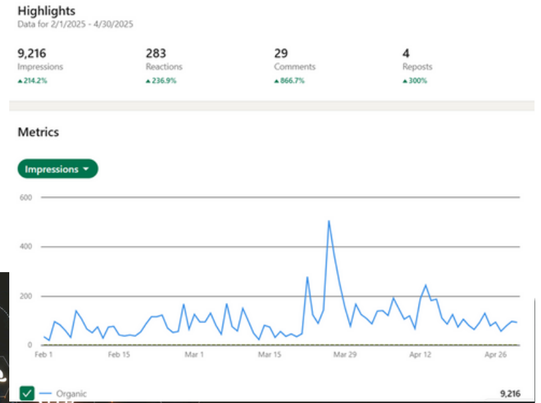
Total Impressions (Nov–Apr): 12,149

- Nov 1, 2024 – Jan 31, 2025: **2,933 impressions**
- Feb 1 – Apr 30, 2025: **9,216 impressions**

Key Insights

- **Strong impression growth:** LinkedIn impressions more than tripled from November 2024 to April 2025
- **Engagement alignment:** Increases in reactions, comments, and reposts correspond with higher impressions and more engaging content strategies.
- **Content strategy impact:** Short-form videos, company culture highlights, and consistent posting contributed to stronger engagement metrics.





Joan Amanwi

Data Analysis 2

Content Interaction

Results:

Instagram Interaction - Nov 2024 - Jan 2025

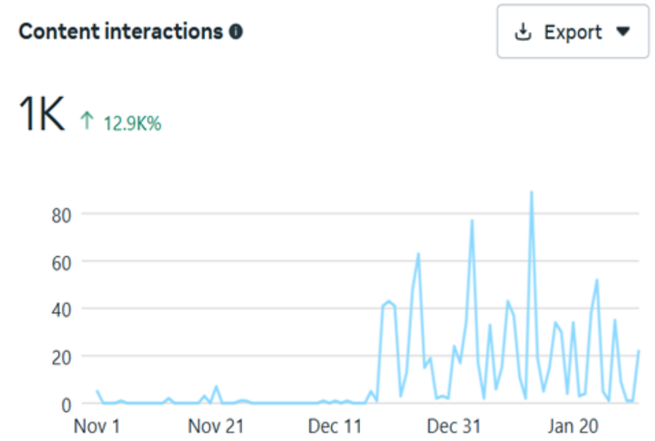
Total Interactions

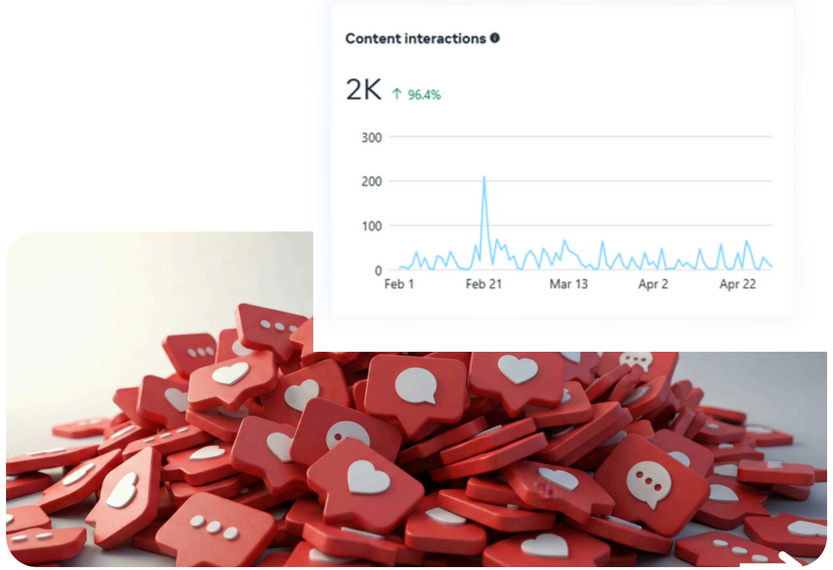
- Nov 1, 2024 – Jan 31, 2025: **1,041 interactions**
- Feb 1 – Apr 30, 2025: **2,035 interactions**
- Total (Nov–Apr): **3,076 interactions**

Starting Point: As of Nov 1, 2024, total interaction was 7.

Key Insights

- **Steady upward trend:** Interactions roughly doubled from November 2024 to April 2025.
- **Content peaks:** Spikes correspond to seasonal events (December holidays) and high-engagement content strategies (Feb 21 peak).
- **Consistency matters**: Average daily interactions increased as posting frequency and content quality improved.





Results:

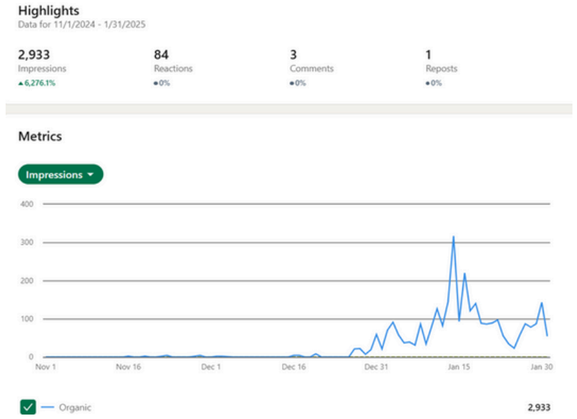
LinkedIn Engagement - Nov 2024 - Jan 2025

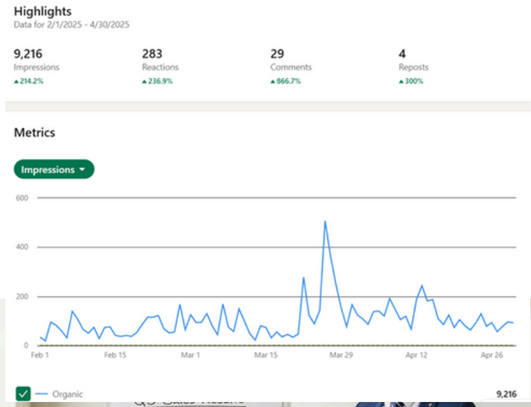
Total Engagement:

- Reactions: **367**
- Comments: **32**
- Reposts: **5**

Key Insights

- **Impressions Growth:** LinkedIn impressions more than tripled from 2,933 in Nov to 9,216 in April, showing significant audience reach expansion.
- **Reactions Surge:** Reactions increased from 84 to 283, reflecting stronger post resonance with the audience.
- **Comments & Conversations:** Comments jumped from 3 in Q4 to 29 in Q1, indicating higher engagement and more meaningful interactions.
- **Momentum Trend:** Engagement metrics show a clear upward trend across all indicators, suggesting that the LinkedIn strategy is gaining traction and audience interaction continues to improve.





Joan Amanwi

Data Analysis 3

Follower Growth

Results:

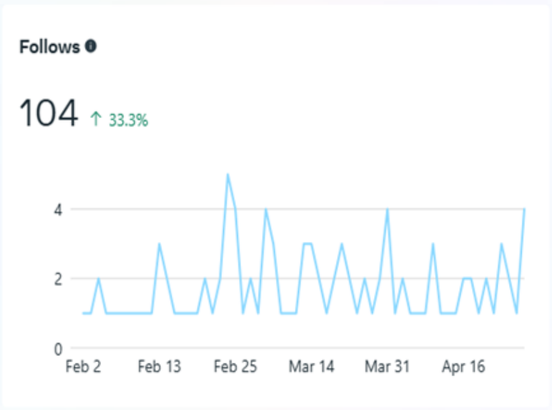
Instagram Follower Growth - Nov 2024 - Jan 2025

Total New Followers: 182

- Nov 1 – Jan 31, 2025: **78 new followers** (average 1/day)
- Feb 1 – Apr 30, 2025: **104 new followers** (average 3/day)

Key Insights

- **Consistent growth:** Instagram follower count steadily increased over the 6-month period.
- **Acceleration:** The rate of new followers rose slightly in Feb, reflecting increased engagement and effective content strategies.
- **Content correlation:** Growth corresponds with high-performing posts, particularly reels and content highlighting company culture.
- **Engagement-driven acquisition:** Peaks in likes, comments, and interactions likely contributed to attracting new followers.



What Drove Success

- Reels and video content produced up to 210% more engagement
- Consistent posting doubled reach and stabilized performance
- Culture-driven storytelling improved brand connection and follower growth
- Performance data guided continuous optimization

Real Impact

How these Results Impacted the Business

The increase in social media activity strengthened brand awareness and positioned the company as a thought leader in Sports Medicine. It also supported client loyalty and trust, as many followers shared their positive experiences and visit outcomes with their own audiences, expanding reach and credibility. Additionally, the strategic use of Instagram Stories and link placements contributed to increased website traffic to key service/booking pages.

To support content creation, scheduling, and performance analysis, the following platforms and tools were used. These tools enabled efficient content design, video editing, data tracking, performance reporting, and campaign optimization throughout the reporting period.

Tools & Platforms Used

Instagram

LinkedIn

buffer

Canva

Google Analytics

excel

PowerPoint

Adobe Premier Pro & Photoshop

Key Skills Demonstrated

- Multi-channel campaign execution
- Digital content strategy
- Social media growth & engagement optimization
- Data-driven decision making
- Monthly performance reporting
- Brand storytelling
- Strategic experimentation
- Marketing analytics & KPIs

Case Study 1

Driving Multi-Channel Growth Through Social, Content & Digital Strategy

Email: Amanwi96@gmail.com
Phone: 470-830-6419

Presented by :
Joan Amanwi

Kindly visit my website joanamanwi.com to view more case studies.