

Social Media Management Case Study

With Rosa Consulting

Solutions for Strategic Storytelling ✓

Rosa Consulting, a consulting firm that works with small nonprofits serving the urban communities of Greater Cleveland, OH, was seeking a social media strategy that would help them adequately share their message while building a consistent online presence.

The lack of a strong and consistent social media presence limited Rosa Consulting's ability to reach its desired audience of potential customers and expose itself as an expert in its field.

To address these issues, Rosa Consulting turned to Boone Logic, a Greater Cleveland-based marketing and content development consultancy firm, to help curate an effective social media strategy that would create engaging content to share with the desired audience on a consistent posting schedule.

Challenges ✓

Rosa Consulting lacked the time and resources in-house that were necessary to effectively disseminate its message across its social media channels.

The organization was looking for a quality, and affordable, marketing professional that could effectively and consistently organize, create, and share social media content across Rosa Consulting's channels.

Solutions ✓

Boone Logic embarked on cultivating a social media strategy that would meet the unique needs and goals of Rosa Consulting.

Faith Boone, the Founder of Boone Logic, worked with Diana Rosa, the CEO of Rosa Consulting, directly to ensure the finalized strategy was consistent with Diana's vision for the company, while also offering specific strategic ideas and insight to incorporate to meet her social media goals.

ROSA CONSULTING

POSTING CADENCE: 3-4X/WEEK



ROSA CONSULTING, LLC

227 FOLLOWERS • 103 FOLLOWING



DROSACONSULTING

241 POSTS • 37 FOLLOWERS • 7 FOLLOWING



DROSACONSULTING

613 FOLLOWERS

At a glance

At Boone Logic, we offer a comprehensive suite of social media services that can help you build and strengthen your brand presence online.

We offer a range of services, including social media management, content creation, advertising, and analytics.



BOONE LOGIC

BOONE LOGIC

GROWING BUSINESSES WITH FUN,
ENGAGING MARKETING SERVICES.



Content Development & Marketing
Consultancy



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Key Goals



Create an educational and welcoming social media presence that aligns with Rosa Consulting's values and color scheme.



Curate a consistent posting cadence to ensure Rosa Consulting was regularly reaching and engaging with its desired audience.



Create 4-6 social media campaigns that connect with the audience and uplift one of Rosa Consulting's goals.

Boone Logic creates a monthly calendar that outlines 3-4 posts per week across all of Rosa Consulting's social media platforms. The calendar includes a diverse variety of campaigns to promote educational content, brand awareness, client testimonials, and more.

Strategy Insights

1

Strategic Review & Reflection: A tenet of Boone Logic's values involves ensuring every strategy created is reflective of the client's goals, mission, and values.

It is an inclusive process between Boone Logic and the client that results in a collaborative strategy that combines the client's vision and ideas with the strategic experience of Boone Logic team members.

Client Feedback: "It has been a great experience," Rosa Consulting CEO Diana Rosa said. "Faith not only listens to my ideas, but she is very strategic in offering new ideas and insight."

2

Reels: Boone Logic found that reels, and other video content, engage and resonate well with the Rosa Consulting audience.

Photos and videos that Diana shares on her personal LinkedIn are repurposed to create an engaging reel that brings together the work, networking, and engagement opportunities Diana and her team have been involved in.

This allows the content to be shared in a new and refreshed way that resonates with and engages the greater Rosa Consulting audience.

Client Feedback: "Samantha takes my posts and elevates them, never asking me to produce [additional] content," Diana said. "She is creative."

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Strategy Insights Continued ✓

3 Client Testimonials: Boone Logic found that sharing client testimonials is a powerful tool for building trust and establishing credibility with the Rosa Consulting audience, as they provide authentic, first-hand experiences that resonate with potential clients.

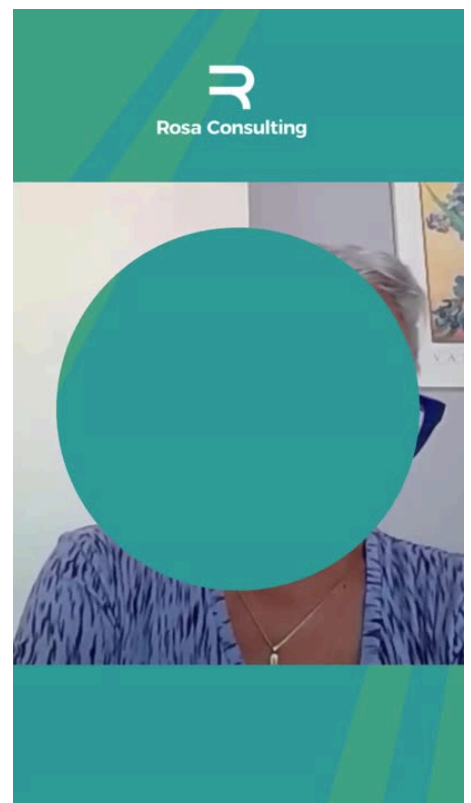
Sharing these stories enhances brand awareness and positions you as an expert in the field by showcasing real-world success.

Initially, Boone Logic shared static graphics of client testimonials, including a quote and photo of the organization representative sharing their feedback.

While these received positive engagement, Boone Logic elevated this strategy by creating video testimonials in a dynamic reel series. This shift allowed for deeper engagement, highlighting the client's stories and the positive impact Rosa Consulting has had on their organizations.

Rosa Consulting values this opportunity to celebrate its clients while receiving meaningful, direct feedback that could be shared with its social media audience.

Client Feedback: "I love my client testimonies and how you presented them as a series," Rosa Consulting CEO Diana Rosa said. "I love the content and branding, it makes my posts distinct."



EXPLORE MORE OF ROSA CONSULTING'S SOCIAL MEDIA:



Rosa Consulting, LLC

drosac consulting

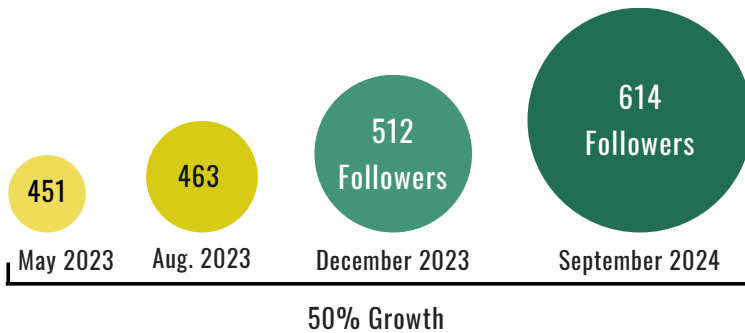
rosa-consulting-llc

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Analytics Insight

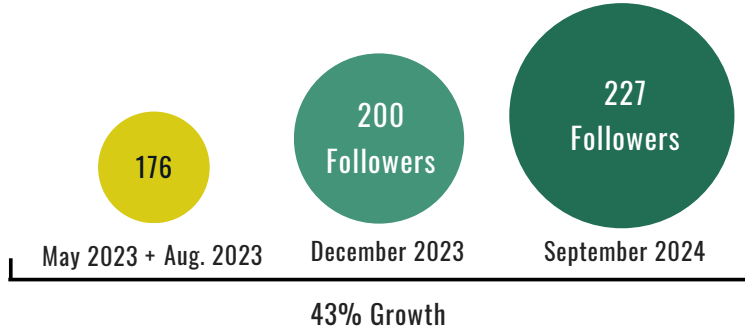
LINKEDIN



Notes: LinkedIn comments up by 93% since August 2023.

- 36% increase in following in 1.5 years

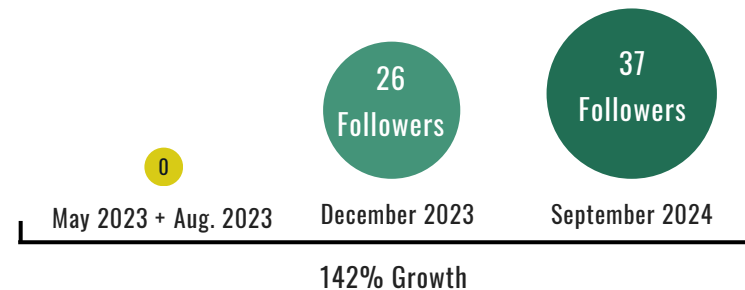
FACEBOOK



Notes: Facebook visits up by 25% since August 2023.

- 30% increase in following in 1.5 years

INSTAGRAM



Notes: Instagram visits up by 5% since August 2023.

- 42% increase in following in less than 1 year

REACH

	LinkedIn	Facebook	Instagram
May 2023	---	---	---
Aug. 2023	223 (page views)	625	71
Dec. 2023	260 (page views)	1,162	76
Sept. 2024	846 (page views)	2,542	627

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Customer Service Q&A

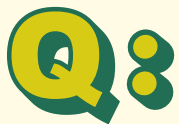
Responses by Diana Rosa | CEO of Rosa Consulting



Q: What made you decide to seek out social media management services?



When I realized I wasn't doing a good job on my own. I also saw what Boone Logic was doing in other social media sites such as the work with, now, Collaborate Cleveland.



Q: What measurable results have you seen since partnering with us (e.g., increased followers, engagement, website traffic, leads, sales)?



I can't put a dollar sign on it but I will say almost every new client when I ask, 'How did you hear about me?' they say I follow you on LinkedIn.



Q: Can you provide specific examples or anecdotes highlighting the impact of our social media management?



My pages are relevant and you have increased my followers because you post often. It's a miracle because I know I don't do a good job of getting you content but the page never stops!



Q: Did you feel informed in the decision-making process?



Yes. I feel my media reflects my ideas.



Q: Were there any changes or improvements you noticed in our approach over time?



You got to know me better so now when I get my calendar there are few to any changes.



Q: Were there any challenges or obstacles encountered during our work together?



The only challenge I have is cost. I think you are reasonable but my budget is limited. You offered me less expensive approaches and options.



Q: Did you receive good value for your investment? Why or why not?



Yes, compared to my other social media person you provided more. I also know there are others that are cheaper but the quality of the work means a great deal to me.

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Client Testimonial



“Faith and her team at Boone Logic have done an exceptional job of managing my social media. I get many compliments on my content and I have actually learned a lot about how to make my own posts more effective. Samantha is always responsive to my ideas and creates great content with just my ideas!”

-Diana Rosa, CEO of Rosa Consulting

More about our Social Media Management Services

At Boone Logic, we offer a comprehensive suite of social media services that can help you build and strengthen your brand presence online. Our team of social media experts specializes in creating customized strategies that are tailored to your specific business goals and target audience. We offer a range of services, including social media management, content creation, advertising, and analytics. Our social media services are designed to help you connect with your audience and achieve your marketing goals.

Special Details

- Pricing varies depending on the level of research involved in drafting pieces
- Package deals with content development services available

Social Media Management services also include:

- Campaign Design
- Copywriting
- Copyediting
- Scheduling
- ...ask about more!

Learn more when you visit the [Boone Logic website!](#)

