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SMM

**Case Study
and Report**



Client Background

Garden Center Guide, is an online directory for garden centers and nurseries. The website allows users to find and review garden centers in their area. The objective of this case study is to demonstrate how SeoEaze helped Garden Center Guide increase its organic traffic from social media by 200%.



The Challenge



Challenges

Before working with SeoEaze, Garden Center Guide was struggling to generate organic traffic from social media. The website had a social media presence on Facebook, Twitter, and Instagram, but the engagement and traffic were low. The website had very few followers, and the content was not optimized for social media platforms.



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Campaign Strategy



SeoEaze worked with Garden Center Guide to develop a comprehensive social media marketing strategy that included the following tactics:

#Content optimization	#Consistent posting	#Influencer outreach	#Hashtag optimization
We optimized the content on the Garden Center Guide website for social media platforms. This included creating shareable content, optimizing images, and adding social media buttons to the website.	Our SMM team created a social media posting schedule for Garden Center Guide. They posted content consistently on Facebook, Twitter, and Instagram. They also optimized the posting times for each platform to ensure maximum engagement.	SeoEaze identified influencers in the gardening niche and reached out to them to promote Garden Center Guide. They worked with influencers to create sponsored posts and giveaways.	We optimized the use of hashtags on social media platforms. They researched and identified the most relevant hashtags for the gardening niche and incorporated them into the content strategy.



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Successful Execution

The social media marketing strategy helped increase brand awareness for Garden Center Guide. The sponsored posts and influencer outreach helped the website reach a wider audience and generate more interest.





200%

increase in organic traffic

The organic traffic from social media increased by 200% within the first six months of implementing the social media marketing strategy.



160%

increased engagement

The engagement on social media platforms increased significantly. The number of likes, comments, and shares increased by 150%.



120%

rise in outreach

The number of followers on social media platforms increased by 120%.



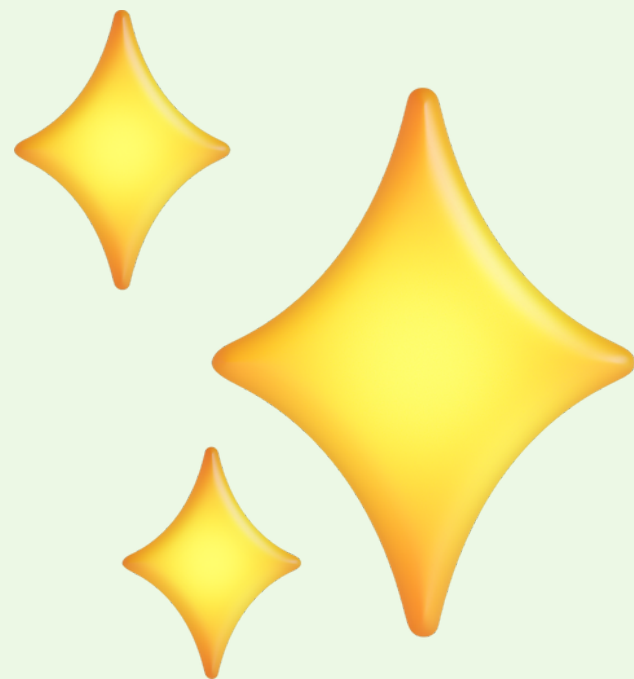
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Results



Conclusion

SeoEaze helped Garden Center Guide overcome the challenges of generating organic traffic from social media. By implementing a comprehensive social media marketing strategy, they were able to increase organic traffic by 200% and improve engagement and brand awareness. The success of this case study demonstrates the importance of social media marketing for businesses looking to improve their online presence and drive traffic to their website.



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