

Keeping TOUCH

MASSAGE DTX

CLIENT CASE STUDY

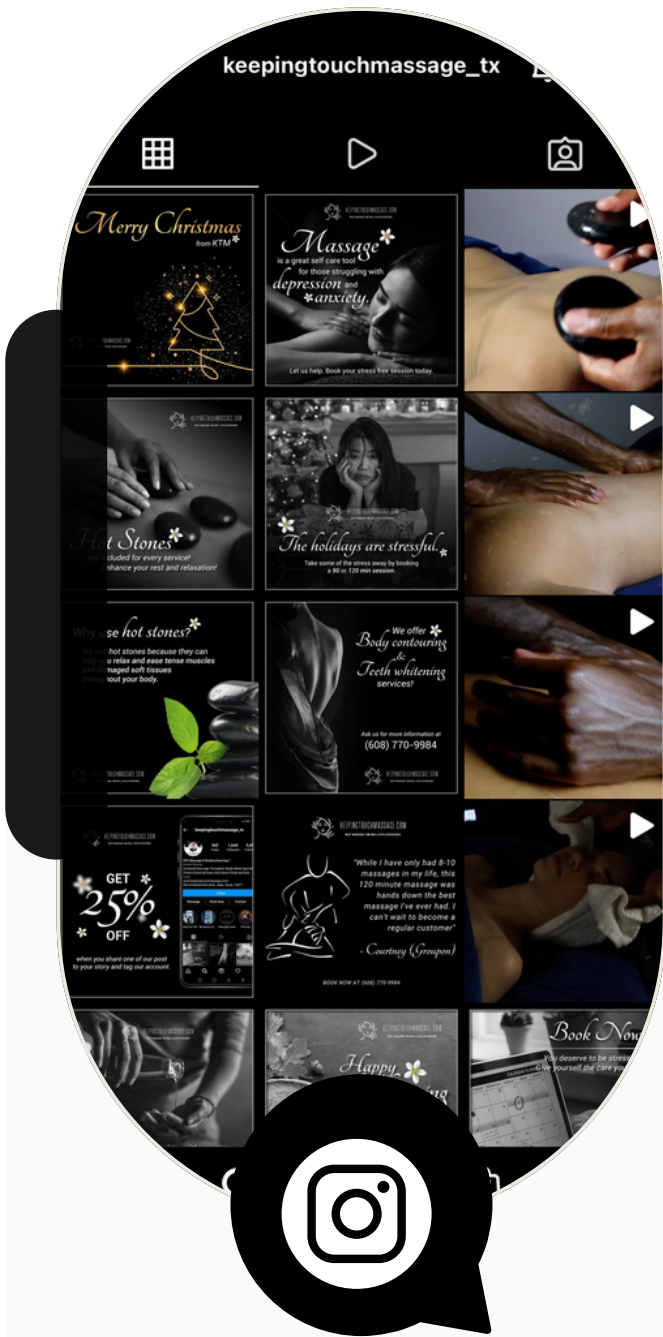
Social Media Marketing

OBJECTIVES

- Solidify the client's branding to ensure that it's the same across their entire online presence.
- Establish a content calendar that highlights his services, their benefits, and any new offers.
- Engage with customers and increase customer loyalty by responding to comments, questions, and reviews in a timely manner.
- Reach more clients in Dallas, Texas, and surrounding areas through targeted campaigns.

CHALLENGES

- Time: KTM does in-office and mobile massage so social media wasn't able to be prioritized.
- Cost: The client needed cost-effective services that did not break the bank.
- Content: The client was able to work on videos for his account but had no graphic design or content creation skills. Therefore he was posting inconsistently and screenshotted/reposted content over original content.



BENEFITS

- **Saved Time:** The client was able to save time and focus on his clients instead of focusing on content creation which has led to better customer service.
- **Saved Money:** The cost-effective services provided enabled him to focus on growing his business without compromising quality.
- **Increased Reach:** Due to our content and targeted campaigns, we helped increase page reach and post visibility that resulted in more bookings

SOLUTION

- New branding and logos were created to ensure a unified look across all of his digital platforms.
- A content calendar was established in order to keep the client on track for posting. We handled all scheduling and content creation with our graphic design team.
- We implemented targeted campaigns based on location and demographics in order to reach his ideal client.

Testimonial from Dyshaun, Owner of KTM

"Marketing is such an important part of running a business, I've been getting graphics done with Stotts Creative... and I'm extremely satisfied with the work.

Every month my page has content created and ready to post takes so much weight off of me and allows me to focus on my actual clients. I can't express enough the gratitude I have . Definitely recommend Stotts Creative"

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