

SOCIAL MEDIA CASE STUDY

For Tallow Signs



www.scarlettdarbyshireuk.com

Tattoo Signs

A family-owned Large Format Printing Service based in Blackburn, Lancashire.

PROJECT AIMS

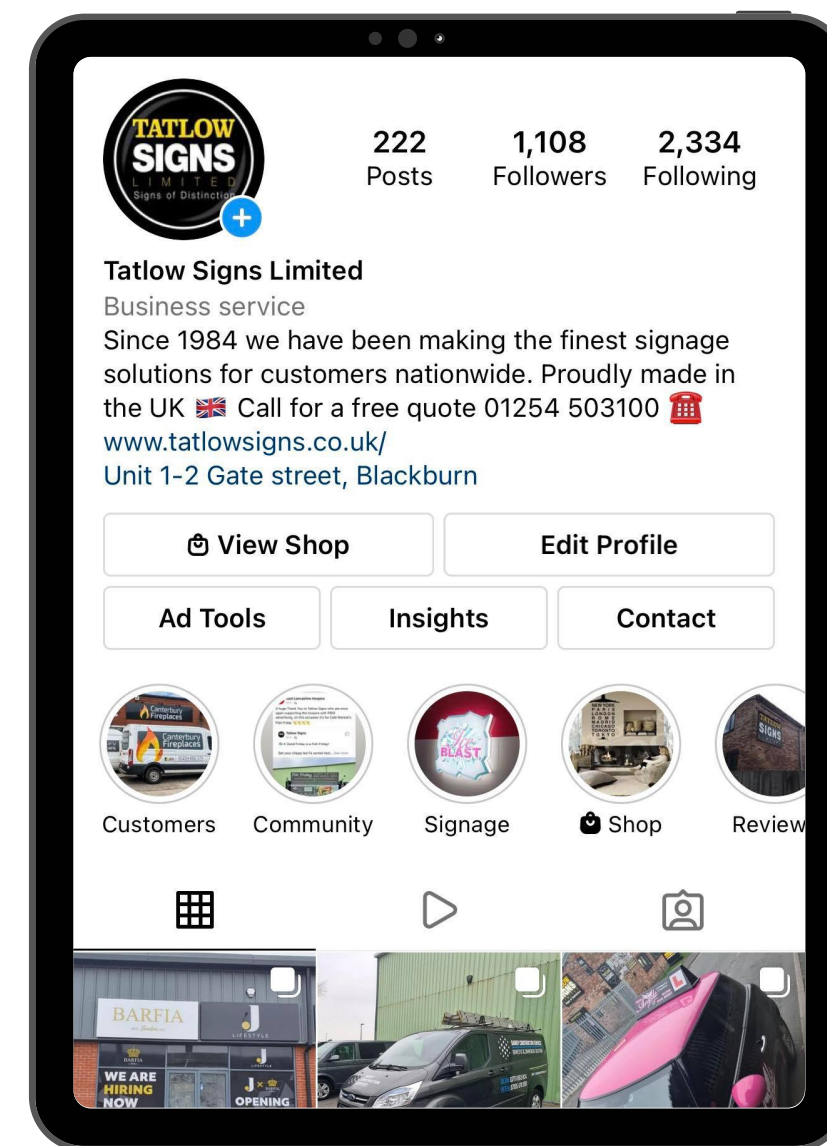
- Revive the old Instagram and Facebook Pages and
- Implement Growth Strategy
- Create a new Website with eCommerce Capability
- Get Listed on Relevant Online Directories

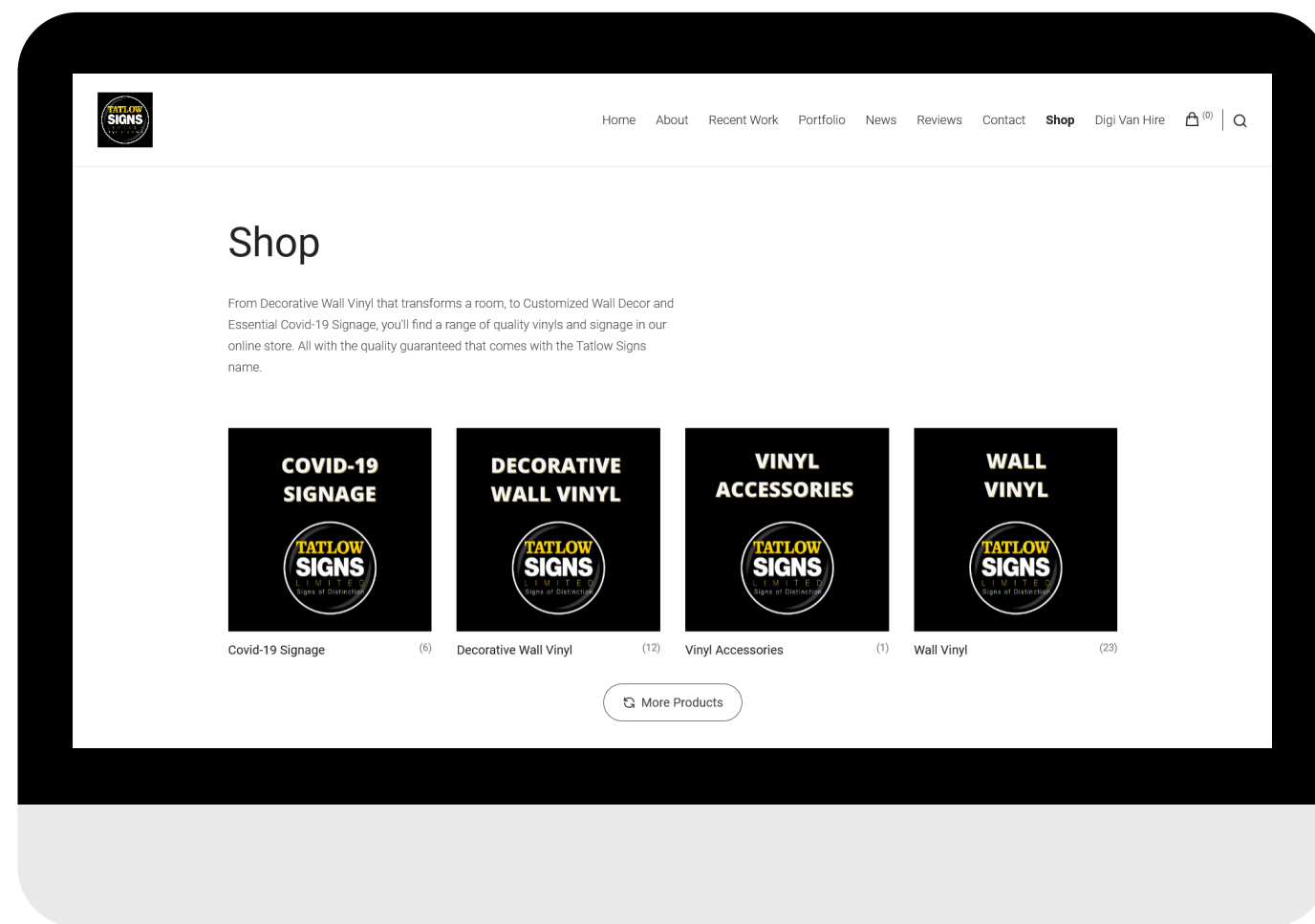


Social Media

The client had previously set up a Facebook and Instagram profile, but these had become dormant. They wanted Social Media to showcase their portfolio of work and become a customer service tool. In addition they wanted them to drive traffic to their website and online shop.

I manage the social media for Tatlow Signs on a monthly basis. This includes Facebook, Instagram and Google My Business. Their package includes standard media posts, boosted posts and ads and a quarterly competition.





Click me!

Website & Shop

The client's old website was basic and non-responsive on mobile devices. They wanted a clean, bold site that looked modern and showed off their portfolio.

For their growing vinyl range, they also needed a shop directly on the website. This shop is built with WooCommerce. Simple and clean, it shows the product off well without any complicated design.



Client Wins!

The client needed this project to commence quickly, and we were able to build and launch the new website and shop within 5 days of our first meeting!

- The suggestion to include Google My Business as part of the strategy was a good one – within the first quarter there were 11,300 views of their profile, 196 calls from customers, 1,880 photo views and 302 customer actions on their profile.
- Without any ad spend, in the first quarter the Facebook Page Reached 44,738 people, 3,919 visited the page and 1,480 new page likes. For Instagram, there were 1,976 Profile Visits and 1,246 new followers.

