

CE SPACE PLANNING

SOCIAL MEDIA
STRATEGIST/MANAGEMENT

139K WEBSITE HITS
6,325 INSTAGRAM FOLLOWERS
474 FACEBOOK LIKES

CE Space Planning
RENOVATION CONTRACTOR



WWW.CESPACEPLANNINGINC.COM
NYC

((718)937-0513
FEB.2017-12/25/1019

Overview



CREATIVE/BRAND CONSULTANT

CE space Planning is a construction company located in Long Island City. Upon my arrival, there wasn't a website and the social media platforms had just launched, with no anticipation. The company was working on a 33-million-dollar project, which took a lot of cash flow and man power so the client wasn't too concerned with gaining more jobs/leads. He was more concerned with gaining and maintaining awareness while they were busy with this project.

DEMOGRAPHICS

- 72% of audience are 35-55
- 50% of audience are Male
- 50% of audience are female
- 64% of audience resides in NYC

STATS

The stats below are reflection of the growth.

- 200-2200+ Monthly website visitors
- 231-2,785 Subscribers
- 104-474 Facebook Likes & Friends
- 100-6,300+ Instagram Followers
- Grew engagement on all platforms by 100%+
- Increased awareness on all platforms
- Created a flow of inbound leads from Social media.
- Implemented marketing tactics that led to a significant increase in social media shares
- Implemented marketing tactics that led to a significant increase in website traffic from social media posts.

ADVERTISE

Introduced them to digital advertising to help increase reputability on all platforms.. Ensured there was always high rate of return on each campaign.

WEBSITE DESIGN

Collaborated with the company's web designer to re-design & Revamp the website to appeal more modern. & cohesive.



BRAND STRATEGY

"YOU WANT IT, WE BUILD IT"

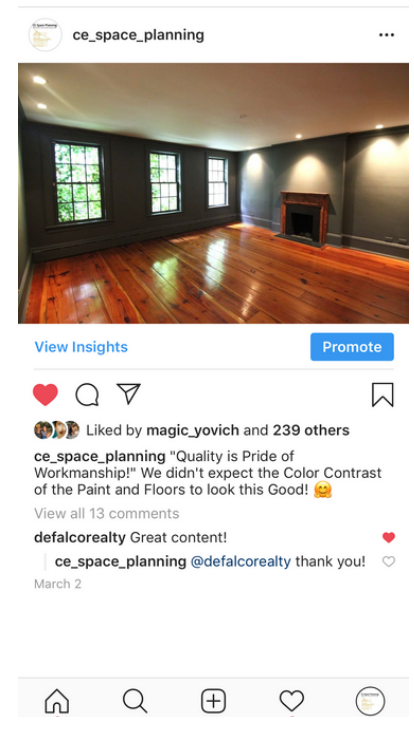
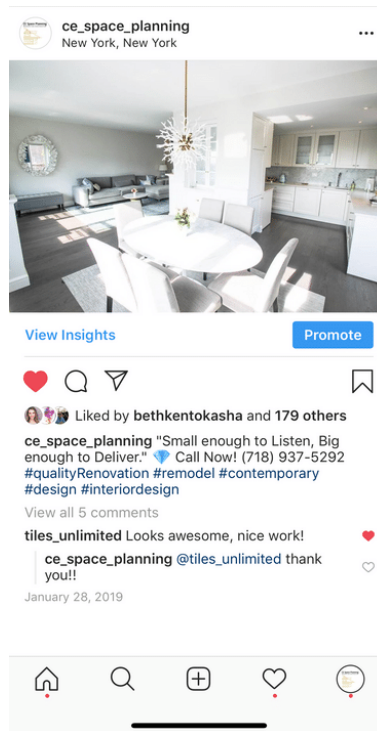
CESPACEPLANNINGINC.COM

OBJECTIVE

So my main objective for this client was to obviously help create a cohesive website, gain a targeted following, and keep them engaged as much as possible during the duration of the major project.

CONTENT

On all of the platforms, I use a lively tone of voice while highlighting what stands out most in the photo and clearly identifying that it's our work.. My goal was to promote the quality of our work without bragging too much. I also made sure all of the content was visually pleasing and truly portrayed our best work.



ADVERTISING

MADE SURE THERE WAS A POSITIVE RATE OF RETURN!

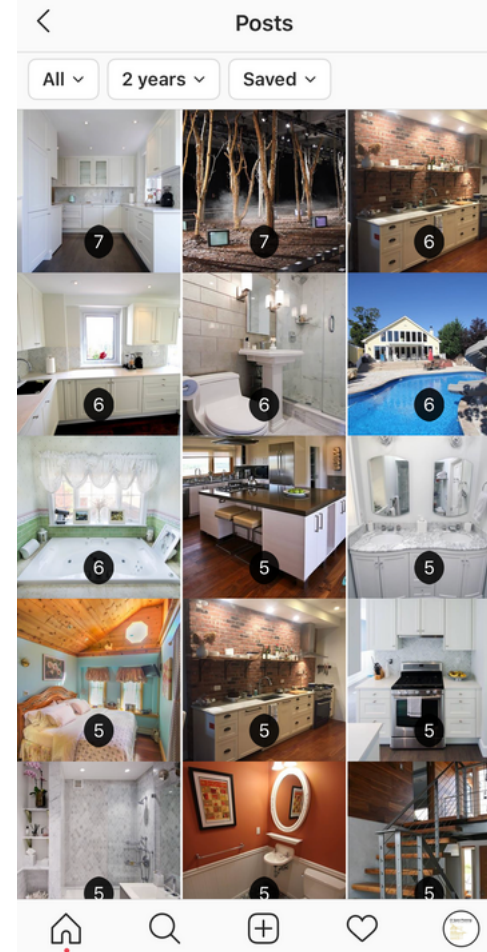
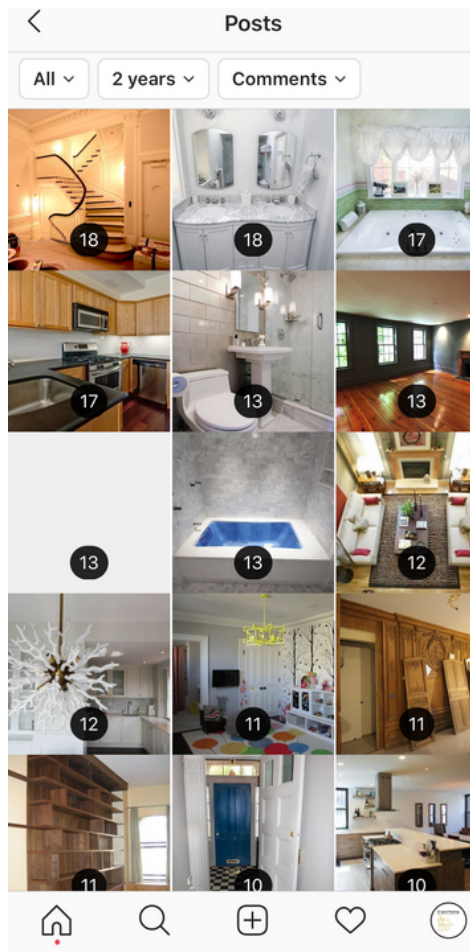
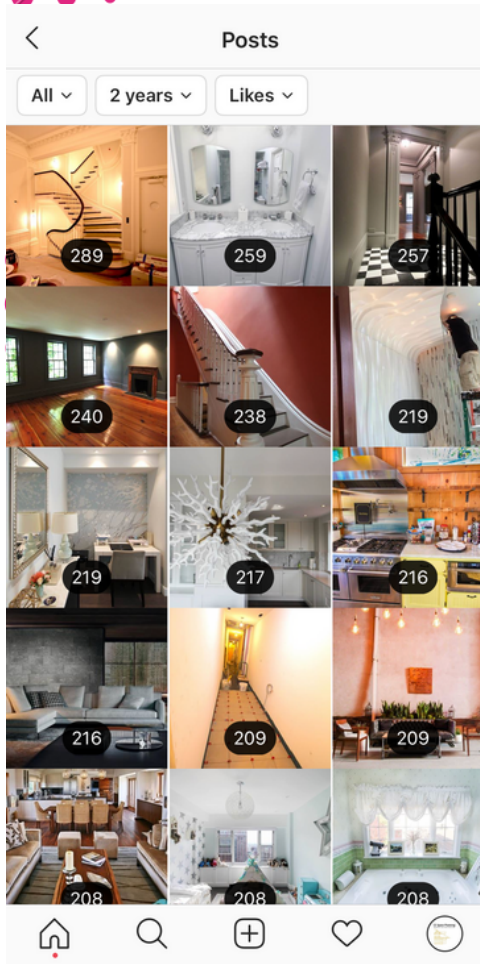
Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Ongoing Local Business Promotion CE Space Planning Inc	Off	Using ad set ...	68,926 Reach	68,926	128,331	\$5.51 Per 1,000 Peo...	\$379.94	Ongoing
[01/08/2019] Promoting CE Space Planning Inc	Completed	Using ad set ...	17 Page Likes	525	535	\$0.82 Per Page Like	\$13.99 of \$13.99	Jan 15, 2019
[12/11/2018] Promoting CE Space Planning Inc	Completed	Using ad set ...	23 Page Likes	457	477	\$0.87 Per Page Like	\$19.99 of \$19.99	Dec 21, 2018
[11/26/2018] Promoting CE Space Planning Inc	Completed	Using ad set ...	34 Page Likes	738	765	\$0.62 Per Page Like	\$20.99 of \$20.99	Dec 3, 2018
Results from 4 campaigns				70,542 People	130,108 Total		\$434.91 Total Spent	

SOCIAL MEDIA

SINCE THE COMPANY MAINLY WORKED ON ONE PROJECT FOR 2 YRS. I HAD TO REALLY STRETCH & ROTATE THE CONTENT TO MAKE US SEEM BOOKED AND BUSY. I HIGHLIGHTED THE CURRENT WORK, PAST COMPLETED WORK, AND THE DETAILS WITHIN OUR WORK. THIS KEPT OUR AUDIENCE ENGAGED AND INCREASED OUR REPUTABILITY.

Instagram

Avg. Insights/Photo: 160 likes, 10 comments, 4 shares, 5 saves, 56 profile visits



FACEBOOK

CE Space Planning Inc
Published by Hootsuite [?] · February 5 ·

Staircases should lead to more greatness & look good in the Process. 🙌
#renovation #restoration #staircase #sturdy #structure

Performance for Your Post

111 People Reached

12 Reactions, Comments & Shares

7 Like	6 On Post	1 On Shares
1 Wow	1 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

17 Post Clicks

8 Photo Views	0 Link Clicks	9 Other Clicks
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NEGATIVE FEEDBACK

- 0 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts

CE Space Planning Inc
Published by Hootsuite [?] · October 5, 2018 ·

"There's beauty in Simplicity" Recent bathroom Remodel in Long Island, New York. What's your style? 💎

Performance for Your Post

99 People Reached

12 Reactions, Comments & Shares

4 Like	4 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
6 Comments	6 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

16 Post Clicks

4 Photo Views	0 Link Clicks	12 Other Clicks
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NEGATIVE FEEDBACK

- 0 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts

CONTENT CREATION

I TRAVELED ONSITE TO TAKE PROGRESS & BEHIND THE SCENES PHOTOS FOR CONTENT.



NEWSLETTERS & VIDEO CONTENT

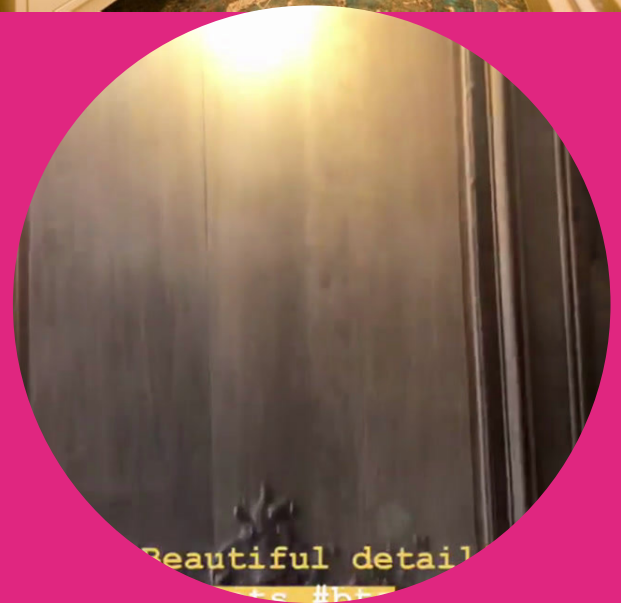
Monthly Newsletter:

Avg Opens- 21%

Avg. Click Rate- 2.2%

- September '19
- November '18 Newsletter
- May '17 Newsletter

Created Video Content such as go pro's, boomerangs, Instagram stories etc. for different projects. Ex. →



Beautiful detail
#ht