



Case Study

Educational Niche



Social Media Marketing



We implement a targeted strategy to enhance brand recognition by highlighting unique selling points and driving engagement. Our campaigns are designed to resonate with audiences seeking style, confidence, and authenticity, showcasing standout collections inspired by diverse influences. By leveraging visually striking content, influencer collaborations, and customer testimonials, we create compelling narratives that showcase quality and relatability. This approach fosters a strong connection with the audience, encouraging brand loyalty and meaningful engagement.



Content Strategy



Content Types

- Focused on showcasing trendy collections, seasonal highlights, and customer testimonials, emphasizing a commitment to high quality creatives and content.

Key Themes

- Highlighting the commitment to delivering high-quality products or services and creating clear value for customers.

Engagement Tactics

- Encouraged interaction through polls, style quizzes, and customer feedback posts, fostering a community-focused approach and strengthening audience connections.

Driving Engagement

Interactive Stories

- Engaged followers with polls, quizzes, and Q&A sessions about fashion trends, helping customers interact and share their preferences.

Audience Interaction

- Responded to comments and messages promptly, fostering a sense of community and strengthening relationships with customers.

Social Group Participation

- Boosted visibility by joining local community groups, sharing latest posts, and engaging with potential clients to build a loyal customer base.



Analysis & Optimisation



Reviewing Engagement Metrics

- Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

Adjusting Content Strategy

- Utilized data to refine content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

- Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.

Table of Content



Mompreneur Digital Boss

**Empowering single moms to escape the 9
to 5 grind and generate faceless passive
income**





About Mompreneur DigitalBoss

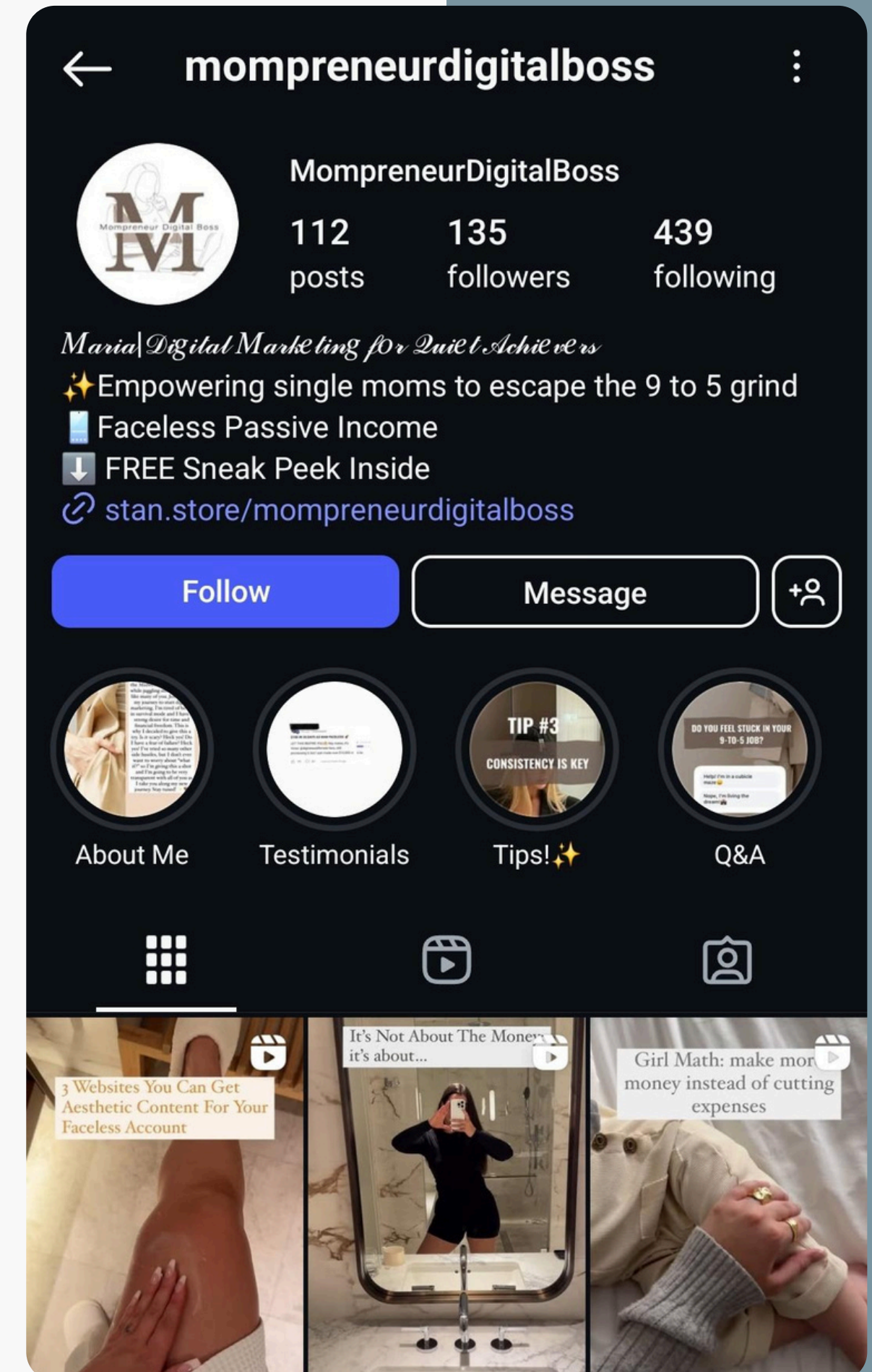
MompreneurDigitalBoss is an online platform specializing in digital marketing courses and programs, empowering individuals to excel in the digital space. Recognized for its impact in offering accessible, high-quality education, the client approached Oodles Platform to boost organic growth across Instagram, TikTok, and Facebook. Oodles provided tailored social media marketing strategies to enhance engagement and amplify their online presence effectively.

MompreneurDigitalBoss is designed for aspiring digital marketers, entrepreneurs, and particularly mompreneurs who want to excel in the digital realm. The platform serves individuals at all stages—from beginners building foundational skills to seasoned professionals refining advanced strategies. By offering accessible, high-quality digital marketing courses and programs, it empowers users to grow their businesses, boost their online presence, and navigate the dynamic digital landscape with confidence.



Objectives

- Build brand awareness among aspiring digital entrepreneurs and mompreneurs seeking accessible, high-quality digital marketing education.
- Position MompreneurDigitalBoss as the trusted resource for empowering individuals to excel in the digital space.
- Drive online course enrollments, repeat engagement, and long-term customer loyalty through targeted campaigns and community-focused initiatives.





1 You need to define your ideal client

- Desires
- Pain points
- Core beliefs
- Vision

2 Understand your competitors

- What are they doing right now currently
- What gap do they have
- How can you fill the gap with your offer

3 Define your identity

- How can you help others
- How does your experience make you different
- What moves are you making
- Your journey

Carousel

4 Create your content/topics

- Your topic -tie back to your offer
- Bin the generic sharable, entertaining pillars!
- Look at the buyer journey
- Problem aware, nurture, solution
- Personal branding

5. The planning

- The scripts
- Creating the content (edit etc.)
- Writing your posts
- SEO & Hashtags
- Scheduling & posting

6. Analysis

- What is working
- What failed
- Check your ROIs

momprenEURdigitalboss Edit profile View archive Ad to

73 posts 145 followers 466 following

MomprenEURDigitalBoss
 Maria | Digital Marketing for Quiet Achievers
 Empowering single moms to escape the 9 to 5 grind
 Faceless Passive Income... more
 stan.store/momprenEURdigitalboss
 1.3K accounts reached in the last 7 days

Are you feeling stuck when it comes to showing up on Instagram

Social media management spots available

Empowered women,



Reels



Results & Metrics

INSTAGRAM:

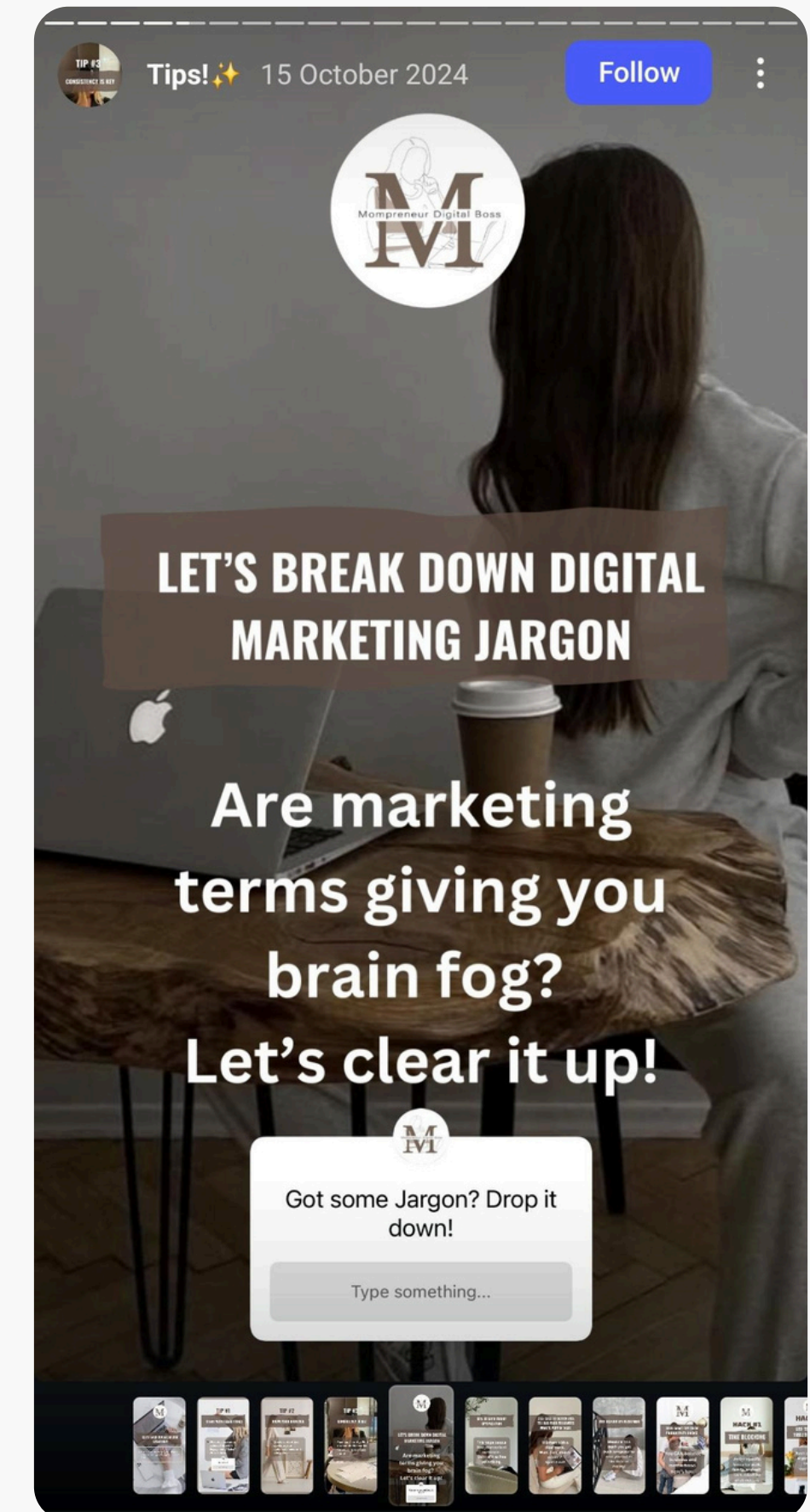
- Achieved 261,762+ total views and over 108,641 content interactions since launch.

FACEBOOK:

- Reached 290,651+ views and 200+ link clicks, contributing to growing user engagement.

LEAD GENERATION:

- Saw a notable increase in active leads, driven by successful social media campaigns. Per day 70 potential leads.





Thank you

