



CASE STUDY

THE VOICE TEACHER



CLIENT

Jamie Read, Company Director

COMPANY PROFILE

With years of voice coaching experience (from West End trained/performers), and the most up-to-date research into vocal training, The Voice Teacher provides coaching for all kinds of professional voice users.

AREAS RED ALERT SOCIAL MANAGE

- Social media content creation for Facebook company page and Instagram business profile
- Production of monthly video content

CLIENT SINCE APRIL 2021

RESULTS (OVER A 10-MONTH PERIOD):

2575%

increase in organic growth in Facebook engagement

13%

organic growth in followers across Facebook and Instagram

Over
1700%

increase in impressions on Instagram business profile



WHAT CHALLENGES/PROBLEMS DID YOU HAVE PRIOR TO HIRING RED ALERT SOCIAL?

We just weren't getting any engagement or enquiries – we wanted to drive more traffic to our website to increase bookings and generally raise our profile but we just didn't know where to start.

WHAT WAS THE TURNING POINT IN DECIDING TO OUTSOURCE YOUR SOCIAL MEDIA MARKETING?

Meeting Charlie at a networking event got me thinking it was time to hand over our socials to a professional who could get a solid content strategy in place. I wanted to add value to our following as well as generating awareness of the brand.

WHY DID YOU CHOOSE RED ALERT SOCIAL?

I felt that Charlie really understood our business and with her personal interest in performing arts, I felt she and her team were the perfect fit for us.

HOW HAS RED ALERT SOCIAL HELPED YOUR BUSINESS?

I don't have a huge budget, but Charlie and her team have turned around our social presence over the last 10 months. Our Instagram grid has been transformed!

WERE RED ALERT SOCIAL ABLE TO OVERCOME THE CHALLENGES/PROBLEMS YOU HAD?

Absolutely! We're now developing plans to test other social media activity such as Facebook ads and possibly ramping up organic engagement with the objective of generating leads for The Voice Teacher.

DO YOU HAVE ANY OBSTACLES IN REGARDS TO SOCIAL MEDIA OR DIGITAL MARKETING THAT YOU'D LIKE TO OVERCOME? OR PERHAPS YOU JUST DON'T HAVE TIME TO FOCUS ON DIGITAL MARKETING? GET IN TOUCH AND WE CAN CHAT THROUGH YOUR REQUIREMENTS.

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