

Social Media Strategy

The Chamber & EDC

magneti
CASE STUDIES

EXECUTIVE SUMMARY

The Colorado Springs Chamber of Commerce & EDC asked Magneti to improve their social media reach and engagement. They wanted to promote the membership services they offer for local businesses and share their mission to increase business growth through thoughtful economic development.

Within two months, we helped the Chamber & EDC significantly increase audience engagement across Facebook, Twitter and LinkedIn.

ABOUT THE CLIENT

Founded in 1892, the Chamber & EDC is an advocate for business and industry in Colorado Springs. Their goals are to achieve economic prosperity the region and be the catalyst for business innovation and growth. The Chamber & EDC offers companies a wide array of benefits, assistance, networking opportunities and savings programs to help create invaluable opportunities for business development.



CHALLENGES

The Chamber & EDC was experiencing low engagement on their social media outlets. Although they posted content regularly and demonstrated thought leadership, it was repetitive and didn't connect well with members of the community as shown through impression and engagement rates. Low engagement led to lower algorithmic exposure of their content on each platform.

SOLUTION

Magneti created an organic, community-focused and relationship-driven social media strategy. Content tailored to each social platform positioned the Chamber & EDC as a hub to learn about all things Colorado Springs, including major news, history, community events and opportunities for networking and business growth.

Our continued strategy focuses on content that showcases and reinforces a strong connection between local businesses and the city of Colorado Springs. We also avoid content that includes promotional links which can be negatively perceived by algorithms and audience alike. This helps to more concretely establish their position as a business and city thought leader.

RESULTS

The organic campaigns resulted in quick, significant improvement across all platforms. Over the past two and a half months, we have seen:



100% Increased Engagement

49.1K Impressions



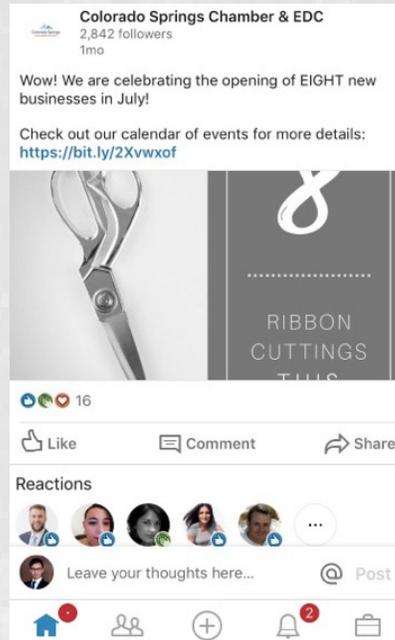
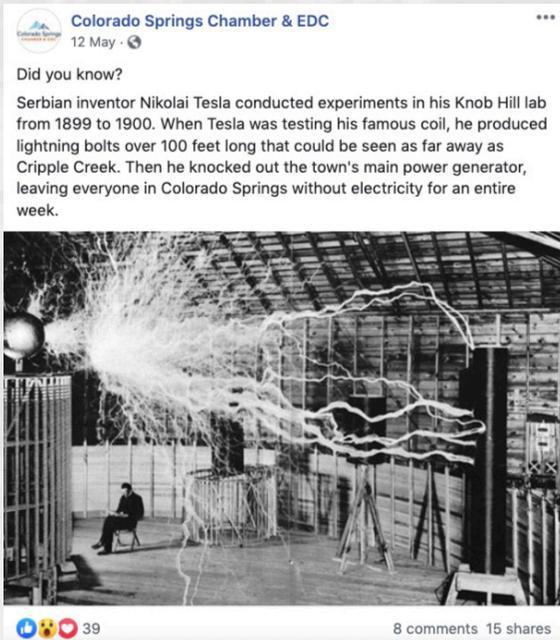
55.4% Increased Engagement

50.8% Impressions



36.1% Increased Engagement

130% Increased Impressions



ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our services include research, brand, web and digital. [Contact us](#) to learn how we can put our solutions to work for you.

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