

LIGHT MATTER PROMOTIONS SOCIAL MEDIA MGT. CASE STUDY

High on the Hill

3729 W 16th St.
Indianapolis, IN 46222

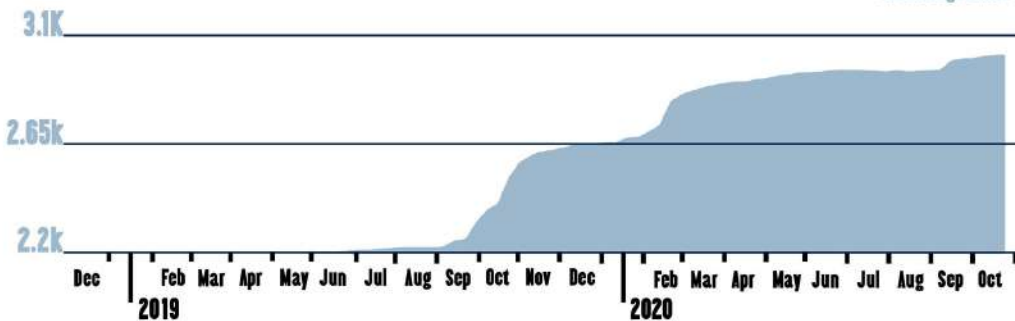
Established headshop on Indy's West Side benefitted from Social Media MGT by LMP starting August 2019

"Engagement from interactive posts and fresh content increased social media following by 30%"



Total Page Likes: 3,004

Total Page Likes



- LMP Created 120 unique posts with original graphics and or video content

Owner, Desiree had an existing following on Facebook but she wanted to increase her engagement. Desi also wanted her shop to be found on Instagram. Due to restrictions, most advertisements were not accepted. We combatted this by offering more incentive based posting and executed "Last Comment Wins" post strategies.

- LMP increased Facebook following by roughly 900 new followers within 10 months

- LMP involved High on the Hill in Local Events to build a following:

Indiana Cannabis Awards - Earned 300 new followers on Instagram from involvement

Hillstock - Community event attracted new vendors to High on the Hill as well as consumers.

