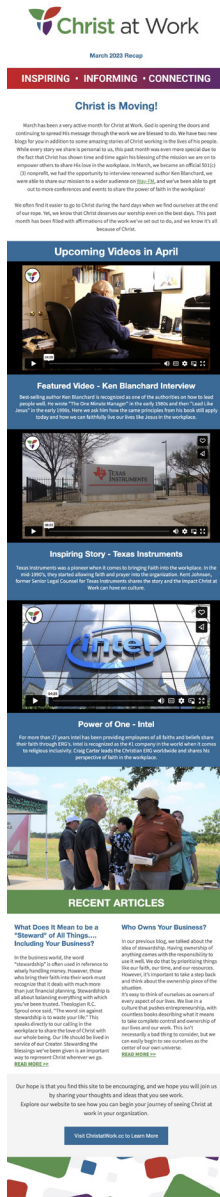


CASE STUDY | GROW YOUR AUDIENCE

Setting Inspiration as the Destination

How a Movement Grew Into a Nonprofit Organization



CLIENT: Newly Established 501(c)3 NonProfit with a Large Library of Video Content

Christ at Work was a movement started by Bernie Fineman, the CEO of Caldwell Tanks. What started as simply praying before a staff meeting led to staff members asking for more opportunities to embrace Christ in the workplace. The idea quickly grew into an opportunity to discover strategies from across the country that businesses were using to implement faith in their workplace. Christ at Work began making videos and creating resources that companies could use to get inspired and begin the movement in their own workplace. The ultimate goal is to help people feel connected, engaged, valued, and appreciated in a place where they are often overlooked.

When Christ at Work came to us, they had a large and diverse library of video content but no solidified audience. We knew that our best plan of action was to prioritize the distribution of the existing video library and build written content around it.

SOLUTION: Optimize Video Sharing and Create Supplementary Written Content

We proposed that our best way forward was to not only host the videos on the custom website we built for them, but also to share carefully curated video content through email and social media accounts that we created to grow our audience. In addition, we began writing blogs that spoke to a theme inspired by the featured video stories for that particular month. We also pulled together educational resources they had created into an email-dependent content offer that would trigger a welcome drip campaign. Social media also played a large role in broadening our audience due to a majority of our email subscribers being less active on social platforms.

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We quickly had a rhythm of 3 featured videos, 2 new blog posts, 2-4 emails per month, and weekly social media posts.

RESULT: Audience Growth Across All Platforms

One of the first things we did was create groups on Facebook and LinkedIn to be a place to spark conversation and connect members of their audience. These groups experienced healthy growth and, right off the bat, helped us find our most active supporters and better zone in on what parts of our audience we should be targeting first. (Over 145 members across both platforms).

Our email list began as a small group, and through appearances at conferences, content offer downloads, and word of mouth has grown into a strong base of consistent users who utilize their resources on a regular basis. Videos and blogs make up the bulk of these emails. They share the purpose of driving traffic to the website and boosting our growth through word of mouth. Our email subscribers and website users are closely tied due to trusted members of our audience sharing resources with others.

140 members across
IG and FB groups

Over **700** active website
users (last 4mon)

97 email
subscribers

Average Email
Open Rate of

43%

and

8.3%

click-through
rate



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