



Conceive, Believe, Achieve

CASE STUDY

Social Media & Marketing Client Case Study

Conceive, Believe, Achieve Beyond Basic Marketing: Building a Digital Foundation for Nationwide Consulting

Client Name

Conceive Believe Achieve (Jeff Schwartz)

Industry

Business Consultant

Location

Nationwide (Focus on digital reach)

Goal

Create and build a comprehensive digital social media presence from a minimal starting point.

The Challenge

As a nationwide business consultant, Conceive Believe Achieve lacked the essential digital infrastructure to reach a broad client base. Founder Jeff Schwartz had a minimal LinkedIn presence and lacked consistent posting. The business was completely absent from other key platforms, lacking an Instagram account and a Google Business Profile. This limited visibility meant relying heavily on a small referral base and prevented the firm from showcasing its expertise and scaling its brand effectively across the digital landscape.

Our Customized Solution

Leveraging our agile, boutique approach, we focused on foundational presence building and network maximization to rapidly establish Jeff's expertise across key channels over a 7-month period:

Maximizing the LinkedIn Network

We focused on maximizing the LinkedIn network, implementing a strategic posting schedule across his personal and new business pages. We strategically @mentioned key contacts when relevant to amplify exposure and accelerate the business page's follower count growth.

Establishment of New Platforms

We ensured the establishment of a new platform and its value by creating a brand-aligned Instagram profile and establishing a foundational Google Business Profile. Content was used to showcase business consulting expertise and promote his non-profit, Life's Angels, enhancing his credibility.

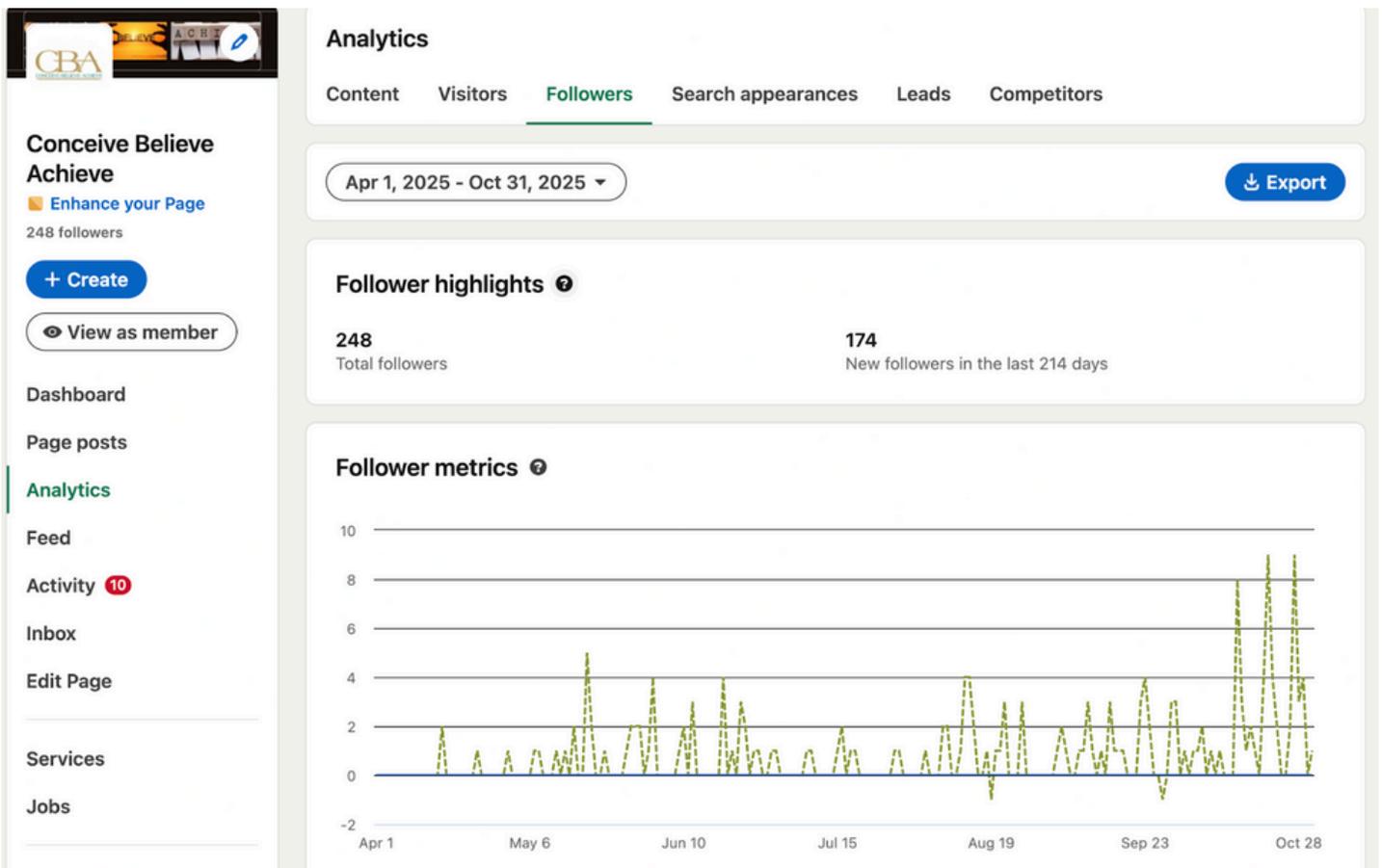
Consistency and Engagement Management

We maintained consistency and engagement management, developing a cohesive content strategy that ensured regular posting across all platforms and promptly managed all comments and messages, thereby building client trust.

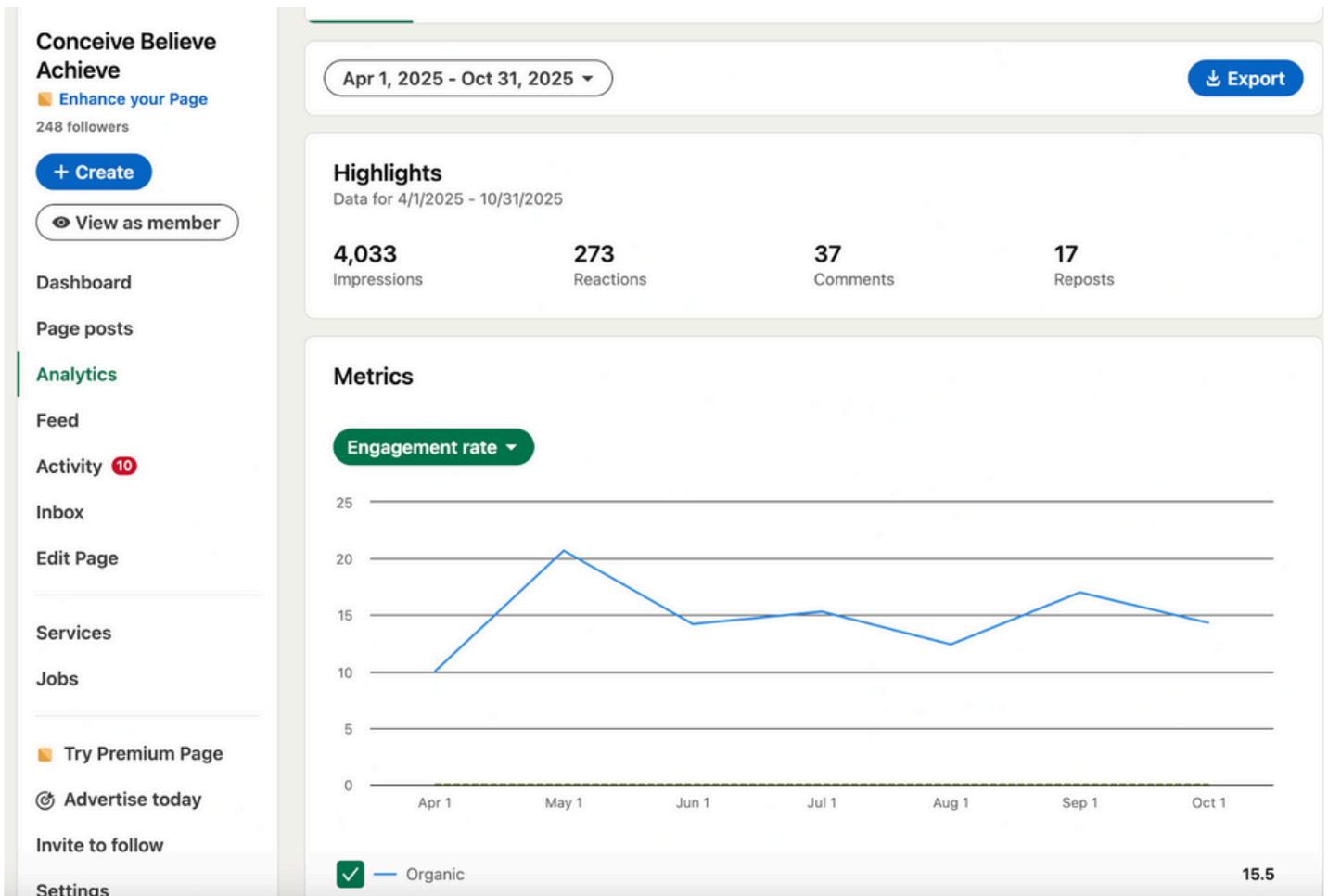
Key Results - 7 Months (Verified Data)

Our targeted strategy built instant momentum on LinkedIn, rapidly converting a minimal presence into a powerful business asset in just seven months:

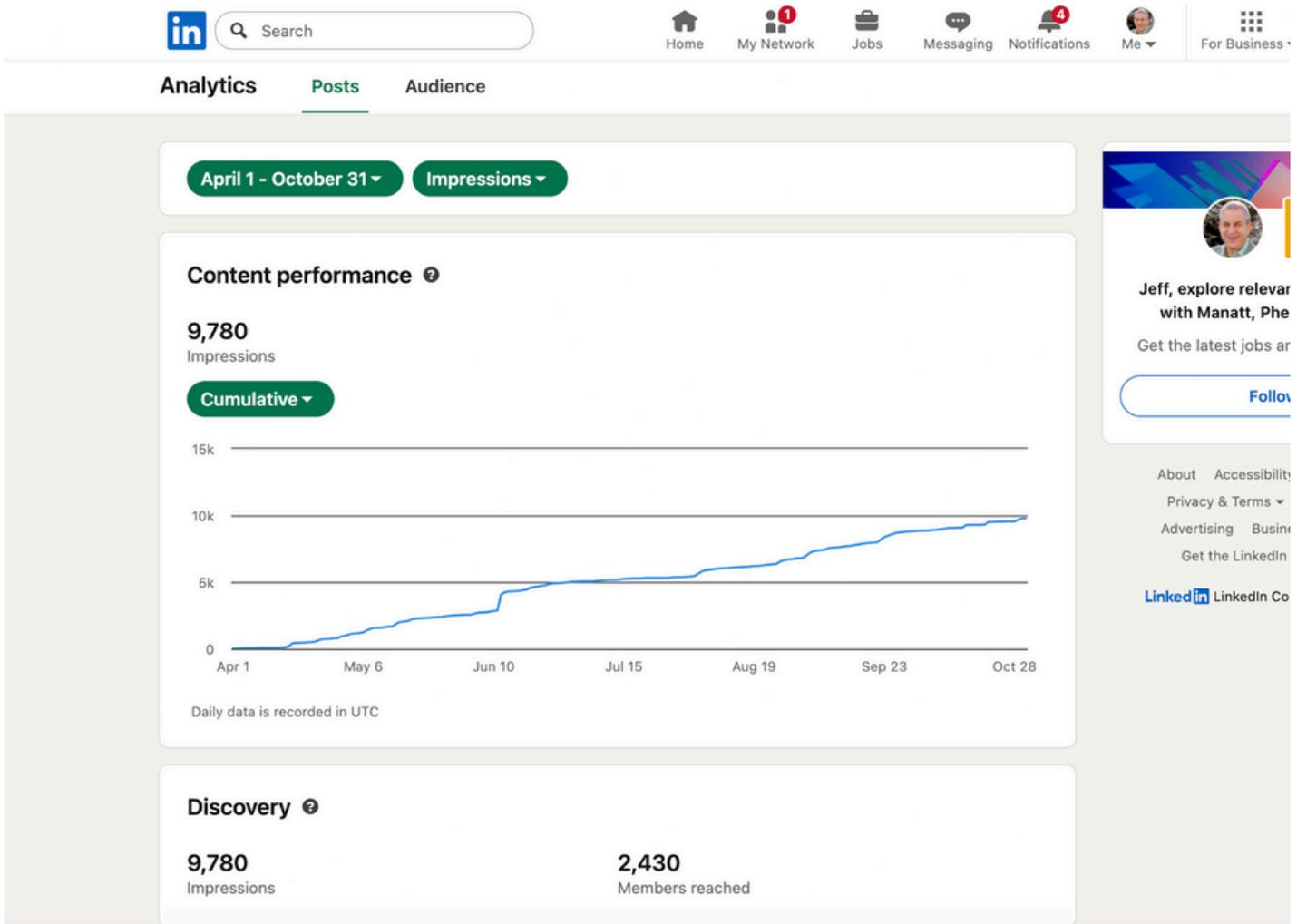
Result 1 (Follower Growth - Business): We achieved a 235% increase in the LinkedIn Business Page followers, growing from 74 to 248 followers. This moved the brand from an invisible presence to an established industry voice and verified asset.



Result 2 (Engagement & Interaction - Business): The new business page achieved a total of 327 verified engagements, broken down into 273 Reactions, 37 Comments, and 17 Reposts. This created a strong, interactive foundation, proving the quality of his thought leadership content.



Result 3 (Visibility & Reach - Personal): We generated massive thought leadership visibility with 9,780 impressions on Jeff's personal profile, effectively positioning him as a recognized expert to a professional nationwide audience.





Supplementary Metric: Jeff's Personal LinkedIn Profile also grew by 11.5% to 1,489 followers, showing consistent and sustained network expansion alongside the business page growth.

Conclusion & Client Voice

"Thanks to Joey and the 74 Social Media team, my digital presence is fully established. I now have a verified Google Business Profile and a professional Instagram account, and most importantly, I'm receiving messages from colleagues and high-value contacts on LinkedIn, who want to connect or reconnect because they're consistently seeing my content. The visibility has been a game-changer for my professional credibility."

- Jeff Schwartz

The Takeaway

Our strategic social posting and account management demonstrated that identifying and maximizing core network features, combined with establishing a foundational platform, is crucial for creating an immediate digital presence and scaling a nationwide business consultant.