



Mt. Pleasant Chamber

CASE STUDY

Mt. Pleasant Chamber of Commerce Client Case Study

The Snapshot

Client Name: Mt. Pleasant Chamber of Commerce

Industry: Chamber of Commerce / Community Business Organization

Location: Mt. Pleasant, NY (A focus on local community connection)

Goal: Increase digital exposure on social channels and grow membership numbers.

The Challenge

The Mt. Pleasant Chamber of Commerce was struggling with weak new member recruitment and an almost invisible digital presence. While they provided excellent value, they lacked a compelling, easily visible membership benefit. Specifically, they needed a way to offer exclusive social media exposure and support as a direct perk of membership. This failure to effectively translate their community impact into a robust digital narrative and a clear member benefit was severely hindering their ability to showcase their value and drive sustainable membership growth.

Our Customized Solution

Leveraging our agile, boutique approach, we established a holistic digital strategy built on meaningful connections and multi-channel optimization. We developed a customized plan focused on three main pillars:

Strategic Social Media (Facebook & Instagram)

We re-architected content strategy across Facebook and Instagram to deliver consistent, high-quality content. We utilized engaging posts, including New Member Shout Outs and member spotlights, to offer exclusive exposure and support as a tangible membership benefit, while enhancing overall community engagement.

Foundational SEO via Google Business Profile (GBP)

We created and optimized the Chamber's Google Business Profile (GBP). This foundational step created an additional, highly visible layer of exposure, utilizing the Updates feature to announce events and successes. This directly enhanced their local SEO, making them more discoverable in local searches and driving prospective members directly to their website.

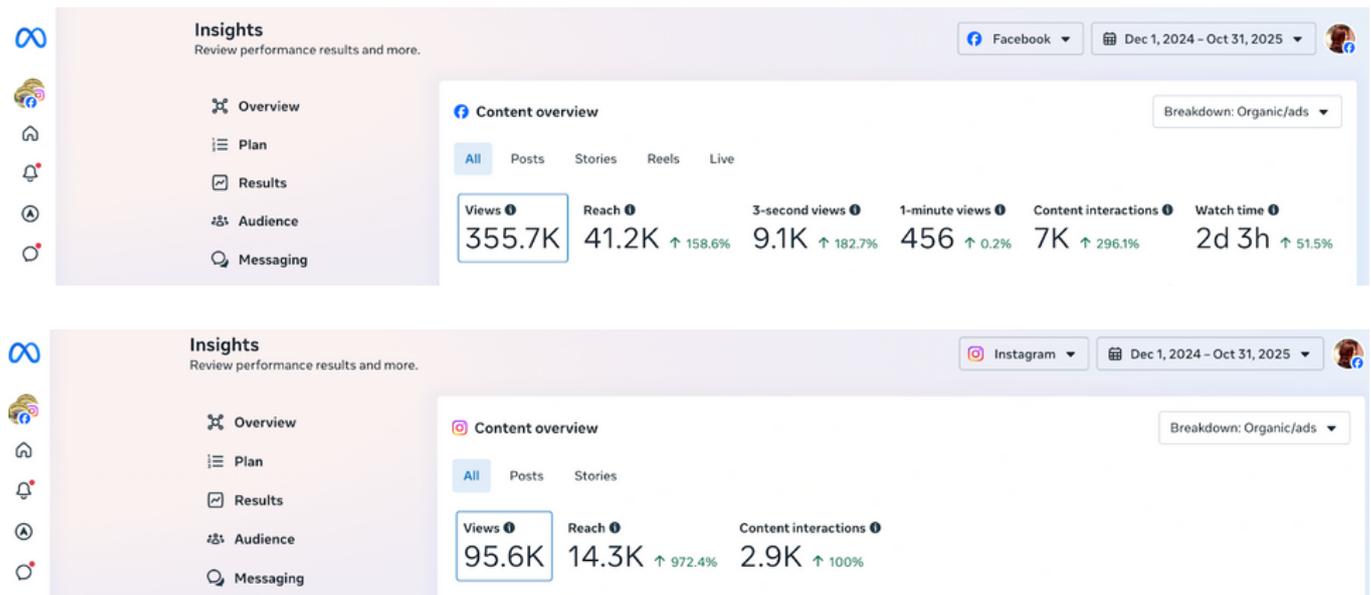
Member Support & Training

To truly embody our personalized service, our team established a direct line of social media support and light training for all members. We were available via DM, email, text, and in-person when needed, ensuring direct interaction and assistance whenever a member required social media help.

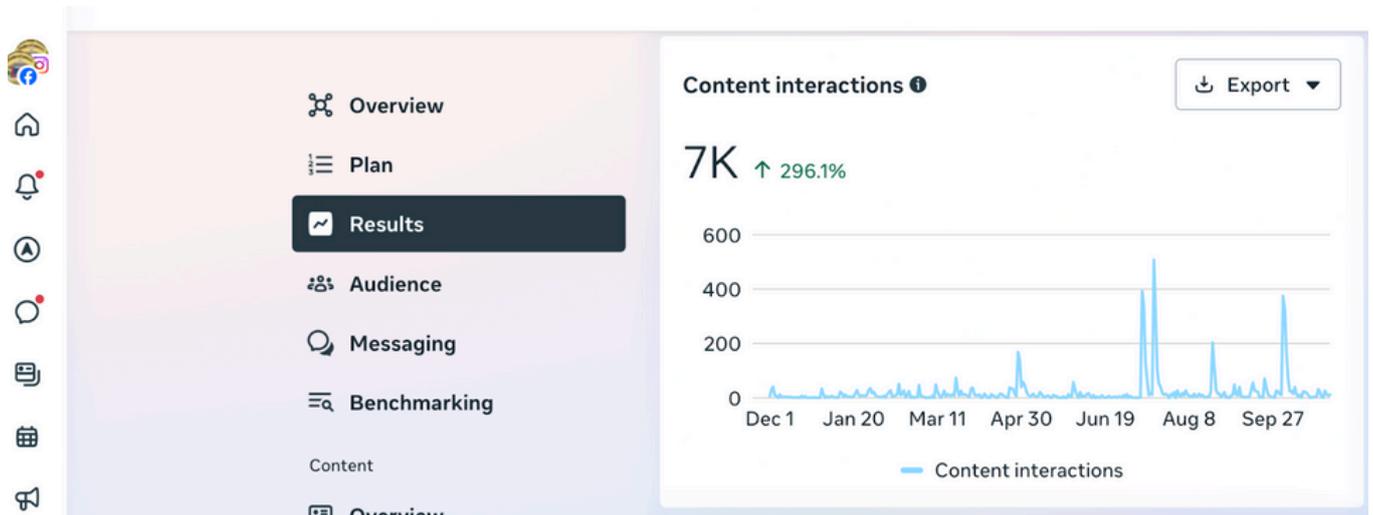
Key Results

Our strategic posting and creative campaign delivered measurable growth, validating that building connections is the key to local success.

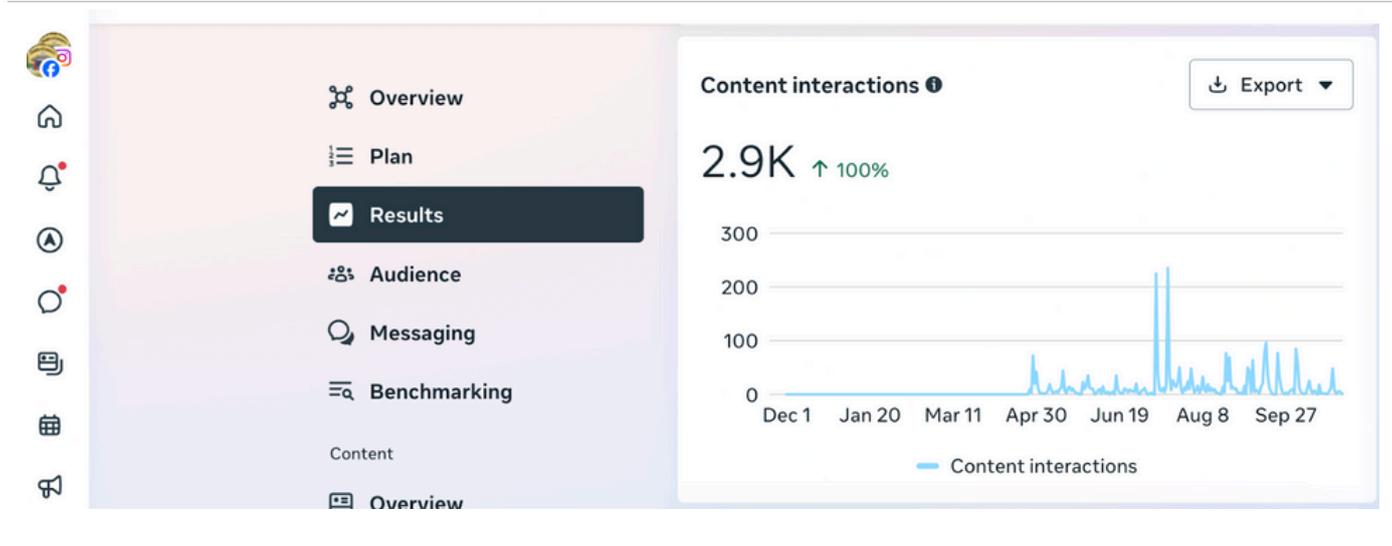
Result 1 (The Big Win): Massive increase in digital visibility, generating over **468,000 views** and **56.1K total annual social reach** across Facebook and Instagram, showcasing a successful leap from "invisible" to highly visible.



Result 2 (Engagement/Brand): We significantly increased community interaction, with a total of 7,929 verified **engagements** from Facebook and Instagram alone, including 425 high-quality comments and 90 shares. This validated the high quality of the Chamber's content and contributed to the overall annual total of 10,100.



Result 3 (Conversions/ROI): 67% Increase in active membership (from 92 to 154 members) one year after launch.



Conclusion & Client Voice

"It has been a pleasure working with you, and we appreciate the support you have so graciously provided. Several business owners mentioned to us that you had stopped by to introduce yourself, take photos, and post them on our social channels! Thank you! We appreciate everything that you do! You have been such a wonderful contribution to the success and growth of our business community and our membership!"

— Donna Ruzzi, President

The Takeaway

Our strategic branding and creative campaign proved that identifying new trends and optimizing overlooked platform features (like GBP Updates and New Member Shout Outs) is the key to meaningful connections and sustained growth for the Mt. Pleasant Chamber of Commerce.