

CASE STUDY

Social Media

Brand: SJC Financial

How our team achieved **100x** Followers and Reach compared to the previous year.



About the Brand **Financial**

SJC Financial is a leading mortgage brokerage in Ottawa, Ontario processing over 350,000,000 in mortgages annually. SJC Financial helps clients manage their finances, process renewals, mortgage purchases and construction loans. Boost Marketing has been proud to represent the brokerage since its inception. Today we will look at the social media goals and strategies used to increase SJC Financial's organic exposure on both Instagram and Facebook. The business was originally running the page internally with little to no growth and decided to hand off the work to Boost Marketing in 2021.

SJC Financial Social Media Goals

- Grow the SJC Financial social media pages by attracting real Canadian followers interested in finance.
- Increase post engagement which includes interactions, likes, comments and shares.
- Increase brand exposure by achieving higher reach and daily average post and page impressions.
- Create and build a more organized and brand coordinated feed.



Follower Retention

The Boost Marketing social media team focuses on not only building followers but keeping them through useful and engaging content.



Targeted Content

We work closely with our business owners to build and identify their unique audience and from there create a posting style and identity.



Ahead of the Trend

Social media rapidly evolves, our specialists evolve with it, keeping your feed fresh and engaging throughout the year.

Facebook & Instagram Growth Metrics

2.7k%

Yearly Growth in Reach

43%

Yearly Growth in Engagement

31k%

Yearly Growth in Followers

CHALLENGE

How do you engage clients on a very technical and dry subject? This was one of the main challenges of the SJC Financial social media page that we worked to solve through both overall trend research, audience research and financial market research.

SJC Financial was having a difficult time receiving organic likes, acquiring new followers and maintaining an overall profile theme that stuck to the brand guidelines with each and every post.

Consistency and engagement were the most problematic issues outlined by the team,

Solution

We combined the latest trends while providing forward thinking industry information to SJC Financial followers. Ensuring they received non-repetitive original content that delivered knowledge and value. After applying this new strategy we saw a high increase in engagement, new followers and follower retention.

- Post at the right time of day based on SJC Financial's unique follower data.
- Post the right type of content for the audience. Data showed that video content preformed much better than static image posts. for this particular audience.
- Posting with the right frequency per week and staying consistent.

Social Media Growth

310

Total Posts



+24 Fans

Facebook community growth.

71k

Total Instagram + Facebook Impressions.



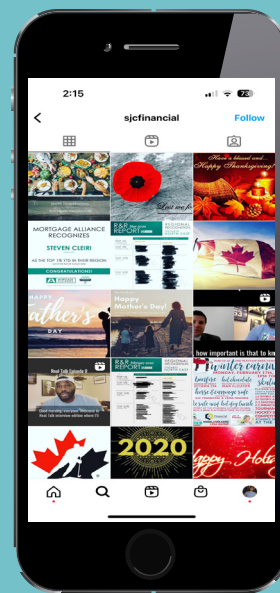
+314 Followers

Instagram follower growth.

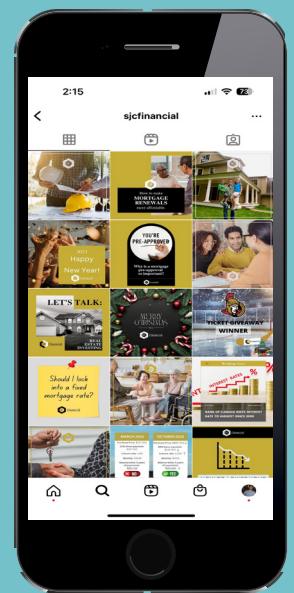
12.15%

Total Instagram + Facebook Engagement rate.

Before



After



Social Media FAQ

Use our most popular FAQ's to gain a deeper understanding of your social media needs. Discuss these in detail with a Boost Marketing Social Expert on your next Boost Marketing discovery call.

- Why does social media matter for your brand?
- What were your biggest challenges regarding social media marketing?
- How have our services helped you overcome those challenges?
- What's changed in your social media and marketing strategy since we began working together?

Client Satisfaction

"The Boost Marketing team was closely engaged with our every idea, providing input and advice to completely transform our social media presence, helping us gain followers in both Ottawa and Toronto." - Steven Cleiri

715
Comments



Meaningful Interactions

Followers have been engaging all year, taking time to comment.

6,000
Views



Top Post

A recent reel received over 6,000 organic views in 3 days!