



Social media exponentially grew traffic to HomeZada site by **1,161 %**.

HomeZada is a B2C and B2B company that provides digital home management to homeowners and professionals who service the home like insurance, home builders, real estate, service providers and more.

Social Success Marketing: A Case Study on HomeZada

Frustrated with your social media that is going in circles? We can help!

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HomeZada's Social Media Marketing Goals

HomeZada understands the value of social media but they needed someone that knows and understands **social media optimization and social insights** to measure and track effectiveness of the social media activities in reaching their goals.

Their two social media goals are **inbound marketing & brand awareness**.

Our Strategies

- Leverage social media analytics & insights to craft and enhance our tactics and strategies.
- Benchmark social media efforts.
- Create content calendar that focus on their diverse B2B and B2C audiences.
- Continuous testing of timing as to when community is engaging.
- Consistently engage with target audiences.
- Monitor mentions and respond accordingly.

In 2015,
Social Media
is the

#1

inbound traffic
referrer to
HomeZada
website
surpassing
paid search
and ads.

Results Inbound Traffic : Year over Year Growth

879 % increase	Google+
4,001% increase	Facebook
3,028% increase	Pinterest
497% increase	LinkedIn
1,685% increase	Twitter

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