



sequoia.com

Sequoia is the HR partner for people-first companies. The company specializes in benefits, HR, retirement, and insurance services organizations who need to better scale and protect their business.

## OUR STRATEGY:

Ongoing Strategy, Branding and Positioning, Content Development, Posting and Engagement Schedule

Ongoing strategy and content development, alignment with marketing to amplify the brand on social media and drive web traffic, engagement and leads. Monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter and LinkedIn.

## RESULTS:

### Follower Growth



+53.94%



+184.53%

### Engagement Growth



Monthly Likes:  
+879.1%



Monthly Reach:  
+320.3%

## SUMMARY:



Through branded imagery, active promotion of virtual and in-person events, media and resources, we increased Sequoia's followers by over 50% with 2,200+ new followers on LinkedIn and grew Twitter by over 180% with 1,300+ additional followers. General engagement and audience reach also dramatically increased, with LinkedIn average post likes increasing from 24/mo to 235/mo and Twitter reach increasing from 15,563 to 57,009 after our successful Content Marketing strategy.

