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Sequoia Consulting Group 6,562 followers 21h • Edited • 🛞

The Grove Sessions webinar series continues tomorrow from 11am-12pm PT with a conversation on Onboarding Strategies During Social Distancing. Join us to hear David Huebner from Lalo Consulting, Dan Smolkin from Aurora Solar, M ...see more

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And just like that we're live at the Grove. Our CMO Michele Floriani opens the keynote setting the stage for today's event: People-first companies are shaping the world today. Taking care of people in times like these is what people-first ...see more





Diversity & Inclusion: Moving Towards Meaningful Change



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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.

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.

止 RESULTS:

Follower Growth

in +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.

