



thevault.co



The Vault is a coworking space for the future - a full-stack innovation ecosystem and global network of startup accelerators and collaborative workspaces.

## OUR STRATEGY:

### Posting and Engagement Schedule

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter & LinkedIn.

## RESULTS:

### Organic Follower Growth

Increased traffic to the website from social, primarily from those companies interested in the benefits of joining a startup ecosystem.

## SUMMARY:



In a span of just 3 months we enabled Social Selling by attracting new clients through promotion of events, benefits and an improved image. We increased followers on all 3 platforms from 1%+ on Facebook to 26%+ on Twitter. Engagement also more than doubled on Facebook, increased 5x on Twitter and increased more than 6X on LinkedIn.