

CASE STUDY

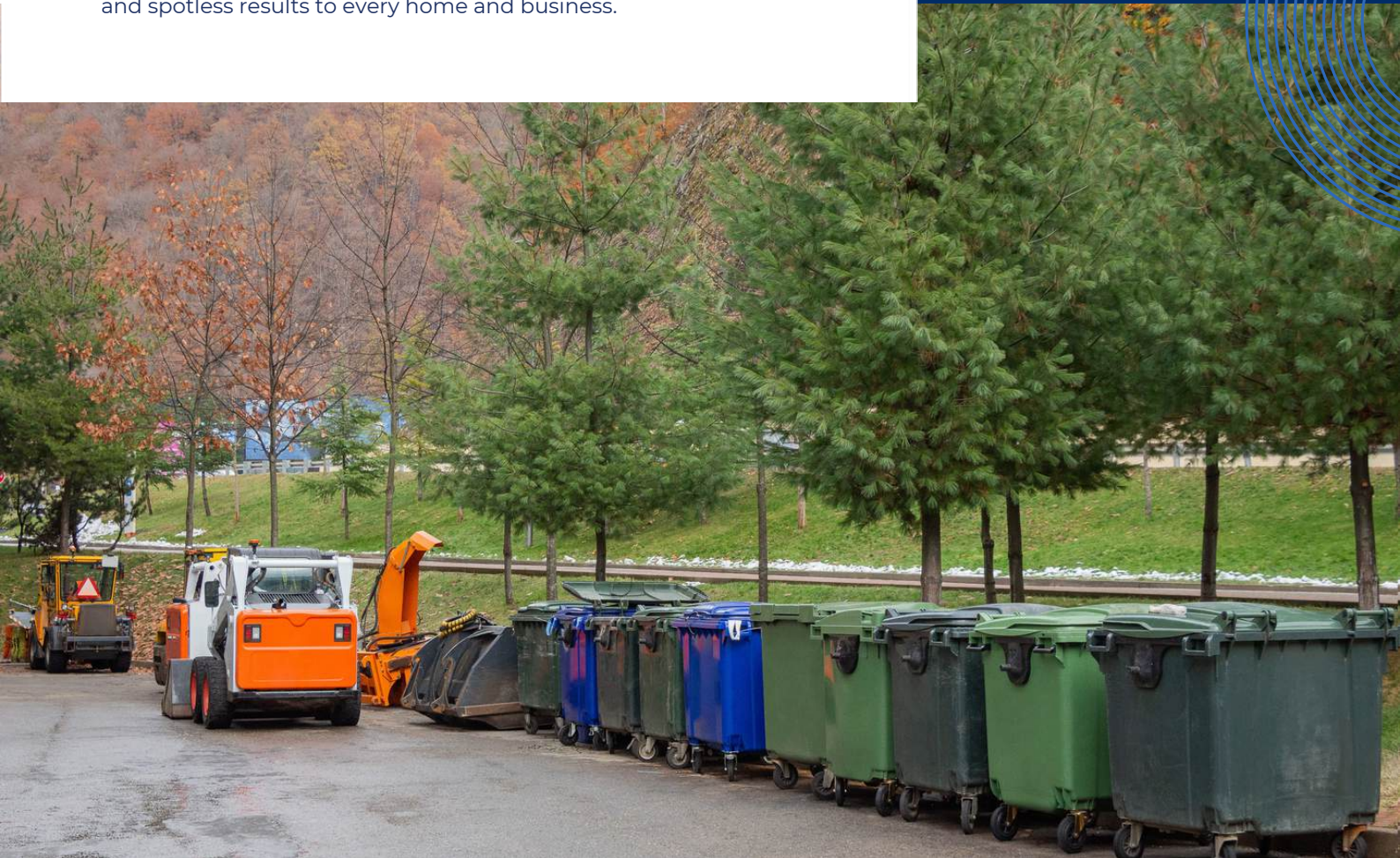
EcoBin Service



SMM

Overview

They deliver premium bin cleaning solutions and all-weather sanitation services that go beyond basic cleaning, supporting both hygiene and peace of mind. They believe life is for living now, creating services that make bin care simple, efficient, and hassle-free. Backed by innovative equipment and eco-friendly practices, they bring everyday freshness and spotless results to every home and business.



The Challenge

This business faced several challenges in their social media strategy:

- **Online Platform Visibility:** New cleaning service brands like EcoBin Service often struggle to reach their ideal customers. Platforms like Facebook and Instagram prioritize content with high engagement, making it harder for new businesses to stand out in the local market.
- **Customer Trust:** At the start, customers may be unfamiliar with EcoBin Service and hesitant to rely on a new provider for their bin cleaning needs. Without strong credibility signals such as reviews and before-and-after results, trust and booking confidence can remain low.
- **Customer Engagement:** While potential customers may visit the website or show initial interest, keeping them consistently engaged through social media and digital channels can be challenging without compelling, ongoing content and clear value messaging.

Our Solution:



A full-fledged Social Media Management strategy for EcoBin Service includes:

- **Audience Research & Planning:** Identify ideal customers, local service demand, and content themes across platforms like Instagram and Facebook.
- **Content Creation:** Share consistent, high-quality visuals, videos, and before-and-after transformations that showcase bin cleaning results, hygiene benefits, and eco-friendly practices to build awareness and engagement.
- **Profile Optimization:** Enhance social media profiles with compelling bios, service highlights, and clear contact details to build trust and drive bookings.
- **Performance Tracking:** Monitor engagement, reach, and customer inquiries, and refine the strategy using insights from analytics tools to maximize results.



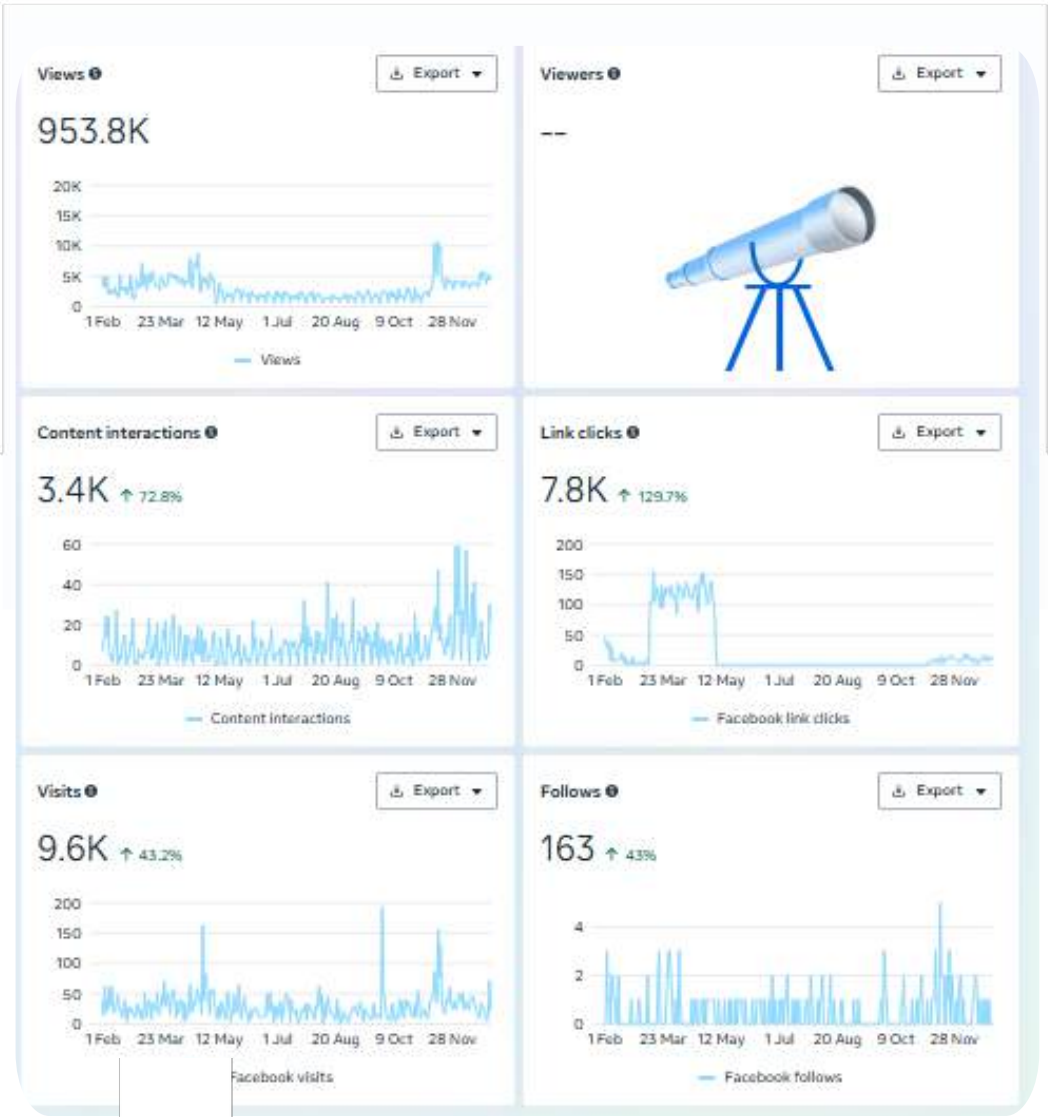
The Results

(6-Month Performance)

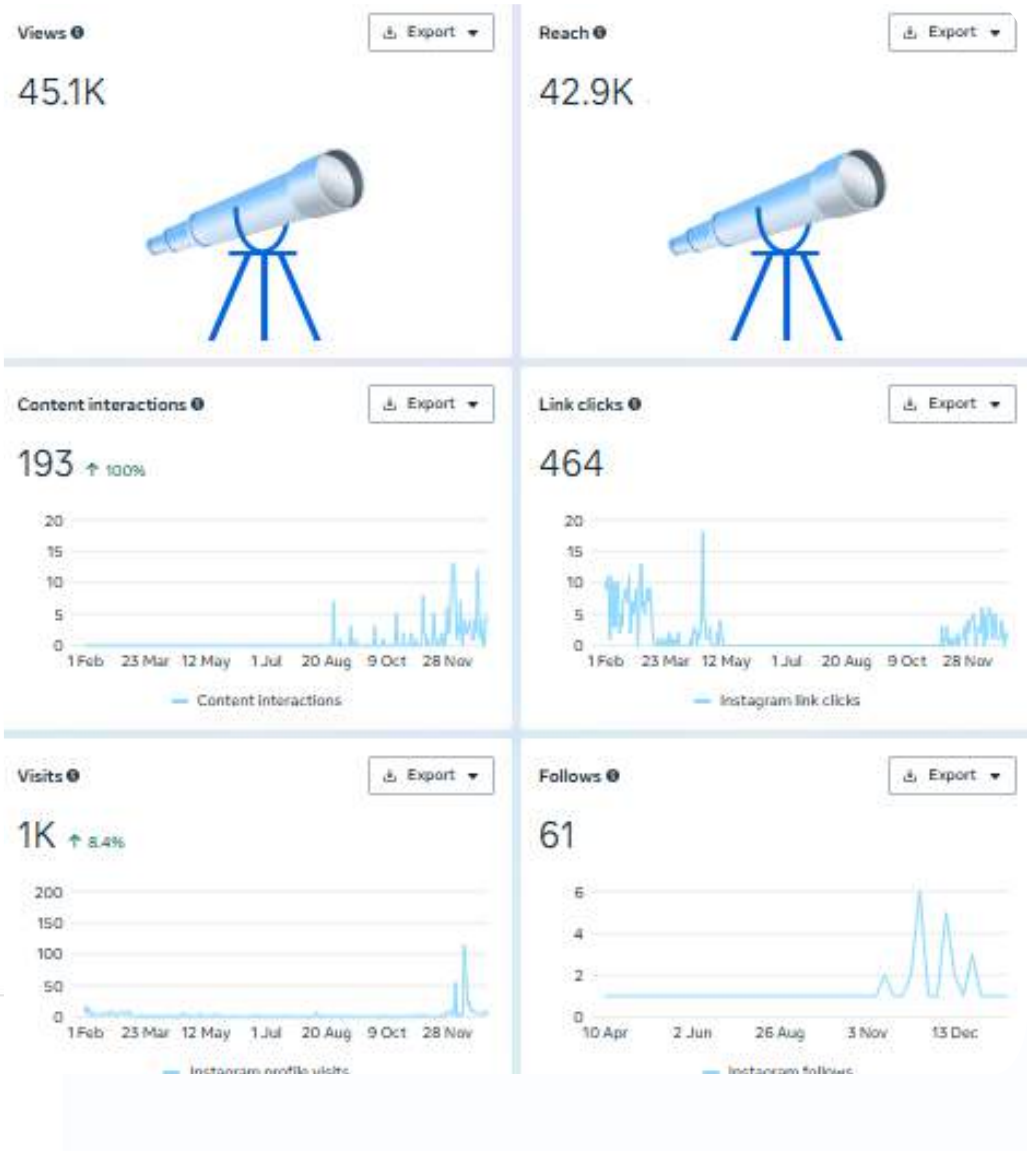
After six months of social media management, EcoBin Service achieved measurable growth across key performance metrics.

Followers increased steadily, engagement rates improved with more likes, comments, and shares, and overall reach and impressions grew significantly. These results boosted EcoBin Service's online visibility, attracted a more relevant local audience, and showed stronger interaction with service-focused content.

• **Social Platforms Insights**



Instagram



The Results:

• Top Performing Posts



Powerful Business Impact:

The social media strategy had a long-lasting and measurable impact on EcoBin Service. The brand now has a stronger, more professional presence across social platforms. Improved consistency and clear service positioning have enhanced brand awareness and customer trust.

As a result, EcoBin Service experienced higher engagement, increased interest in its bin cleaning services, and improved potential for bookings. Overall, the strategy has strengthened long-term credibility and positioned the brand as a reliable and competitive choice in the cleaning services market.

THANK YOU!