

CASE STUDY

Commercial and Residential Cleaning



SMM

Business Overview

They provide professional cleaning services for both residential and commercial properties. They prioritise understanding each client's unique needs to deliver a tailored service. Their team uses modern cleaning techniques and high-quality equipment to ensure spaces are spotless and hygienic. Whether it's a one-off clean or regular maintenance, they offer reliable and efficient solutions. Committed to professionalism and customer satisfaction, they make sure every job is completed to a high standard.

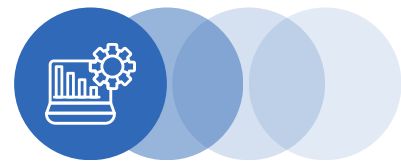


The Challenge

The business faced several challenges in their social media strategy:

- **Online Platform Visibility:** As a local cleaning service offering both residential and commercial solutions, the business was initially struggling to reach a broader audience and connect with homeowners and commercial clients through social media platforms.
- **Customer Trust:** At the start, there were limited online reviews and testimonials, making it harder to establish credibility and build confidence with potential clients looking for professional cleaning services.
- **Content Engagement:** They received enquiries for vacate cleans, oven cleaning and regular home or office cleaning, but keeping clients engaged between bookings and turning them into loyal regulars remained a challenge.

Our Solution:



A full-fledged Social Media Management strategy was implemented, including

- Research into audience interests and content themes aligned with services.
- Consistent, high-quality content creation to build trust and engagement.
- Platform optimisation and profile enhancements.
- Performance tracking and analytics monitoring to refine content strategy.



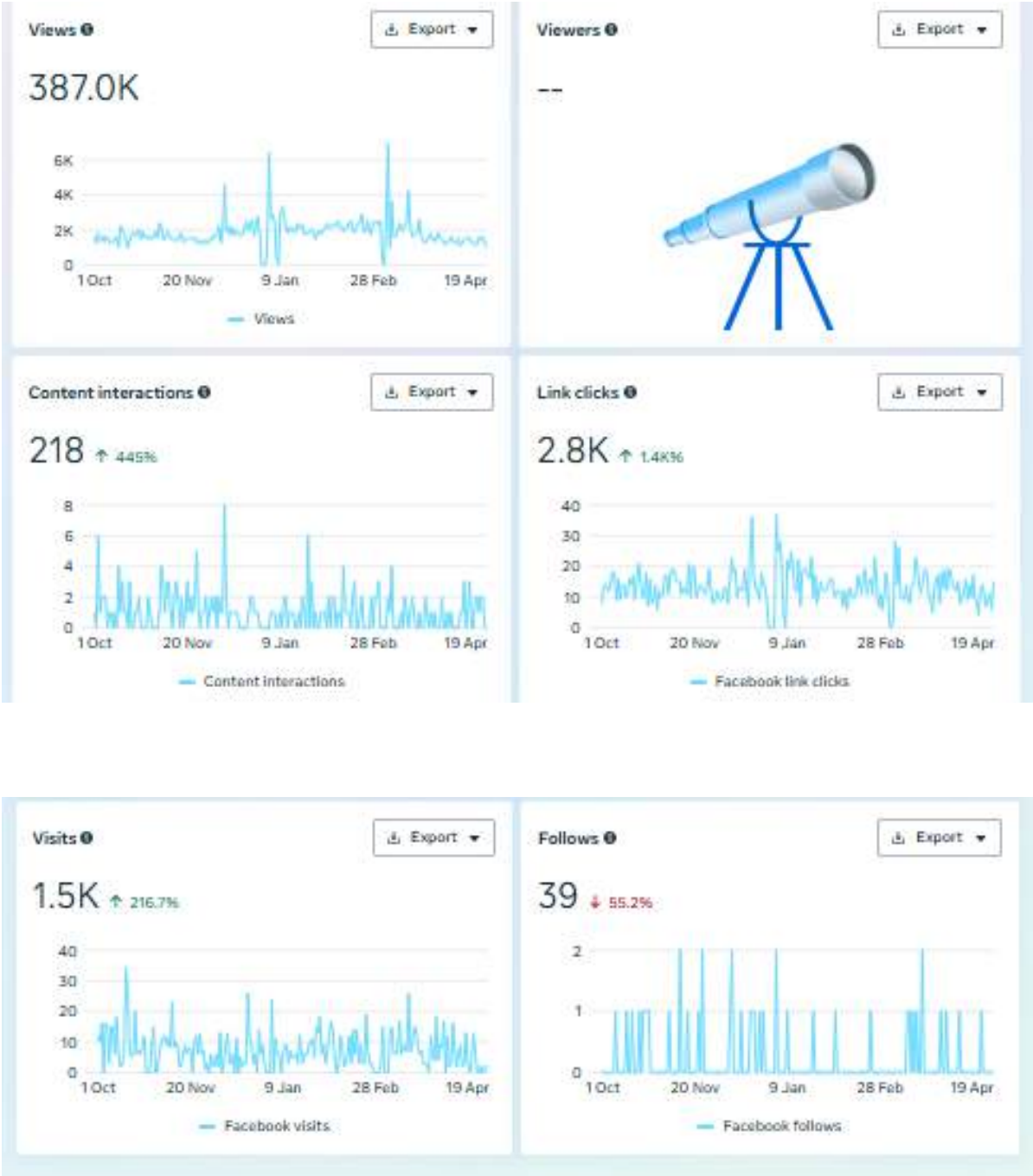
The Results (6-months Performance)

After 6 months of Social Media Management, This business demonstrated strong and measurable growth across their platforms. Page likes and followers increased steadily, brand awareness improved and trust built with homeowners, renters and local businesses seeking reliable cleaning services. Impressions and reach expanded significantly. Increased online visibility of their residential and commercial cleaning services i.e. including vacate cleans, oven cleaning and regular home and office cleaning. Content engagement including likes, comments and shares grew consistently, reflecting active interaction from potential clients. This strengthened relationships and credibility, ensuring their social media channels effectively reached and attracted new customers.



The Results:

Facebook



Powerful Business Impact:

The social media strategy delivered a measurable and sustainable impact. This business established a stronger, more professional online presence, reached a more relevant local audience and drove meaningful engagement across content related to residential and commercial cleaning services. Improved consistency and clear service positioning enhanced brand awareness and trust within their region.

Overall, the strategy strengthened long-term credibility and positioned this business as a trusted and reliable cleaning service for homeowners, renters and local businesses.

THANK YOU!