



## Case Studies / ROI



The logo for Cherwell, featuring the word "cherwell" in white lowercase letters on a blue rectangular background.

## **1 Cherwell Software \*Corporation**

*Cherwell Software is a global leader in enterprise and digital service management empowering organizations through intuitive technology for better, faster & more affordable innovation.*

The logo for x karla, featuring the text "x karla" in white lowercase letters on a black rectangular background.

## **2 x karla - Stylist / Brand / E-commerce \*Small Business**

*Stylist Karla Welch has been Ranked #1 on the Hollywood Reporter's list of 'The 25 Most Powerful Stylists in Hollywood'. She is collaborating with Singer Justin Bieber and designed the famous 'Perfect White Tee' – fashion brand 'xkarla'.*

The logo for Michelson Found Animals, featuring the text "Michelson Found Animals" in white on a teal rectangular background.

## **3 Michelson Found Animals and Adopt & Shop \*Nonprofit**

*Michelson Found Animals Adopt & Shop is a unique store with a mission – Saving Pets. Enriching Lives. MFA offers pet adoptions, pet supplies, grooming and dog daycare, all in one location. All of the pets come from local shelters and as a nonprofit, all of the profits go back into programs to save more pets.*



#### **4 KNEKT TV \*Small Business**

*KNEKT is Los Angeles based company focused on producing live and pre-recorded HD broadcasts from world class events, concerts, performances, charity galas, fundraisers and red carpet shows, as well as developing and producing film and TV shows. KNEKT Television is a multi channel television network showcasing live and episodic content available to millions of homes worldwide.*



#### **5 Land And Sky - Schlafstudio (Austria) \*Small Business**

*Providing customers with a healthy, relaxing and refreshing sleep is the philosophy of LandAndSky; Water-, Air- or Box Spring Beds.*



#### **6 Global Learning XPrize \*Nonprofit**

*The \$15 million Global Learning XPRIZE is an open source software competition that challenges teams from around the world to develop scalable solutions that enable children to teach themselves basic reading, writing and arithmetic.*



#### **7 Melanie Paxson - Disney's Descendants \*Individual**

*Melanie Paxson is an american actress currently starring as the 'Fairy Godmother' in the Disney's Descendants Movies 1, 2 & 3.*

# 1 Cherwell Software - Social Media Highlights from a 4 to 5 month growth period:

## Facebook

73% increase in Facebook page likes

2170% increase in Facebook reach

164% increase in Facebook engagement

## Twitter

30% increase in Twitter followers

>1M Twitter impressions

## LinkedIn

13% increase in LinkedIn followers

160% increase in LinkedIn shares

## Original Video Series

170% increase in video views

784% increase in minutes watched

## Social Media Marketing Campaigns

132% increase in website clicks & new customer leads

Custom designed marketing campaigns to support and increase the organic follower gain on Facebook & Twitter.

## 2 x karla - Social Media Highlights from a 3 to 4 month growth period:

### Instagram

136% increase in followers

360% increase in engagement (likes)

### Website & online store

273% increase in website/online store clicks

### Online Sales

121% Increase in online Sales

### 3 Michelson Found Animals - Social Media Highlights from a 3 to 4 month growth period:

#### Facebook Live

Implementing a weekly Facebook Live initiative in addition to daily posts

Pre-scheduled weekly Facebook Livestreams for 50-60 minutes

Roughly 120,000 views per week

With every Livestream, Michelson Found Animals / Adopt & Shop is experiencing more viewers, engagement, viewers asking questions about the adoption and donation processes which is ultimately leading to more foot traffic in the shelter, adoptions into forever homes and donations via Social Media.

## 4 KNEKT TV - Social Media Highlights from live events:

### **Make A Wish – Power of a Wish Gala**

Live broadcast from the Make A Wish – Power of a Wish Gala in New York 2017 with hundreds of guests, 4 hours of live broadcasting, alone 14k views on the Make A Wish Metro NY & Western NY Facebook page and a total of \$1.6 Million raised in donations.

### **Daytime Emmy Awards**

Collaborating with Knekt Tv, VOXS Media orchestrated the social media strategy and live engagement element of major live productions like the '45th Daytime Emmy Awards' & '46th Daytime Emmy Awards', which is the most prestigious awards ceremony for daytime television in the world. 2019 we reached 6M impressions and over 3.3M views.

## 5 Land And Sky - Social Media Highlights from a 4 to 5 month growth period:

### Facebook

172% increase in Facebook page likes

1229% increase in Facebook reach

194% increase in Facebook engagement

### Instagram

289% increase in followers

355% increase in engagement (likes)

### Website / online-store traffic

Doubling the website and online-store traffic through tailored social media marketing campaigns on Facebook & Instagram and Reputation Management.

### Increase in sales & new customers

## 6 Global Learning XPrize - Social Media Highlights from a 1 month growth period:

### Facebook - Social Media Marketing Success

Custom designed Facebook page like campaigns

8733% growth in Facebook page likes compared to previous month

844% increase in Facebook reach

286% increase in Facebook engagement

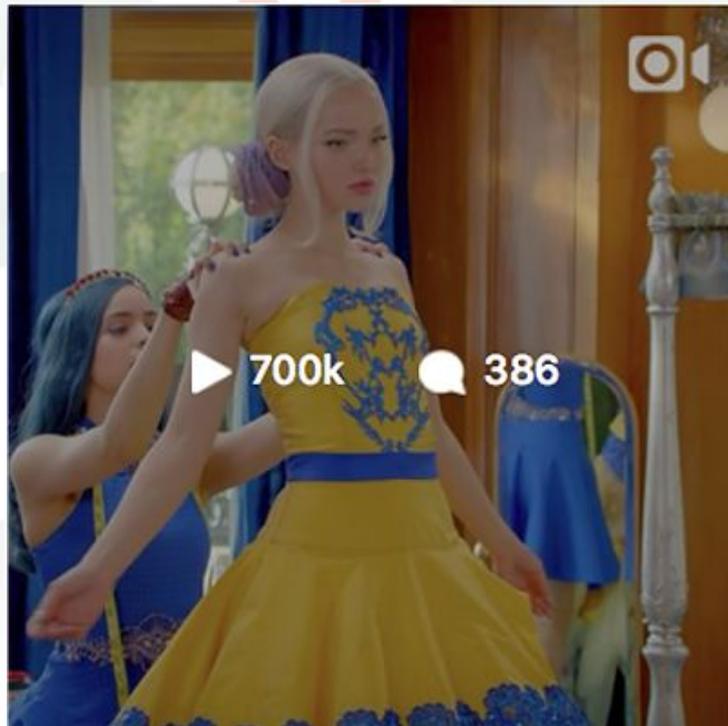
## 7 Melanie Paxson, Disney's Descendants - Social Media Highlights from a 2 to 3 month growth period:

### Instagram

153% increase in followers

248% increase in engagement (likes & comments)

Post example (right hand side) with 700k views and 386 comments.



# Is your business ready to grow and take advantage of Social Media & Social Media Marketing?

Please visit the website for more info regarding services, custom subscription packages, pricing and contact information.

Thank you.

**Your VOXS Media Team**

[www.voxsmedia.com](http://www.voxsmedia.com)

