

BBM FOUNDATION MARKETING CASE STUDY



OBJECTIVE

BBM Foundation, focused on supporting women survivors of domestic violence, needed a comprehensive digital marketing strategy to increase awareness, engage supporters, and provide beneficiaries with valuable entrepreneurial training.

SOLUTION:

- We provided a range of services designed to elevate BBM's digital efforts:
- **Graphic Design & Branding:** We created compelling graphics and visual content that aligned with BBM's mission, enhancing their storytelling and engagement on social media.
- **Social Media Management:** We managed BBM's social media accounts, crafting a consistent posting schedule and developing content that highlighted their programs, success stories, and upcoming events.
- **Marketing Strategy Development:** We formulated a detailed marketing plan to target donors, volunteers, and partners, aligning their digital efforts with BBM's growth objectives.
- **Entrepreneurship & Digital Marketing Training:** As part of our commitment to empowering women, we conducted workshops for BBM beneficiaries, teaching digital marketing skills and entrepreneurship basics to help them build their own ventures.

RESULTS:

- **Increased Engagement:** BBM's social media following grew by 250%, and their posts now receive three times the average engagement compared to before our partnership.
- **Improved Brand Recognition:** Professional branding and a clear marketing strategy elevated BBM's visibility, resulting in new partnerships and sponsorship opportunities.
- **Beneficiary Empowerment:** Through our training, beneficiaries gained practical skills in digital marketing, enabling them to confidently promote their own businesses and ideas.

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