



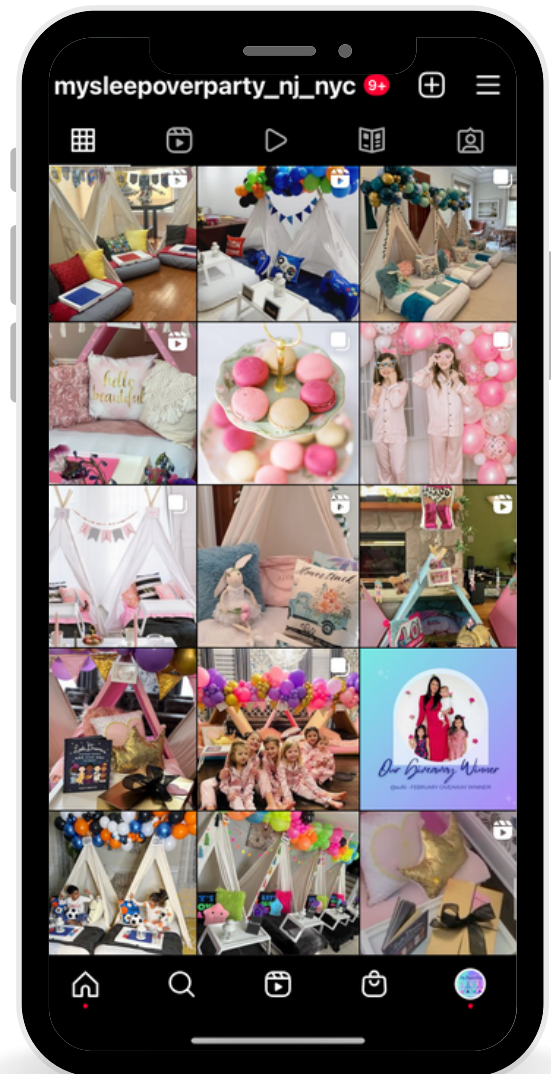
# Client Case Study

BRAND GROWTH & LEAD GENERATION FOR  
MY SLEEPOVER PARTY: 90 DAYS CASE STUDY

# Brand Overview

My Sleepover Party is a teepee and sleepover tent rental service that specializes in creating unforgettable and beautiful designer-themed sleepover parties for kids.

The brand was inspired by the simple wish to make their kids' party dreams come true. They offer their packages for sale and rent in the **New Jersey and NYC area**.



CLIENT BEFORE

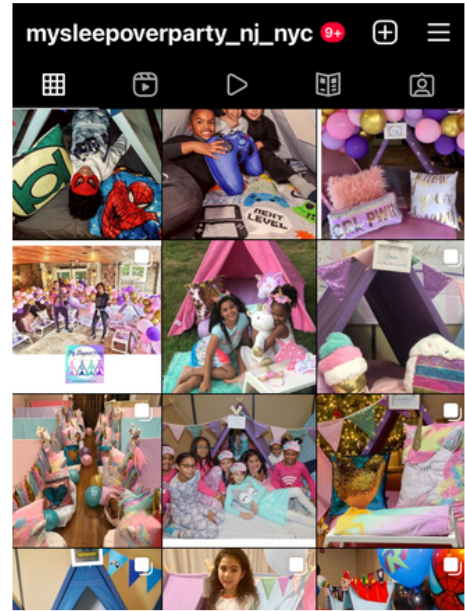
# The Problem

Our client knew the importance of social media in their marketing funnel however she **lacked the TIME + EXPERTISE to consistently show up on social media.**

They struggled with;

- Consistency in posting & low content
- Attracting & nurturing audience
- Growing their brand on social media
- Low bookings by ideal clients

**The challenge:** Page growth, increased brand awareness, and lead generation. (increased bookings).

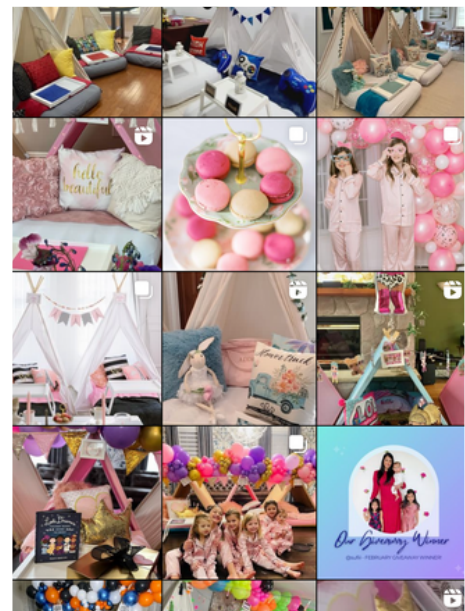


CLIENT AFTER

# Our Solution

She invested in our Done-for-You (DFY) management service & through ORGANIC MARKETING strategies we;

- Communicated their unique service to their target audience through consistent messaging & creative content.
- Connected the brand to a wider audience through data-driven strategies and collaborations.



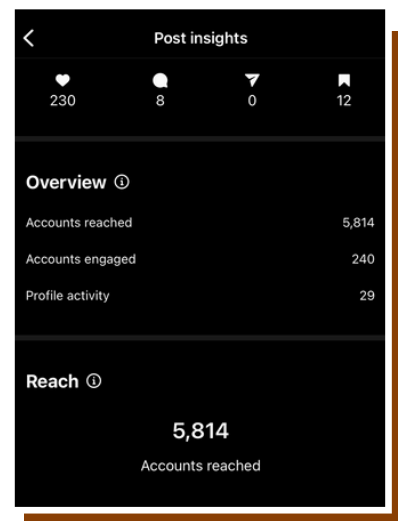
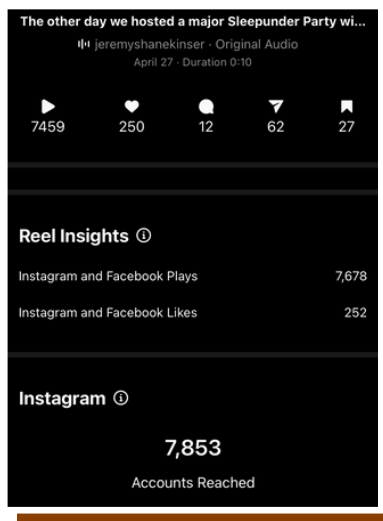
# The Results

## Social Media Growth:

- Generated leads that **fully booked out the business** within the first 3 months
- Page growth by **99.3%** within the first two months
- Increased brand reach and impression by **130% & 426.8%** respectively within the first two months
- Increased content engagement (saves, shares, and likes)

Business Growth: More time to focus on serving clients, expanding the team & scaling her business (she doubled her team and number of customers within one year)

Personal life fulfillment: More time to travel, spend with family, and on hobbies she enjoys.



# Ready to experience business growth & time freedom?

Book your discovery call today 

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