

# Digital Growth

## WITH CONSERVATION NATION

CASE STUDY: DIGITAL MEDIA & STRATEGY

## CLIENT PROJECT RESULTS

Conservation Nation provides funding and support for conservationists from underrepresented communities through worldwide grants, while educating and inspiring the next generation of leaders through education programs in Washington DC. Without funding for a full-time communications staff, they brought us on to lead their communications efforts, accurately communicate their mission and vision to audiences, share success stories, and get more eyeballs on their work. 👀

The first step was a digital audit of their channels, which included an analysis of channel performance in the prior year. After using that to inform a SWOT analysis, we built a comprehensive communications strategy that included social media, newsletter strategy, blog planning, media relations, and more. We then jumped in and implemented those strategies across channels. From adorable Valentine's Day cards on LinkedIn to unique Instagram reels, we rolled up our sleeves with creativity and innovation.

What we accomplished with Conservation Nation is amazing. Our new perspective on Conservation Nation's different programs and focus on storytelling led to increased engagement across all channels.

Our work led to:

- 392% increase in Instagram reach
- 320% increase in Facebook impressions
- 20% increase in LinkedIn engagement rate
- 23% increase in LinkedIn followers

# 2024 INSTAGRAM GROWTH

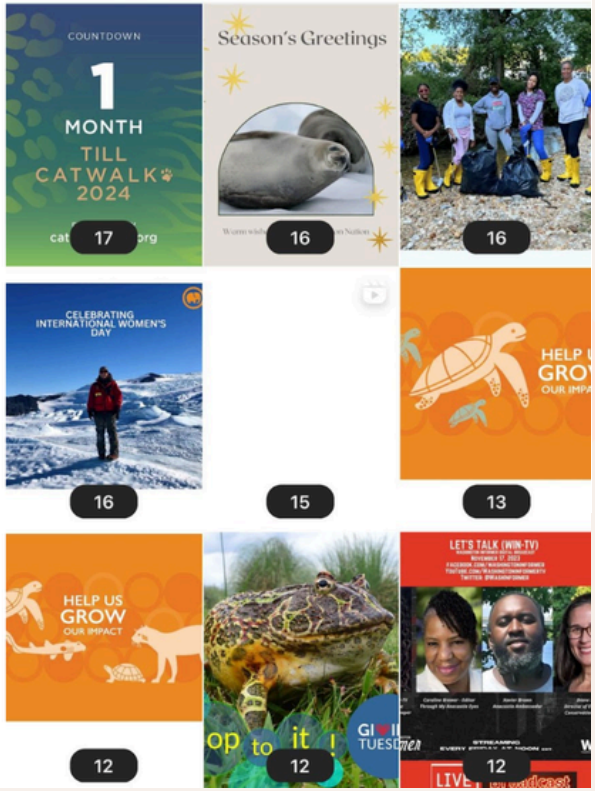
| STATS | 2023 | 2024 | Increase |
|---|---|---|---|
| Impressions | -- | 124.1K | -- |
| Reach | 12.2K | 60K | +392% |
| Page Visits | 3K | 3.6K | +15% |
| Content Interactions | -- | 3K | +100% |
| Follows | -- | 858 | -- |

** -- INDICATES THAT THE DATA WAS NOT AVAILABLE

To build Conservation Nation's Instagram account, we focused on three key areas:
1) Incorporating video content, 2) Using strong, human and animal-centered images, and
3) Storytelling through content and captions. We improved not only the visual look and feel of their grid, but also added depth to the content that was shared. Consistently posting unique, creative content — including reels, which they hadn't utilized previously — helped us take their Instagram account to the next level.

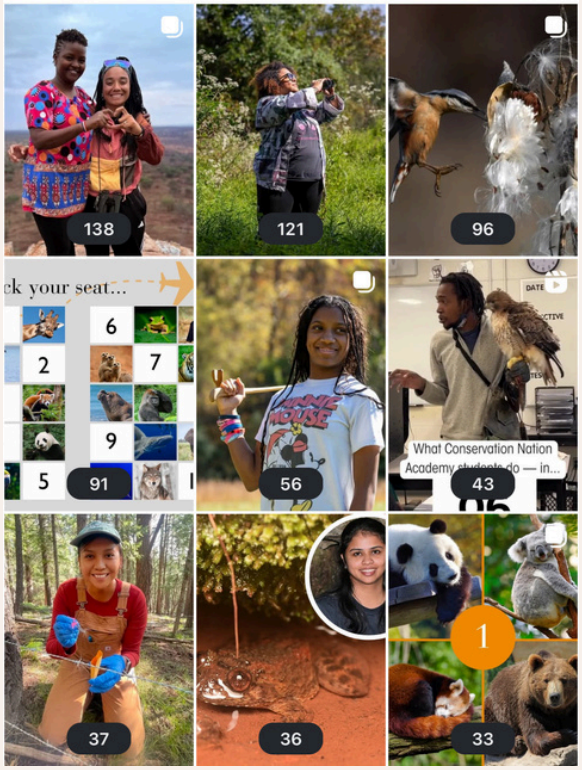
## 2023

**Accounts engaged**



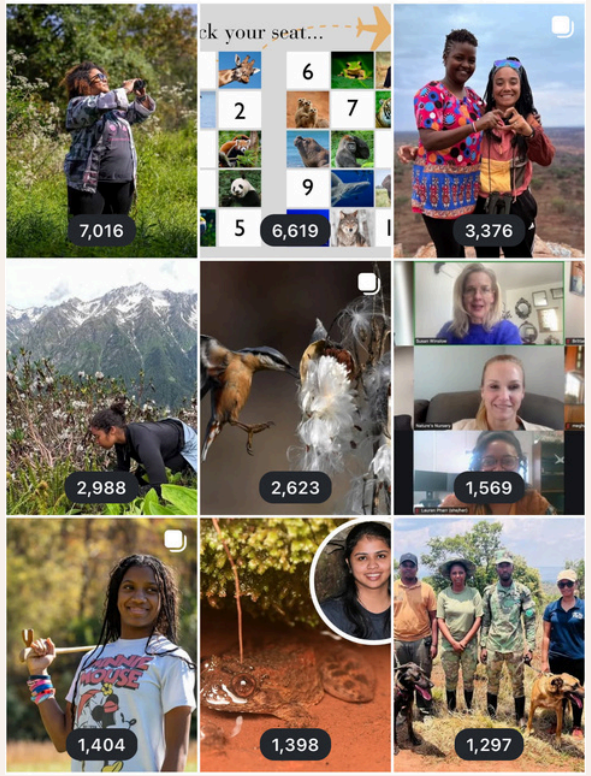

## 2024

**Accounts engaged**




## 2024

**Accounts reached**

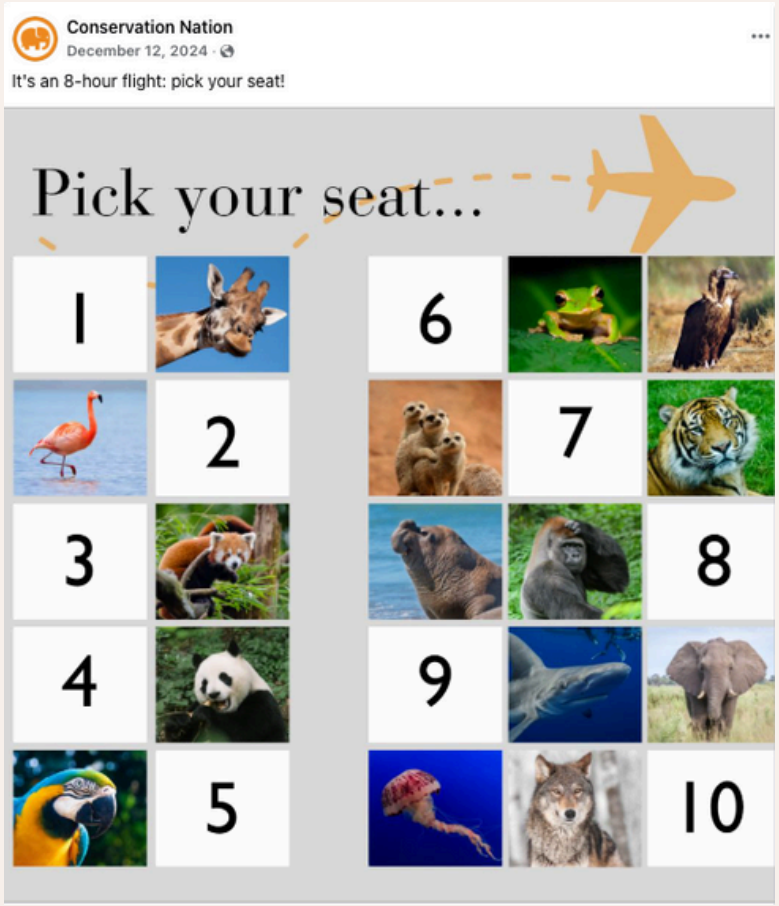


# 2024 FACEBOOK GROWTH

| STATS | 2023 | 2024 | Increase |
|---|---|---|---|
| Impressions | 20,964 | 88.1K | +320% |
| Reach | -- | 83.8K | -- |
| Page Visits | 3K | 4.9K | +12% |
| Content Interactions | -- | 2.7K | +43.5% |

** DATA IS FROM ORGANIC CONTENT.
-- INDICATES THAT ORGANIC DATA WAS NOT AVAILABLE

As changes to Meta continue rolling out, Facebook growth remains a challenge for many organizations. We used Conservation Nation's audience to our advantage and were able to boost impressions and engagement throughout the year. Our Facebook strategy included graphic creation, utilizing best practices, and increasing the number of posts that had an "action" attached — like reading a blog or clicking an article. Tailoring stories to Facebook was a key part of building engagement on the platform.




Creativity? Yes, please! We used this social media trend on both Instagram and Facebook, and we saw the highest engagement on Facebook. The post garnered 81 comments, building up a reach of more than 6K!




We used a collab post to get new eyeballs on Conservation Nation's Instagram account, then we used beautiful imagery and a clear caption to keep them there. (Tip: adding a location to posts also increases reach)

# 2024 LINKEDIN GROWTH

| STATS | 2023 | 2024 | Increase |
|---|---|---|---|
| Impressions | 23,751 | 41,792 | +76% |
| Reactions | 809 | 1,333 | +65% |
| Comments | 45 | 86 | +91% |
| Engagement Rate | 6.669% | 8% | +20% |

** -- INDICATES THAT THE DATA WAS NOT AVAILABLE

Our preliminary digital audit found that while Conservation Nation's audience on LinkedIn was smaller than their peers', their engagement rate was nearly 30% higher. We tapped into that knowledge to find the most engaging content types and lean into them on LinkedIn. By focusing on what worked, we were able to replicate success — leading to significant growth across all metrics.
















One of the most fun tactics we took on LinkedIn was leaning into their focus on protecting wildlife. We created animal-focused Valentine's Day graphics, which were the top-performing LinkedIn post of the entire year with an engagement rate of 21%. (An average engagement rate is 2-3%.)

The post was also one of the highest-performing posts across Facebook and Instagram, too! Probably because it's beary cute.