

### The Client:

The Low Carb Grocery serves Canadians with an expansive range of health food products for the low carb diet, ketogenic diet, and other types of special diets that focus on reducing carbs and sugars. With multiple retail locations across the country, and a complete e-commerce solution, The Low Carb Grocery is one of Canada's leading providers of these types of specialty foods.



### The Challenge:

Low carb dieters are passionate about their lifestyles and enjoy sharing their experiences, trading recipes, and engaging around interesting related topics, especially on social media platforms. The Low Carb Grocery needed a way to reach Canadian low carb dieters with valuable, educational, and informative content to build trust and affinity, increase the number of Canadian followers & establish [www.thelowcarbgrocery.com](http://www.thelowcarbgrocery.com) as their preferred source of health foods and specialty groceries.

### The Strategy:

WMT developed a strategy that combined the production of SEO-focused content from The Low Carb Grocery's blog along with consistent social media distribution and promotion efforts to significantly increase the reach and impact of these high-value articles among passionate low carbers, and attract the most relevant new followers in Canada from coast to coast.

- 1 – Revitalize and optimize The Low Carb Grocery's Facebook page and profile**
- 2 – Publish high-value content on a regular schedule & apply targeted boosts to extend reach**
- 3 – Implement a focused advertising campaign to acquire relevant Canadian fans & followers**



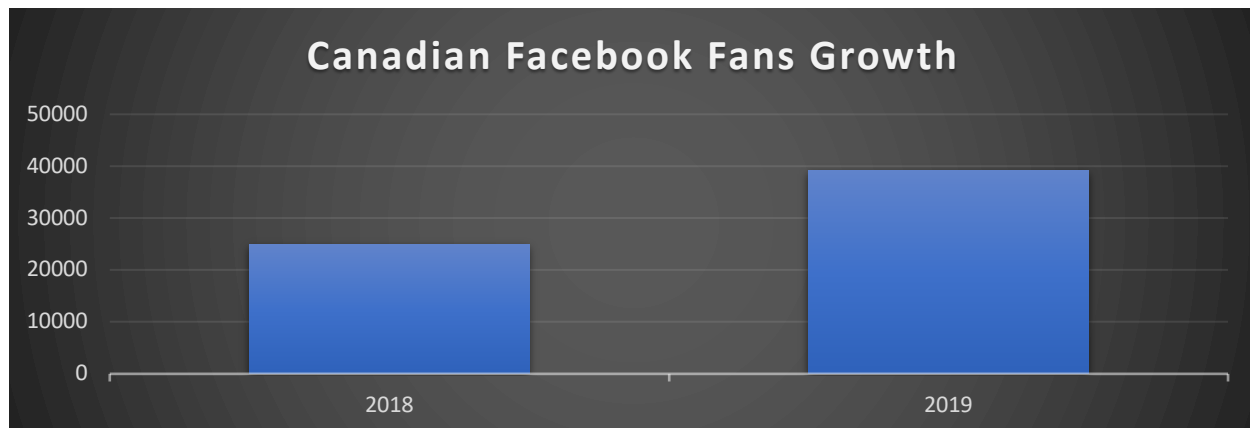
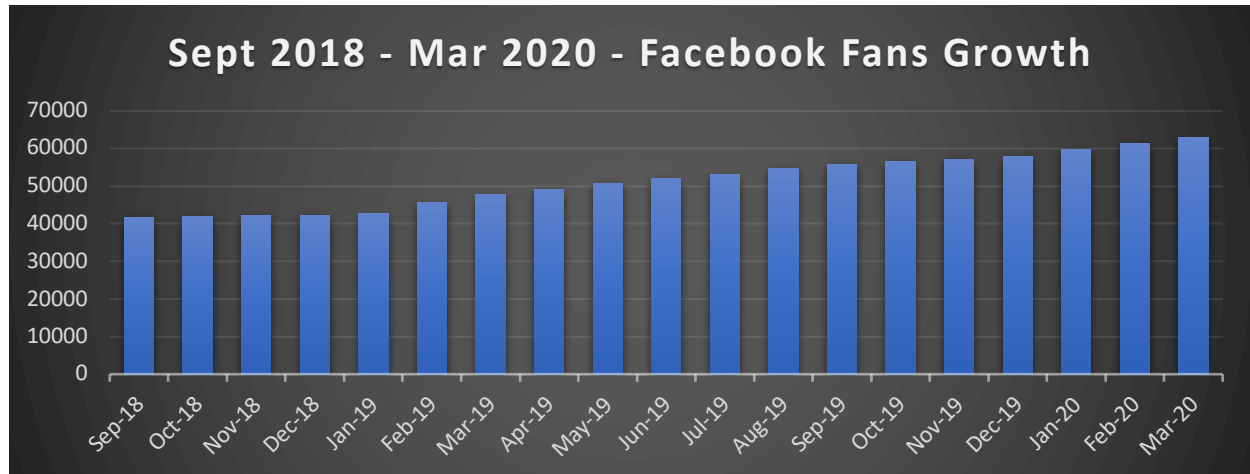
### In Their Words:

"If you want to win in social media, you've got to share great content that keeps your fans coming back for more. With the content strategy that WMT helped us with, we've really increased the value of our articles and our audience is growing. We're focused on educating our customers and giving them useful information that helps them get the most out of the low carb lifestyle, and we're seeing great results!"

Before we started this social media campaign, growth of our audience had totally stalled. Once WMT began working their magic, we started to see growth of hundreds of new relevant and engaged Canadian fans coming to our page each month. Our articles, recipes, and low carb diet tips are now reaching further than ever before, and our fans are more active. It's exactly what we needed!"

– Justine Yip, Owner of The Low Carb Grocery

### The Results:



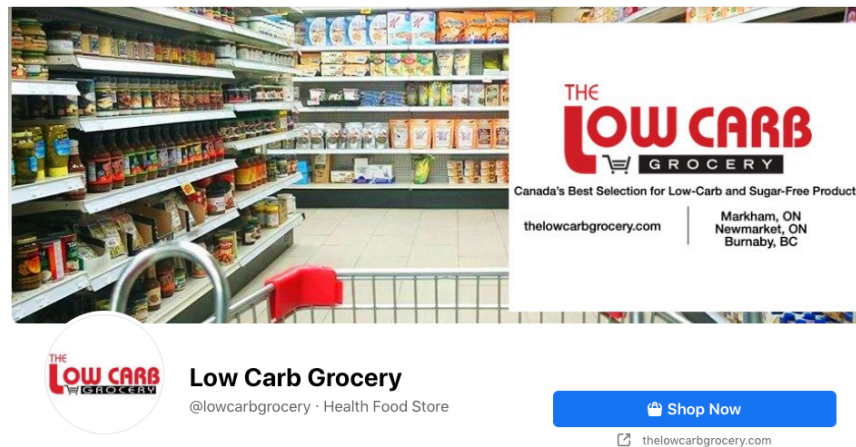
### The Story:

Success in social media depends on many factors, but two of the most critical are having a relevant, engaged fan base and a steady stream of high-value content to share. The Low Carb Grocery had an existing Facebook page, as well as a handful of other social media channels setup, but fan growth had stalled in throughout 2017 and early 2018, and engagement on page posts was waning. They needed to rejuvenate their audience on social media, attract relevant new fans, and deliver a steady stream of interesting content to keep them engaged.

**To achieve these goals, The Low Carb Grocery turned to the social media experts at WMT.**

## Starting with Optimization of The Low Carb Grocery's Facebook Page:

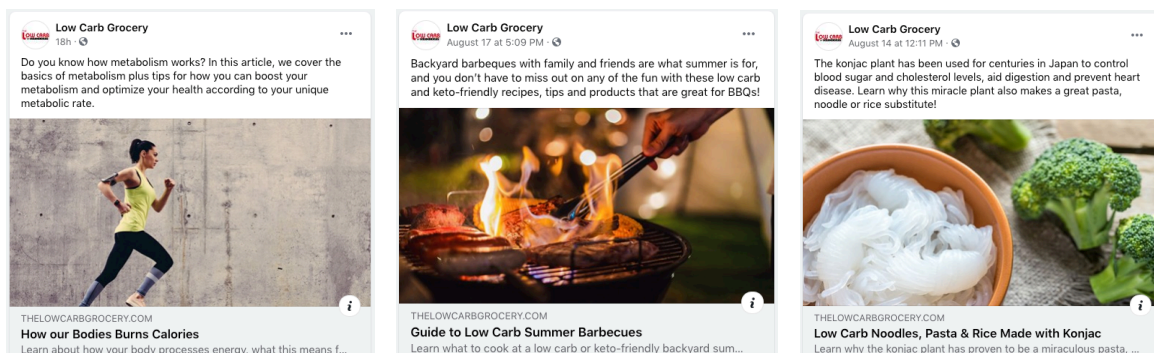
While many companies are aware of the importance of search engine optimization for their websites, they are often not aware that the same general principles apply to social media profiles and pages. All social media networks, such as Facebook, Twitter, and LinkedIn, have powerful search engines built in to them to allow users to seek out the most relevant pages and profiles related to specific topics. This is why having complete and well-optimized profiles and pages are essential components of any social media strategy.



WMT examined all areas of [The Low Carb Grocery's Facebook page](#), refreshing old verbiage with up-to-date keywords, completed missing profile information sections, and updated visual elements to align with current brand standards. In addition, tracking settings and analytics were also reviewed and updated with proper configurations, and connections with Google Analytics were verified for accuracy.

## Developing a Multi-Faceted Posting & Sharing Schedule:

With the Facebook page now fully optimized and aligned with all other digital marketing efforts, a plan was developed to produce a steady flow of relevant and valuable content to the Facebook page to engage, educate, and entertain fans. This schedule leveraged multiple different content sources, both internal and external, to deliver consistency and value.



In addition to existing guides, articles, and advice produced by The Low Carb Grocery, WMT also began incorporating curated content from third-party sources, such as well-known bloggers, recipe gurus, industry experts, cooking YouTubers, and other high-value content producers. These curated links helped

supplement the flow of original material from The Low Carb Grocery to the Facebook page with other interesting related content that the passionate fanbase of low carb and keto dieters would be drawn to.

As the Facebook community grew, and engagement increased thanks to the consistent posting schedule, WMT and The Low Carb Grocery worked together to ramp up the production of original articles, guides, and product features that would live on The Low Carb Grocery blog. These fresh, exciting, and valuable articles would then be shared to the growing Facebook audience, and boosted using Facebook's powerful advertising tools to help extend the reach, attract new fans, and remain visible for longer periods of time. These boosts resulted in a surge in engagement and traffic to new blog posts, and helped to drive new customer accounts and revenue contribution from social media.

### Accelerating Fan Acquisition and Audience Growth:

As success of the Facebook content and engagement strategy showed, even a slight investment in targeted advertising could produce a big impact very quickly. To build on this success, WMT devised an advertising campaign for The Low Carb Grocery that was dedicated entirely to audience growth and acquiring highly-relevant new fans to the page. This particular point is key, as the audience that had accumulated organically on The Low Carb Grocery Facebook page included a significant portion of people located outside of Canada.

This presented a dilemma for The Low Carb Grocery, since the business only operated within Canada and did not ship products internationally. Therefore, in order to ensure that any new fans attracted to the page through paid promotions were only located within Canada, a very strict set of targeting criteria were set. These criteria, along with interest-based targeting settings that focused on common themes such as low carb dieting and healthy living, helped to grow The Low Carb Grocery's Canadian Facebook fans by leaps and bounds in a very short period of time.

### The Importance of Value:

One of the biggest potential pitfalls of social media is the fact that it's all too easy to post 'stuff' on your Facebook page or Twitter feed. The real challenge of social media is making sure that the 'stuff' you are posting actually delivers REAL VALUE to your audience. Just like 'good content' is the fuel for SEO, 'good posts' are the fuel that drives social media business results.

WMT helped to turn The Low Carb Grocery's social media around by focusing efforts around delivering real value in the content being shared, and then helping to ensure that it got in front of the people for whom it mattered the most. Because of this fundamental shift in social media strategy, The Low Carb Grocery now has a thriving, engaged fanbase and is committed to consistently delivering helpful, interesting, and valuable content.

*Now, that's how you win in social media!*

**If you're ready to learn how you can leverage WMT's expertise to improve the impact of your social media, please contact us at 866-409-1729 or email us at [sales@web-marketing-toronto.com](mailto:sales@web-marketing-toronto.com) to book your free, no-obligation discovery session.**