



www.lighthousedigitalresults.com

CASE STUDY

Introduction

Lighthouse Digital Results (LDR) is a digital marketing agency founded by Kate Zickel in January of 2019. It specializes in helping small businesses and non-profits build and grow their online presence through digital branding and social media.

Kate was inspired to start LDR out of the desire to offer a more personalized consultation service that traditional agencies fail to provide. Ever since opening its doors, LDR has always focused on delivering 1-on-1 service to its clients. The company's clients include non-profit organizations which Kate is very passionate about, as well as product and service retailers.





Growing Pains

Lighthouse Digital Results has been experiencing high growth since inception, but what also comes with explosive growth are growing pains.

For Kate, acquiring new customers is often what she thinks about as part of her long-term growth strategy. One of the main tactics that Kate employs is to be active in her local community. She attends events in Fairfax county aimed at entrepreneurs such as happy hours and workshops. Here, she gets to network with other entrepreneurs and mentors in the community, and through them gets referred to potential new clients. Another main tactic Kate uses is using words of mouth and client testimonials to build her company's reputation.

Growing Pains



Another challenge Kate has experienced in operating a new business relates to setting up a consistent pricing structure for her projects, a case Kate finds especially difficult given that each of her clients has different needs and complexity. "This is a trial and error basis," Kate says, and she has sought out help from mentors who had been through this issue before in order to determine the optimal pricing structure.

Like many startups, LDR is largely a 1-person team supported by freelancers. A struggle that comes from operating as a 1-person team is preventing prolonged periods of non-stop working and eventual burnout. A helpful method to curb burnout is to use a simple time tracker app. Kate appropriates the *Life Cycle* app to track the amount of time spent on each project and manage her working hours. Using the app, she divides her time into short sprints with breaks in between. These short sprints make it easier for Kate to accomplish assignments since she can break down bigger tasks into manageable pieces.

Educating a Non-Profit on Social Media Best Practices and Growing its Presence Online





Background

Kate's Lighthouse Digital Results had recently secured a non-profit client for social media consulting. LDR's goal was to educate the Non-Profit on the best practices of Facebook, showcasing the tools available on the platform and demonstrating strategies to leverage these tools (Facebook live videos, Insights, etc.) to increase reach (the number of people who've seen the content) and engagement.

Strategies

Kate's priority was not to only establish the Non-Profit's content strategy but also to set up an editorial calendar for the Non-Profit's Facebook page, scheduling content posts ahead of time and on a regular basis. Since videos encourage engagement over other forms of content, Kate also posted a combination of relevant video clips and Facebook live videos.

A strategy that LDR employed to dramatically boost reach was to form strategic partnerships with other like-minded and better-known organizations in the local community. Through these partnerships, the Non-Profit was able to increase exposure of its Facebook page via backlinks (having the partner direct their readers to the page) and outbound links (linking to the partner's website).

Although LDR's social media consulting focused on Facebook, the firm also educated the Non-Profit on how to use Twitter to better engage and communicate with its audiences.





1.3 Million Reach
Over the Course of the
Contract

Results

At the end of the contract, Lighthouse Digital Results helped the Non-Profit triple its reach to 1.3 million thanks to the content strategy and use of strategic partnerships. The result also made the Non-Profit very excited about the new Facebook tools and the future possibilities these tools represent.



Advice

Kate's Lighthouse Digital Results now has 15 and growing clients on the roster. The drive to produce high-quality content and achieve tangible results have not only attracted returning clients but also generated testimonials that build up a strong reputation.

Although she has only begun to embark on her entrepreneur journey, Kate left us with 3 pieces of advice.

1. When starting a new business, it's essential to do proper research and homework. Kate suggests talking with people who have started their own businesses to understand what to do and not to do. It also helps to study the industry, competitors, and growth opportunities.
2. Kate wants to remind every newbie not to be afraid of making mistakes. As Kate has shown, people learn from making mistakes; it is through trial and error that one can overcome challenges.
3. Time management is also key when starting out. Kate advises entrepreneurs to keep track of time spent on each project to ensure they are working efficiently and prevent exhaustion.

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