

SOCIAL STRATEGY & VISUAL STORYTELLING

CASE STUDY

Helping landscaping stories find their audience.

SHAWAL SHABBIR

Marketing Specialist

THE CHALLENGE

Improving audience interaction and campaign effectiveness for a landscaping brand.

HOW I ADDRESSED IT

I combined social strategy, paid campaigns and visual storytelling, then used campaign analytics to refine the activity and improve its effectiveness.

MY CONTRIBUTION

Strategy, cross-functional coordination and hands-on marketing delivery — connected to the business objective.

Approach. Delivery. Contribution.

OVERVIEW

Social strategy & visual storytelling. Helping landscaping stories find their audience.

AUDIENCE ENGAGEMENT

Developed social strategy, paid campaigns and visual storytelling for landscaping services.

OPTIMISATION

Used campaign analytics to refine activity and improve audience interaction.

PROBLEM TO SOLVE

Improving audience interaction and campaign effectiveness for a landscaping brand.

CREATIVE DELIVERY

Brought service and project stories into audience-facing marketing content.

RESULTS & BUSINESS CONTRIBUTION

Resume-reported outcomes: 30% increase in audience interaction and 20% improvement in campaign effectiveness.

Source: professional experience and resume supplied by Shawal Shabbir. Reported figures relate to the brand initiatives described; no additional results have been inferred.