

Revitalizing Veteran Non-Profit Organization Online Presence

Client: Veteran Non-Profit Organization - A vital organization dedicated to supporting military veterans in transitioning to civilian life and accessing resources.

Challenge: Veteran Non-Profit Organization faced a critical setback: the loss of their original Facebook page, which boasted over 500 followers, due to Meta's policy regarding similar organizational names. This resulted in a dramatic drop to just 80 followers, severely impacting their ability to connect with their target audience. Additionally, as a non-profit, they operated on a limited budget, precluding the use of paid advertising.

Solution: I developed and implemented a comprehensive strategy focused on organic growth, community engagement, and SEO optimization.

- **Social Media Recovery & Growth:**

- I executed a targeted strategy to rebuild their Facebook presence, creating engaging content and visually compelling graphics.
- To overcome the budgetary constraints, I focused on proactive outreach to local groups, strategically sharing event information to maximize community reach and event attendance.
- This approach yielded a 35% increase in followers within one month, growing from 80 to 146.

- **SEO & Website Optimization:**

- I rectified and optimized their Google landing page, ensuring accurate and up-to-date information.
- I aligned the Google landing page with their newly created website, safeguarding against potential audience loss from those without social media.

- **Cross-Platform Consistency & Community Focus:**

- I ensured consistent and accurate information across all platforms, prioritizing the connection of military veterans with essential resources and a supportive community.

Results:

- Achieved a 35% increase in Facebook followers within one month.
- Enhanced online visibility through optimized Google landing page and website alignment.
- Strengthened community connection by ensuring veterans have easy access to vital resources.

Skills Demonstrated:

<ul style="list-style-type: none">• Social Media Management (Organic Growth)	<ul style="list-style-type: none">• Content Creation & Graphic Design	<ul style="list-style-type: none">• Community Engagement & Outreach
<ul style="list-style-type: none">• SEO Optimization (Google Landing Page)	<ul style="list-style-type: none">• Website alignment	<ul style="list-style-type: none">• Non-Profit Marketing

Impact: This project demonstrates my ability to overcome significant challenges and deliver substantial growth for non-profit organizations with limited resources. By implementing a strategic and community-focused approach, I helped [Non-Profit Name] rebuild their online presence and strengthen their connection with the veteran community.