



THE WINGNUT SOCIAL PODCAST

Social Media Metrics can sometimes be difficult to track. I mean, sure, there's Google Analytics but how do you know for sure, 100%, that clients are picking up that phone BECAUSE of your social media marketing? You ask, "Hey, by the way, how did you hear about us?" And that's exactly what Darla and Natalie do at Darla Powell Interiors.

After receiving several requests from potential Wingnut Social Clients about the ROI of Social Media marketing, Darla and Natalie went through their client list dating from the day their DPI doors opened full-time on March 27, 2017 - December 31, 2018.

They selected only those clients who they know found them directly from their social media channels. Chiefly, Instagram, Facebook, Houzz and Pinterest. Some of them sent direct messages on these channels, some just answered the above question with, "I saw your work on _____." Most importantly, all (but one) were (and are) real life, paying clients so, here we go....

SOCIAL



FACEBOOK

5 Direct Clients

Consultations: 2 (1 free from Blog Contest)

Full-Service Clients: 1 @ 30 Hours

Design Consulting on Retainer : 1 @ 10 Hours

Design Only: 1 @ 30 hours



HOUZZ

14 Direct Clients

Consultations: 8

Full-Service Clients: 1 @ 48 Hours

Design Consulting on Retainer: 3 @ 55 Hours

Note: Most of our Houzz leads did NOT follow through after the consultation but we did manage to get some really good gigs here.



INSTAGRAM

6 Direct Clients

Consultations: 2

Full-Service Clients: 2 @ 107 Hours

Design Consulting on Retainer : 1 @ 10 Hours

Commercial Design Consulting: 1 @ 35 Hours

Note: A big boost to our Instagram leads was an article from Pure Wow. They reached out to us after seeing our presence on the platform.



PINTEREST

1 Direct Client

Consultations: 1

Note: It's important to note that Pinterest does drive a lot of website traffic but this was the

SOME CONSIDERATIONS

ALL of the following numbers include a paid consultation. DPI always begins projects with a 90-minute consultation currently billed at \$425.

No Judgement. Some of our project hours are ridiculously low. Listen, we were new and learning. Mistakes were made. Insert your own project hours and hourly rate for the jobs listed to get a better sense of the numbers for your firm.

These are not our only clients during this time period. Only the ones we absolutely know came to us directly from social media channels. Our other clients were referrals or found us "on the internet." Maybe the "internet" is social media channels as well. Some most probably are, but those clients are not included in this report.

No clients were harmed in this research.

So, not too shabby for our first 20 months, right? We'll take it all day long. Please keep in mind that your mileage may vary. Every market is different, and every client is different. But this is just some of what Darla Powell Interiors has accomplished through its social media marketing strategy.