



Dr. Rissy's Writing



@MorissaSchwartz



@drissyswriting



/morissaschwartz

Dr. Rissy's Writing & Marketing

Continued Growth in the Creative Sector!

Dr. Rissy's Writing & Marketing believes that a marketing team should be able to grow their own business to show that they can grow someone else's. That's why the first account we show in our collection of case studies is our own!

We run multiple accounts for our own business, but in this case study, we are going to focus on LinkedIn, Twitter, and Facebook. Those are the accounts that we focus on the most in our efforts to reach you, the potential client!

The Blue Check on Twitter!

On Twitter, Morissa Schwartz (Dr. Rissy) was able to get the blue check! This check is awarded to celebrities and the most engaged on Twitter. According to Twitter, "The blue verified badge on Twitter lets people know that an account of public interest is authentic." It's hard to obtain, and proves we know what we're all about.

Continuously Rising Numbers!

We aim to have continuously rising numbers from month to month. The data to the right shows that we can not only have goals but reach them as well. We emphasize both reach and engagement so that we can pull new followers in and keep them talking.

Know The Platform.

You must know the platform you are posting to. We use our knowledge of Twitter, Facebook, Instagram, LinkedIn, Pinterest, and Google my Business to tailor each post and pick the most engaging content. While a quote might work for Twitter, a news post would be much better for LinkedIn!

"It's nice to make a difference through our work."

— Morissa Schwartz, Owner

13k +

Followers on Twitter with continuous growth!

10%+

Engagement rate on Twitter! *On Twitter, above 1% is high!

83%

Of followers are engaged on Facebook!

16.9k

Reach in a 90 day period!

 Dr. Rissy's Writing and Marketing Past 90 Days

Performance

Engaged Users
807 ▲181%

Link Clicks
439 ▲1,414%

Post Reach
16.9k ▲557%

Page & Post Engagements
1,004 ▲488%

Reactions
138 ▲627%

Post Impressions
19.0k ▲446%

Take a Look at a Few Posts!

We can talk the talk, but we believe in showing you we can walk the walk as well. Take a look at a sampling of our posting style and analytics for each post below.



Facebook



July 1, 09:00 am [View Post](#)

It's all about the importance of a single word. In this case, an old boss using "our" instead of "my" made me feel like part of the team. Just that one word made all the difference.

Post Clicks	Reactions	Impressions	Reach	Eng. Rate
2	1	27	25	15%



July 18, 09:00 am [View Post](#)

How do you know that quality clients are coming your way? More importantly, is it better to have a larger client base at the expense of quality? Some aspects of these questions become irrelevant.

Post Clicks	Reactions	Impressions	Reach	Eng. Rate
2	2	37	32	11%

Twitter

June 12, 08:34 am [View Post](#)

Happy Red Rose 🌹 Day. It's a real holiday set to remind the world to stop and smell the roses....and to also learn...
<https://t.co/vTizFvAIWo>

Clicks	Retweets	Likes	Impressions	Eng. Rate
2	3	19	695	7.8%



June 28, 02:16 pm [View Post](#)

Some tips for staying motivated as an #entrepreneur. Remember why you first started your #business and rediscover that initial passion. Surround yourself with passionate people who will...

Clicks	Retweets	Likes	Impressions	Eng. Rate
0	1	11	45	27%

LinkedIn

Content Marketing Strategy: Top 10 Mistakes Killing Your Success



Content Marketing Strategy: Top 10 Mistakes Killing Your Success
<https://www.socialmediatoday.com/news/content-marketing-strategy-top-10-mistakes-killing-your-su...>

Are you struggling to implement an effective content marketing plan? In this new podcast, Pam Moore outlines some of the most common errors, and how to avoid them.

This post was sent May 25th at 8:14 AM (EDT).

1 Comment	3 Likes	55 Clicks*	0 Reshares
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My fellow entrepreneurs know this chosen career path can be quite the emotional roller coaster ride! We are not alone! Check out this great article:



The Emotional Roller Coaster of Entrepreneurship
<https://buff.ly/2VPJlUX>

Getting control of your emotions is a superpower.

This post was sent May 26th at 8:14 AM (EDT).

1 Comment	1 Like	81 Clicks*	0 Reshares
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