



CASE STUDY

LAVIDGE

SOCIAL MEDIA CAMPAIGN

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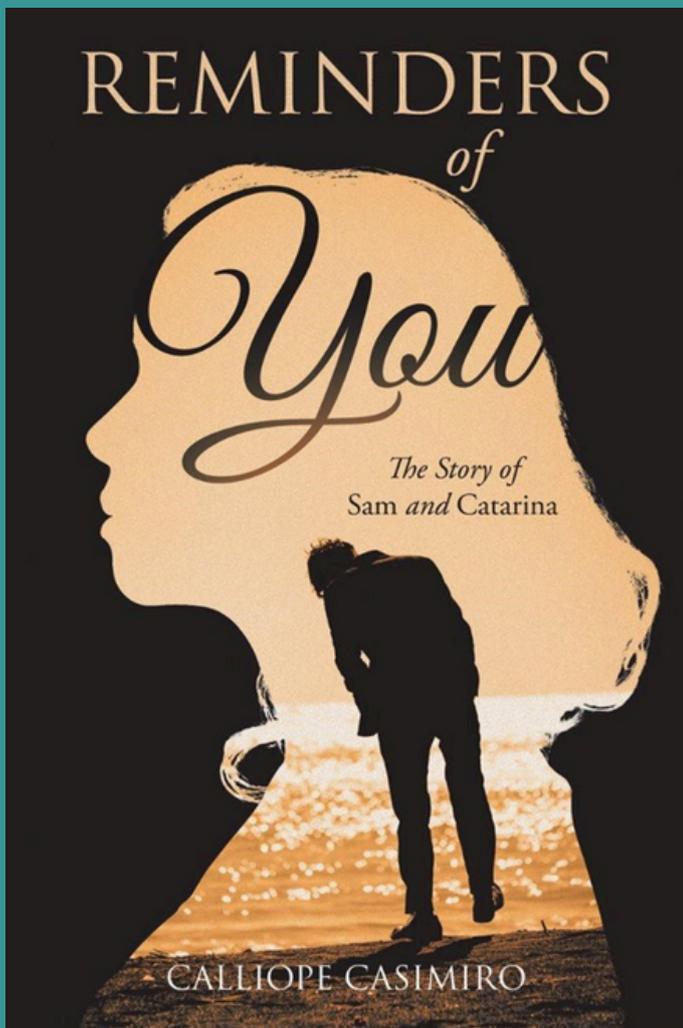
The logo for LAVIDGE, featuring the word "LAVIDGE" in a bold, sans-serif font inside an orange, arrow-shaped graphic pointing to the right.

LAVIDGE

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OVERVIEW

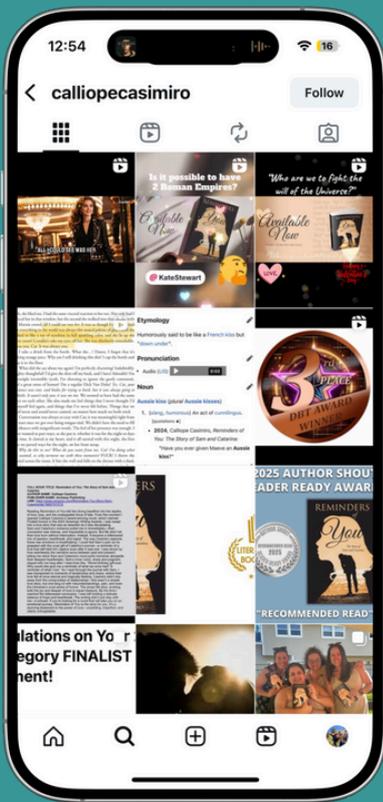
LAVIDGE



AUTHOR AND BOOK

- A Florida native, Calliope Casimiro is a teacher by day and a writer by night. A lifelong lover of theatre and musicals, she has nurtured that passion by working behind the scenes and directing children's theatre during summers past.
- "Reminders of You: The Story of Sam and Catarina," is a heartfelt and defiant love story. It follows Sam and Catarina, whose lives are shaped by the Universe's unpredictable twists. After a year of heartache, Sam finally opens the last birthday gift Catarina gave him—the one that broke his heart—and recalls the love they shared. Realizing their heartbreak could have been avoided, Sam decides to defy fate, pursue Catarina, and set things right, no matter the consequences.

SOCIAL MEDIA BACKGROUND



- The author has experience with social media, familiar with its basic functions, and actively engages with followers across platforms including Facebook and Instagram.
- While she maintains a presence online, she is looking to develop a more consistent content strategy to better connect with her audience and build sustained engagement around her work.

GOAL

- The author is eager to share the story of Sam and Catarina with readers who have experienced the unpredictable twists of fate, as well as with romance enthusiasts worldwide.
- The novel is the first installment in a planned series continuing the journey of Sam and Catarina. Ultimately, the goal is to expand the story beyond the page, with the vision of adapting it into a feature film or television series.

STRATEGIES

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- Each week, our team provided Calliope with at least three customized post suggestions and Canva-designed graphics. She added her personal touches and published the content, with the publicist available for support as needed.
- Studies show that consistently posting quality content boosts an author's visibility and engagement, helping them reach new readers and build a loyal, book-supporting community.

Target Audience

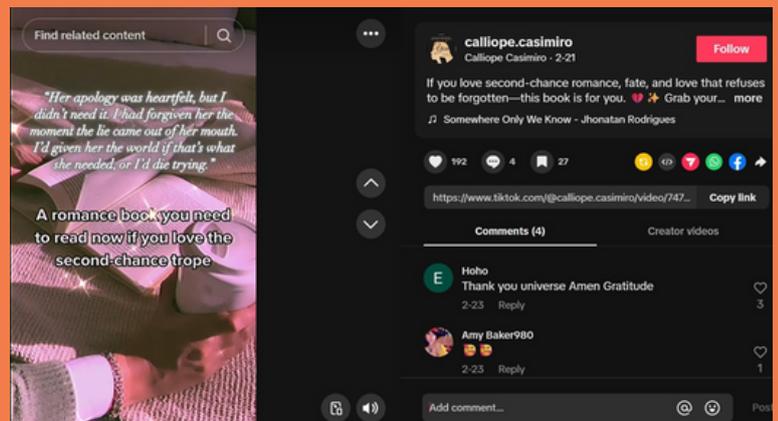
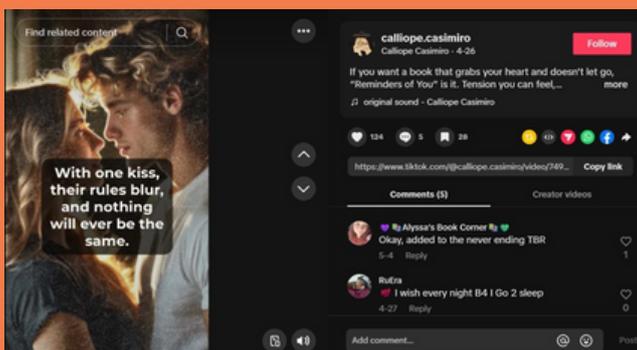
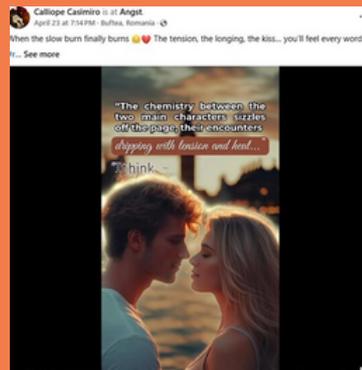
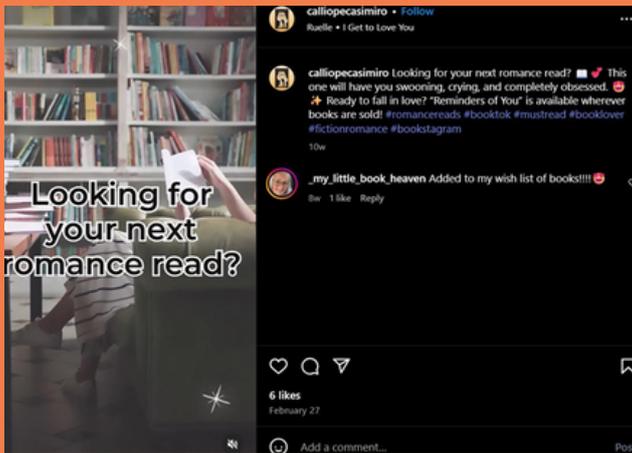
- Romance and Relationships
- Women's Interests
- Books and Literature (Fiction)
- Adult Interests



MEDIA EXAMPLES

LAVIDGE

- Post 3–5 times a week to stay visible and build momentum
- Engage with comments on her videos and others to increase reach and community interaction
- Participate in trending sounds, hashtags, and challenges to boost discoverability
- Utilize a mix of formats—talking videos, behind-the-scenes, text overlays, and stitch/duet content
- Add captions and hooks early in your videos to keep viewers watching



RESULTS

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- At the end of her five-week service, the author's basic base of social media platforms and online presence strengthened significantly. Our support led to increased awareness, higher engagement, and a steady growth in followers.
- All percentages are based on the beginning to end timeline of the author's campaign to the period in which her final report was sent to her.



Instagram
Followers

437% INCREASE



Facebook
Page Likes

54 NEW FOLLOWERS

TikTok Views

100K

TikTok
Stats

350 NEW FOLLOWERS, 59 SAVES, 800 LIKES

CLIENT FEEDBACK

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- Our goal is to build strong, trusting relationships with our authors, fostering a collaborative environment where their voices and visions are heard.
- By working closely together, we ensure every strategy and piece of content aligns with their goals, resulting in meaningful growth, increased engagement, and measurable success across their platforms.



"Cydney, I couldn't have done this without your tutelage. Thank you so much for all your help, you are a rockstar!"



"Love these so much! It'll be difficult to pace myself due to my excitement. Thank you!"



"I look forward to your emails every week! Love these!"

THANK YOU!

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Inspired by Casimiro success story?
Get in touch with us to start your
journey toward outstanding results.



CONTACT

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