



AXIS DIGITAL
MARKETING

Project Overview

Axis Digital Marketing was asked to provide a brand growth strategy for 'Her Sports Corner's' Instagram platform.

Her Sports Corner is a major league sports site for women, by women, and led by owner, Jennifer Salerno. From demystifying sports terminology to revealing the personal lives of players, Her Sports Corner offers a fun, fresh spin on sports news to welcome more women into the excitement of the game.

Situation Audit

Communication Channels

Channel	Content	Frequency	Owner	Engagement
Instagram	User Generated Content	Monthly	Jennifer Salerno	Declining

The Challenges

Issue or Blocker	Current Impact	Value if Resolved
Falling engagement rates and fewer post interactions	High	High

Standing out against competitors on social media	High	High
Running out of creative content ideas	High	High
Lack of growth, direction or strategy	High	High

The Strategy

Services Provided

Top Five

A content marketing strategy

A staff training social media manual

A competitor market research document

A digital marketing strategy to achieve set objectives

A comprehensive twelve months social media marketing plan

The Results

Results

Top Five

Established a coherent tone of voice on social

Improved staff education of key social media platforms

Redefined and optimised Instagram BIO & content aesthetics

Achieved a lower cost per lead for social media (sponsored) advertising campaigns

62% increase in target followers, accounts reached and content interactions on social media