

**BIPOLAR
DEPRESSION**

**SOCIAL ENGAGEMENT
& RESULTS FROM
SOCIAL MEDIA
MARKETING
EFFORTS**

PREPARED BY **LIQUID LOCK**

BIPOLAR DEPRESSION

01

Overview

Bipolar depressions/disorder is a mental illness marked by extreme mood swings from highs to lows and vice versa. Each of these extreme episodes can last hours, days, weeks, or even months.

02

Goal

The client goal was 3,000,000 earned media impressions based on metrics they provided: (Monthly Reach x SUM(FB likes + shares + comments + Tweets)).

03

Result

LLM exceeded the target goal by **1600%** to an EMI total of 7,597,719 within 14 days. Generated a total of **748 post shares** and **158 total comments**.

04

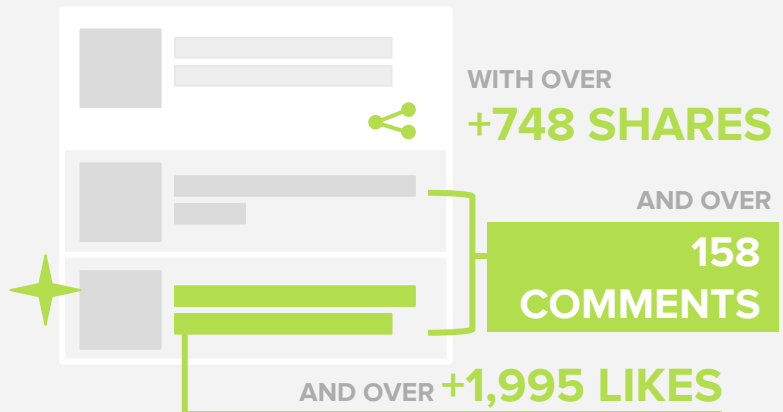
Summary

Liquid Lock Media effectively drove engagement and awareness campaigns that successfully promoted conversation, post shares, and quality landing page traffic. The pilot was set to run for 90 days; however Liquid Lock exceeded proposed metric goals by 1,627%, 2 ½ months ahead of schedule (14 days).

LLM SUCCESSFULLY REACHED

321,431
Individuals

+ WITH OVER **+2,088 CLICKS**



AND EXCEEDED METRICS **IN 25%** OF THE 3-MONTH CALENDAR

Conclusion

We aren't satisfied until we deliver meaningful, informative, and profitable results for our clients. We pride ourselves on analyzing and deciphering your marketing data, in order to target the right audiences so as to meet and exceed your goals.

Few agencies out there dive as deep as we do into the data. The real difference?

We live by our data.

Let's get digging!

