

## Client Success Story: Vancouver Chiavari Chairs

**\*\*Client:\*\*** Vancouver Chiavari Chairs

**\*\*Industry:\*\*** Event Rentals

**\*\*Services Provided:\*\*** Social Media Management, Content Strategy, Performance Analytics

**\*\*Timeline:\*\*** February 17 – March 17, 2025

**\*\*Platform Focus:\*\*** Instagram, Facebook (Meta), LinkedIn, Pinterest








### Challenge

Vancouver Chiavari Chairs wanted to strengthen its online presence and position itself as the go-to provider for elegant event seating in the Greater Vancouver area. Their goals were to increase brand awareness, drive traffic to their website, and convert social media engagement into real bookings.

### Solution

Larimar Digital developed a data-driven, visually compelling social media strategy tailored to their audience—event planners, wedding couples, and corporate clients. We created engaging content pillars including client testimonials, behind-the-scenes setup videos, and inspirational event photos. Each post was optimized for search, engagement, and conversion with clear calls to action and strategic hashtag usage.

### Results (In one Month)

-  +459% Increase in Impressions across all platforms
-  10,685 Total Impressions with 72% from Non-Followers – boosting brand discovery
-  35,587% Surge in Engagements, indicating massive growth in interactions
-  15% Growth in Account Engagement, driven by top-performing posts and audience relevance
-  62.5% More Visibility through improved content and strategic posting
-  122% Boost in Profile Visits, signaling higher user interest
-  Pinterest and Instagram Reels drove the most non-follower engagement

### What Made It Work?

- Consistent brand visuals across platforms
- High-performing content that included setup photos, testimonials, and planning tips
- Leveraging platform-specific formats (Reels for reach, Stories for retention)
- Engaging with the local community and responding promptly to inquiries

- Targeting key demographics (ages 18–34) with aspirational yet affordable visuals

### Client Outcome

With increased visibility and engagement, Vancouver Chiavari Chairs saw a clear boost in brand recognition and inquiries. They are now positioned as a preferred vendor for high-end event seating in the Lower Mainland—and are ready to scale further with paid ad campaigns and deeper lead tracking.