



**Love
Expressions**
CASE STUDY

2023



4.8K

FOLLOWERS

@LOVEEXPRESSIONS_EVENTS
@DION_HAIRSTON



300

SUBSCRIBERS



25K

SALES



About Love

Opening it's doors in June of 2023, Love Expressions is a premier event center that hosts luxury events in Stone Mountain, Georgia. The vision of the CEO is to offer event services while producing a national concert tour, seeking to spread love, safety and empowerment to their clients. With over 100 attendees at each stop along the tour, the audience leaves their events touched by the experience provided, wanting more and inquiring about future shows. Being a small, yet mighty company Love Expressions averages approximately \$4K in ticket sales for each show and \$3.5K in monthly event revenue.

How WMG Helped

The WMG team stepped in and did the following monthly:

- Manged social media development:
 - Marketing strategy
 - Bio enhancements
 - Graphic design
 - Video design
 - Captions
 - Hashtags
 - Scheduled positings
- Provided on site capture: videos and pictures

Results

- Grew social following by 10% monthly
- Improved sales through social media management.