

# Campaign Strategy Report: H5 Colo Social Media

To build awareness and generate leads for H5 Colo's colocation and data center services, I designed a multi-platform social media campaign focused on **LinkedIn**, **Instagram**, and **Twitter**. Each platform plays a distinct role in the strategy: LinkedIn for thought leadership and lead generation, Instagram for brand personality and engagement, and Twitter for conversation and real-time awareness. My goal was to ensure content format, messaging, and KPIs were tailored to the unique behavior of users on each platform.

## Strategy Breakdown by Platform

On **LinkedIn**, I focused on creating value-rich content for IT decision-makers—carousels, testimonials, explainer videos, and lead gen graphics. These were aimed at increasing visibility, encouraging direct engagement, and prompting consult sign-ups. Since B2B trust takes time to build, I planned content that combines technical insights with social proof and team credibility.

On **Instagram**, I leaned into short-form, visual-first content like Reels, memes, and behind-the-scenes stories to bring a human face to H5 Colo. The goal was to drive story interactions and profile visits—stepping stones to higher-funnel actions like DMs or website clicks.

For **Twitter**, my approach was to spark conversation through polls, threads, and engaging quotes—content designed to trigger replies, retweets, and clicks. I crafted posts that could drive traffic to consult links while positioning the brand in tech-savvy, real-time conversations.

## Expected Outcomes

Based on industry benchmarks and the scale of H5 Colo, I expect to achieve:

- **50K–100K monthly impressions on LinkedIn**, with an **engagement rate of 1.5%–3%** and **CTR between 1%–2%**.
- **20K–70K monthly impressions on Instagram**, with a **4%–7% engagement rate**, driven primarily by Reels and Stories.
- **15K–60K impressions on Twitter**, with **2%–5% engagement**, and link click-throughs averaging **0.8%–1.5%**.

For lead generation, I expect **50–100 consult sign-ups monthly**, primarily from LinkedIn, with supporting traction from Instagram DMs and Twitter link clicks.

## Tracking & Optimization Plan

To ensure performance is aligned with goals, I built a custom dashboard using Tableau to track KPIs such as **impressions, engagement rate, CTR, CPC, consult clicks, and video completions**. I

also added filters by platform, time, and post type to isolate which formats and content themes are driving results.

I plan to:

- Run **A/B tests** on headlines, CTAs, and visuals to improve CTR and video completion rates.
- Monitor **post timing** and **frequency**, adjusting based on peak performance windows.
- Introduce **paid boosts** on high-performing LinkedIn and Instagram posts to maximize reach at a low CPC.

If a platform underperforms in key areas—say, LinkedIn leads drop below 30/month—I would dive into messaging, creative format, and audience targeting. Similarly, if engagement on Instagram stories falls below 3%, I'd test new interactive elements or shift story timing.

## Final Thoughts

By building content that's optimized for each platform and tracked against clear KPIs, I'm confident in being able to scale H5 Colo's digital visibility and pipeline consistently. These dashboards allow me to quickly surface what's working and shift strategy in real time. Whether the goal is awareness, engagement, or leads—I can identify patterns, double down on winners, and improve ROI with every post.

Let me know if you'd like me to set up a live Tableau demo or design versions in Power BI, Looker, or Sheets for broader team access.