# **From Invisible to Irresistible:** How a top U.S. frozen food brand won the Social Media Game in **just 3 Months.**

## At a glance

**This U.S. based premium frozen food brand had it all: a wholesome, delicious product and a feel-good story ready to win hearts (and freezers) across America. But when it came to social media, they were stuck at the starting line. That's when Maven Results stepped in. With our practical, proven, and personalized PEEL strategy, we turned their quiet feed into a scroll-stopping, buzzworthy brand on social.**

## KEY METRICS

**650,000+** weekly impressions

**2000+ likes, 250+** comments per post

Explosive Instagram follower growth **in just 3 months.**

**6.5%**
Engagement rate

## • THE CHALLENGE

This top U.S. frozen novelty brand had a killer product, but online, they were barely a blip. They knew they needed to show up, stand out, and start conversations, but didn't know where to begin. What strategy would cut through the noise? What content would actually convert? They were drowning in confusion. No clear direction, no content plan, and no idea how to create scroll-stopping content, let alone navigate casting, studios, or scripts for creating videos. They didn't need more advice. They needed a game plan and a partner who could bring their brand to life.

*"It was overwhelming. Every time we tried to show up online, we felt lost." - Founder & CEO*

## • THE GAMEPLAN: PEEL FRAMEWORK

**P: Personalized Strategy.** At Maven, we believe every brand deserves a strategy as unique as its story. So, to make a customized strategy for this brand our Creative Strategist dove into audience insights, competitor gaps, and real online conversations. This deep dive led to a content direction that clicked, including signature series like "Snack-o-lution" and "A Taste of Love" that struck emotional chords and sparked steady growth in followers, shares, and DMs. We built a smart, consistent Content Calendar filled with Reels, Stories, and posts, brought to life by our designer's vibrant, on-brand visuals that turned every scroll into a stop.

**E: Engagement Manager.** At Maven we know that just posting isn't enough. That's why we brought in a dedicated Engagement Manager. While content captured attention, it was the real-time conversations that built the community. Our Engagement Manager was there, responding to comments and sparking discussions, ensuring the brand didn't just show up. It connected.

**E: End-to-end video creation.** But we didn't stop at strategy. At Maven, we took it all the way, offering our client a seamless, end-to-end content creation experience. From casting talent and scripting scenes to shooting in our fully equipped studio, we handled every detail. The result? High-quality, scroll-stopping videos that captured the brand's personality and product appeal, without them lifting a finger.

**L: Leveraged Multiple Platforms.** We strategically engaged with every social media platform where their audience spent time: Instagram, Facebook, and TikTok, aligning with the latest trends in audio, hashtags, and creative formats. By staying ahead of the curve and tapping into what was resonating with their community, we ensured that our client's brand not only appeared where its audience was already scrolling, but also added a fresh, relevant touch to their feeds.

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## Client Speak

*"The Maven team's deep understanding of both social media psychology and e-commerce fundamentals created a winning formula for our brand. They didn't just build our following, they built our community and our business."*

**- Founder & CEO (Frozen Food Brand)**

## OUR SERVICES

- **Social Media Marketing**
- **SEO**
- **Content Creation & Strategy**
- **Blog Creation**
- **Video Creation & UGC**
- **Brand Building**
- **Smart SEM**
- **Dedicated Engagement Manager**

**We also offer you a "No questions asked - full refund" if you are not satisfied with the results.**

## THE RESULT

- Explosive organic growth of followers in just 3 months: no paid ads, no gimmicks.
- 2,000+ likes & 250+ comments per post: We turned passive scrollers into a buzzing fanbase.
- 650,000+ weekly impressions: The brand became impossible to ignore.
- 6.5% engagement rate: That's over 3x the industry average, and 100% real connection.

## WHO ARE WE?

Maven Results is your data-driven GROWTH PARTNER to make your brand unmissable. Founded by a seasoned expert with 15+ years of experience scaling top-performing e-commerce brands, we are powered by a global team and backed by proven, data-led strategies to turn quiet brands into unforgettable ones.

From going viral on social to boosting conversions where it counts, we turn every marketing move into measurable momentum. We don't just drive traffic. We build brands that stick, scale, and sell. Sustainable growth. Long-term ROI. Zero fluff.

## FEELING STUCK?

You're not alone. At Maven Results, we help brands like yours cut through the clutter and show up with confidence.

Don't stay invisible. Let's build your digital breakthrough before your competitors do.

Book your Free Strategy Call TODAY!

**We create strategies as unique as your business.**

## Contact us

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