

# MKC AGENCY

## SOCIAL MEDIA CASE STUDY

# COVEN CLOUD



## Coven Cloud: Overview

Coven Cloud is a social media platform for spiritual explorers. The platform is primarily geared towards witches, pagans, and those interested in these beliefs. Coven Cloud is designed to offer a safe gathering space for people of all backgrounds on their journey to discover their own spiritual paths.

Coven Cloud was initially referred to MKC Agency to garner assistance in finding an effective and easy-to-implement solution to increase consumer engagement and expand the reach of the Coven Cloud social media platform. MKC Agency provided Coven Cloud with a social media management solution that allowed the platform to connect with a larger audience and increase its income generation opportunities while still maintaining the unique voice and messaging of the Coven Cloud platform.

## Coven Cloud: Challenges and Obstacles

Before partnering with MKC Agency, Coven Cloud struggled to identify and reach its ideal audience and had difficulty gaining followers and supporters. The content was inconsistent and often low quality. This led to a low level of engagement with the platform's content evidenced by a lack of comments as well as an overall failure to convert viewers and followers to active platform users. Coven Cloud could not monetize its existing content and could not generate sustainable income from the platform

## Coven Cloud: Solutions

MKC Agency crafted a social media management solution that was affordable, easy to use, and delivered tangible results, helping Coven Cloud expand the social platform's overall reach and increase prospective customer engagement with the platform's various features. MKC Agency provided an all-inclusive social media management program that required only the periodic submission of video content from Coven Cloud, allowing Coven Cloud's internal employees to focus their efforts on the important business of operating the platform.

# Coven Cloud: Results

After engaging the assistance of MKC Agency, Coven Cloud saw immediate and consistent improvement in the overall reach and visitor engagement with the platform and its content.



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Coven Cloud experienced its first viral content post within two weeks of MKC Agency taking the reins of the platform's social media outreach. Within the first month, Coven Cloud has seen an increase in the number of followers on social media from around 1000 followers to more than 15,000 followers. The Coven Cloud platform has subsequently grown from less than 500 registered users to over 2,700. Additionally, eight applicants have joined the Coven Cloud seller platform. The increased engagement and income from a net loss of around \$300 per month to consistent profitability, which has continued to increase week over week.



## Coven Cloud: Future Goals

Coven Cloud plans to expand the platform's partnership with MKC Agency in the future by utilizing MKC Agency to redesign the Coven Cloud website. Coven Cloud also plans to enlist MKC Agency to create and manage email marketing and targeted advertising campaigns to help further expand the reach of the Coven Cloud platform going forward.

## Coven Cloud: Testimonial

"If someone is seeking a social media solution that just takes social off their plate, I cannot recommend MKC Agency enough. If you need extra hand-holding, their in-house consultants can help develop a strategy on more than just social. The numbers speak for themselves. MKC Agency has helped us achieve positive ROI in a short time, and soon we plan to be a profitable company thanks to their help!"

