

Case Study

Tamer Construction | Facebook Growth (October to December)

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Reporting period: October 1 to December 31

At a glance: October built the foundation, November created momentum, and December delivered breakout growth.

Month	Views	Engagements	Followers
October	184	3	146
November	53,696	890	145
December	109,249	5,255	155

Client Overview

Tamer Construction is a Cleveland-area remodeling company focused on high quality home transformations, including kitchens, bathrooms, and finished basements. The social media objective was to increase local visibility with homeowners, grow engagement, and support lead generation through consistent, trust-building content.

The Challenge

At the start of October, the Facebook page had limited reach and minimal engagement. Content was not being distributed broadly, which meant fewer local homeowners were discovering the brand through organic posts. The page needed a clear content structure, stronger messaging, and consistent posting to build algorithm momentum.

Goals

1. Increase visibility with Cleveland-area homeowners. 2. Improve engagement signals (reactions, comments, shares) to strengthen distribution. 3. Establish consistent content pillars that communicate trust and craftsmanship. 4. Support lead generation by directing interested homeowners to the next step.

Strategy

We implemented a repeatable content system built around transformation storytelling and homeowner education. The strategy combined:

- **Consistent posting cadence:** Maintain reliability so the algorithm and audience know what to expect.
- **Content pillars:** Kitchens, bathrooms, basements, fireplaces, before and after visuals, and homeowner-focused tips.
- **Strong hooks and clear calls to action:** Improve stop-the-scroll performance and encourage action.
- **Local homeowner messaging:** Speak directly to Cleveland-area homeowners researching upgrades and remodels.

Execution and Results by Month

October: Foundation Month

October focused on establishing a baseline, tightening the messaging, and increasing consistency. This month set the structure that later allowed posts to perform at scale.

October results: 184 views, 3 engagements, 146 followers.

November: Momentum Month

In November, content distribution improved significantly. Transformation posts and homeowner-targeted messaging started reaching a broader local audience. The page moved from low visibility to strong discoverability, confirming that the content structure and cadence were

working.

November results: 53,696 views, 890 engagements, 145 followers.

October to November growth: +53,512 views and +887 engagements.

December: Breakout Month

December became the strongest month to date. Visibility nearly doubled from November and engagement increased dramatically. This is especially notable because December is typically a slower season across social platforms. The content continued to be pushed by the algorithm, indicating strong relevance and healthy distribution.

December results: 109,249 views, 5,255 engagements, 155 followers.

November to December growth: +55,553 views, +4,365 engagements, and +10 followers.

Audience Insights

In December, the majority of engagement came from non followers, which indicates the content was being shown to new audiences. This is a strong signal for local awareness growth and future lead potential because more homeowners are discovering the brand for the first time.

What Worked Best

- **Transformations and before and after visuals:** These consistently attract attention and build trust quickly.
- **Homeowner-focused messaging:** Direct language aimed at Cleveland-area homeowners increased relevance.
- **Educational posts:** Tips and guidance increased saves and engagement, which helps distribution.
- **Consistency:** Higher posting frequency supported algorithm momentum and visibility.

Key Takeaways

- October built the foundation.
 - November created momentum.
 - December delivered breakout growth.
- Across three months, the page moved from low visibility to strong local reach and high engagement. The upward trend confirms the strategy is working and scalable.

Recommended Next Steps

1. Continue consistent posting with a focus on transformations and homeowner education.
2. Repurpose top-performing themes into short-form video to expand reach.
3. Strengthen calls to action to drive more inquiries and lead form submissions.
4. Review performance monthly to keep the focus on trend lines, not daily fluctuations.

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