

## Success Story

# How H&F Business Connects Achieved a 169% Boost in Facebook Interactions and Over 200% Growth in Just 3 Months

### EXECUTIVE SUMMARY

H&F Business Connects partnered with Digipac to enhance local business engagement and promote the circular economy within the borough through strategic social media management. By thoroughly analysing the council's objectives and local business feedback, Digipac implemented targeted strategies to optimise communication and interaction. This approach delivered a 169% increase in Facebook interactions and an impressive 200% growth in the Facebook group within just three months.

### THE RESULTS

**169%**

*increase of content interactions*

**+200%**

*growth on FB*

### ABOUT H&F BUSINESS CONNECTS

H&F Business Connects, affiliated with Hammersmith & Fulham Council, serves as a dedicated platform for local businesses, professionals working within Hammersmith & Fulham. It offers business advice, support, and guidance while fostering a vibrant community for local enterprises. Its mission is to strengthen the circular economy, enhance business support, and facilitate effective communication between residents, workers, and the council—building trust and a sense of connection across the community.





## CHALLENGE

Despite having over 20,000 local businesses in the borough, many remain unreachable, their success stories untold, and they are often unaware of channels through which they could offer support or be supported.

## SOLUTION

We attend events to promote H&F Business Connects, reaching more local businesses and fostering stronger connections. Through our social media channels, we aim to enhance interaction among local businesses, encouraging them to support one another. We engage in activities designed to boost the circular economy and manage social media as if it were a communication hub, delivering these outcomes effectively.

## OUTCOME

We have seen that by managing social media in a way that genuinely understands the target audience—workers and business owners in the H&F area—and creating content that benefits them while conveying the sincerity of our purpose, it is possible to achieve the desired outcomes.

**94.12%**

*Increase on  
Facebook reach*

**262.83%**

*Increase on  
Instagram reach*



**Nicki BURGESS** ★★★★★

Head of Business & Enterprise - Hammersmith & Fulham Council

Since partnering with Digipac, H&F Business Connects has seen a remarkable improvement in its social media presence. Their strategic approach has doubled our engagement, strengthening our connection with the local business community and fostering better relationships across Hammersmith & Fulham.