

Success Story

How Upstream achieved a 45% increase in followers & 60% higher engagement rates in one year with Digipac Consultancy

Executive Summary:

In the competitive landscape of today's digital era, Upstream faced the unenviable challenge of establishing a strong local presence and fostering meaningful engagement through social channels; in particular, LinkedIn and Twitter, within West London Science, Technology, Creativity industries. Collaborating with Digipac Consultancy, Upstream embarked on a transformative journey to overcome these hurdles and achieve remarkable growth.

45%

Increase Account Reach

60%

Increase Number of Followers

75%

Increase Engagement rates



About Upstream

Upstream is a partnership between Hammersmith & Fulham Council and Imperial College London. They're connecting, supporting and shining a light on the science, tech and creative sectors since 2018. Upstream's work is driven by the belief that local networks which facilitate collaboration and learning can accelerate the growth of organisations and places.

WORK. PLAY. GROW. WEST

CHALLENGE:

Upstream grappled with the obstacle of being relatively unknown within the West London Science, Technology, Creativity community. Establishing a connection with the right audience and delivering compelling content proved to be a formidable but exciting challenge.

SOLUTION:

The Digipac team delivered a tailored strategy, focusing on LinkedIn and Twitter, to increase Upstream's visibility and engagement. They defined Upstream's target audience and set clear-cut objectives. Two KPIs in particular were identified as markers of success: improving community engagement rates and expanding the follower base by Digipac. The cornerstone of this success was a content strategy designed to resonate with the local community. This encompassed conducting insightful interviews with various organisations and startups, spotlighting community events, important announcements, The JAWDROP event series, ad strategies and showcasing job opportunities within the White City area.

OUTCOME:

1) 45% Increase in Account Reach:

Upstream experienced a substantial surge in its account reach, signifying a wider and more effective outreach within the local community.

2) 60% Surge in Follower Numbers:

The efforts of the Digipac team culminated in a 60% boost in Upstream's follower base, demonstrating a sizeable expansion of its network.

3) 75% Uplift in Engagement Rates:

Perhaps the most compelling outcome was the staggering 75% increase in engagement rates. This metric exemplified a significant rise in active and meaningful interactions with Upstream's content.



Prema Gurunathan ★★★★★
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"Digipac delivered an incredibly successful digital marketing strategy where we reached the right audience, securing over 600 registrants for our inaugural Life Sciences and AI summit. Their expertise with LinkedIn Sales Navigator and Eventbrite Ads truly propelled our event's success, and we look forward to continuing our partnership with Digipac in future endeavors."