

Social Media Success for TAMC

Client Overview

OMA collaborated with TAMC, a UK-based management consultancy specialising in cost reduction for retail and hospitality clients, to enhance their social media presence.



Challenges

- Inconsistent posting and low audience engagement.
- Limited interaction with potential clients online.

Our Approach

- Content Creation: Designed a strategic posting schedule featuring thought leadership, client success stories, and industry tips.
- Engagement Management: Responded to comments and inquiries promptly to build trust and credibility.

Results

- +175% increase in followers.
- +385% boost in engagement rates.
- Improved client inquiries and brand visibility.

Conclusion

OMA's targeted social media strategy helped TAMC connect with its audience, driving engagement and growth.