

Social Media Management

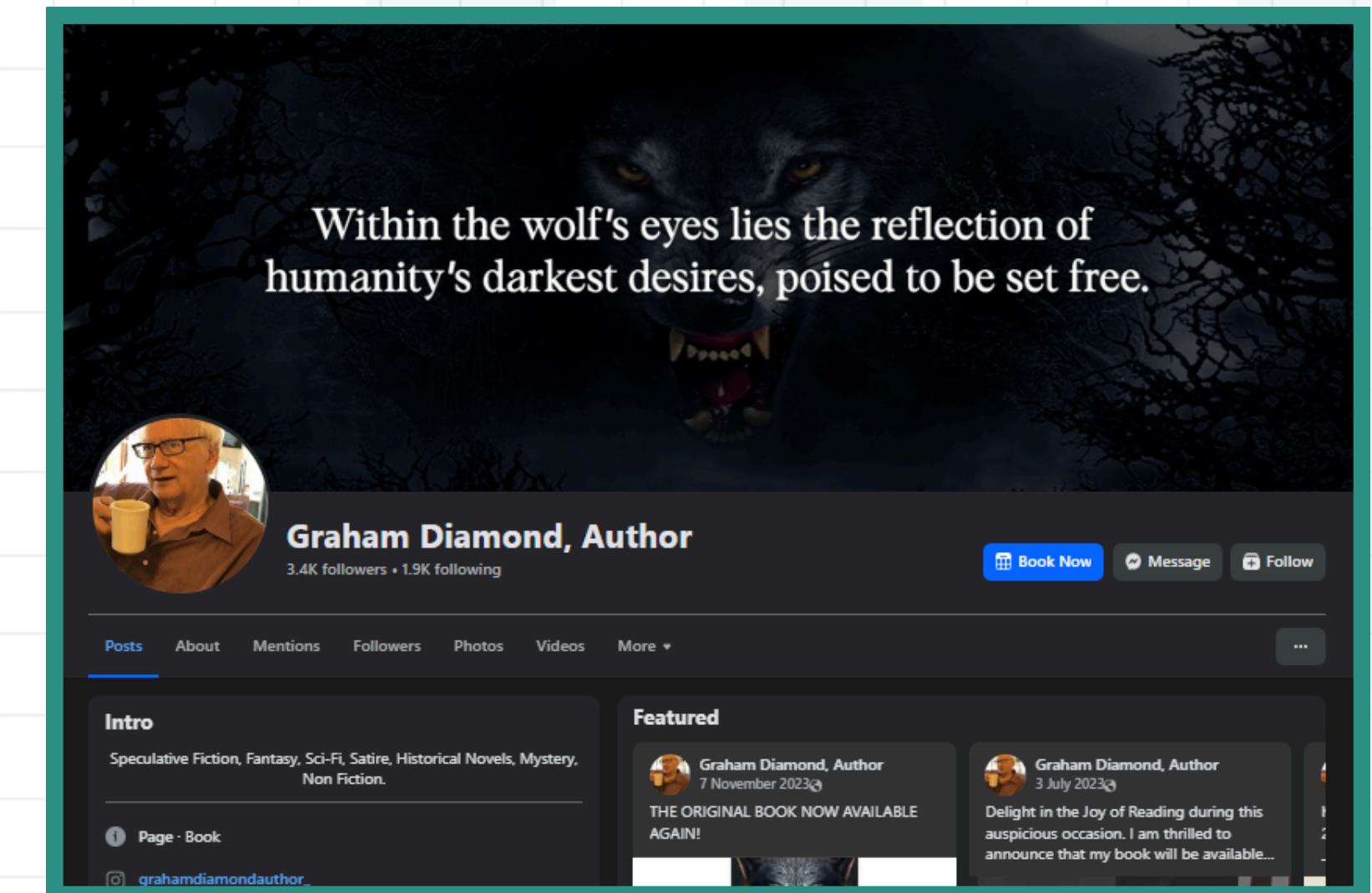




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Project Overview

Graham Diamond is an established author seeking to strengthen his online presence, reconnect with readers, and build anticipation around his books. NexoVerse was hired to manage and elevate his social media presence through strategic content, consistent branding, and audience-focused storytelling.

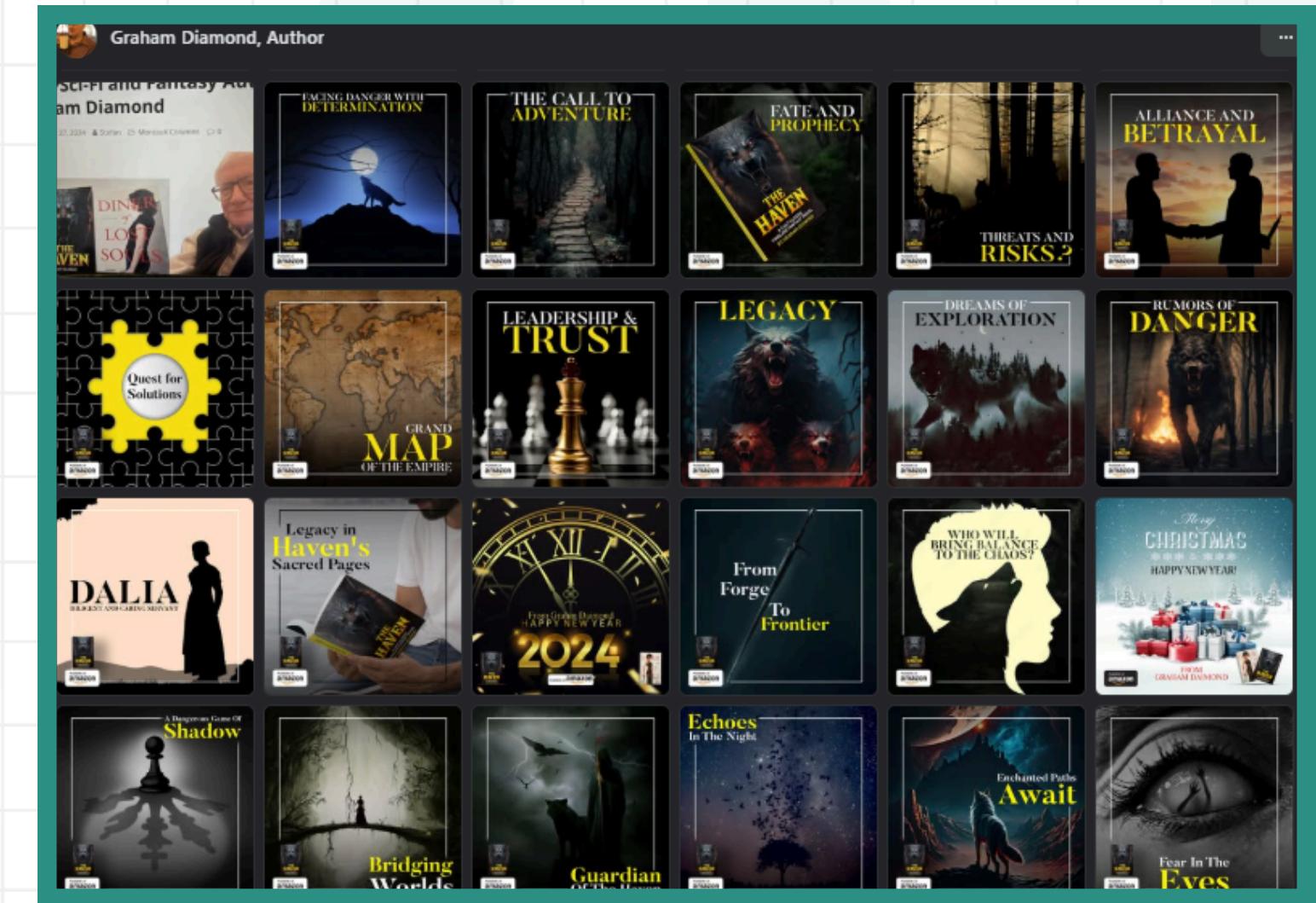




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Our Objectives

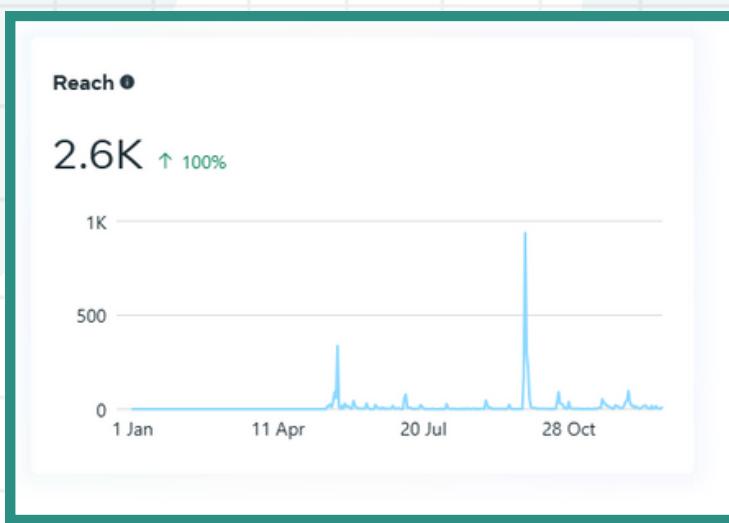
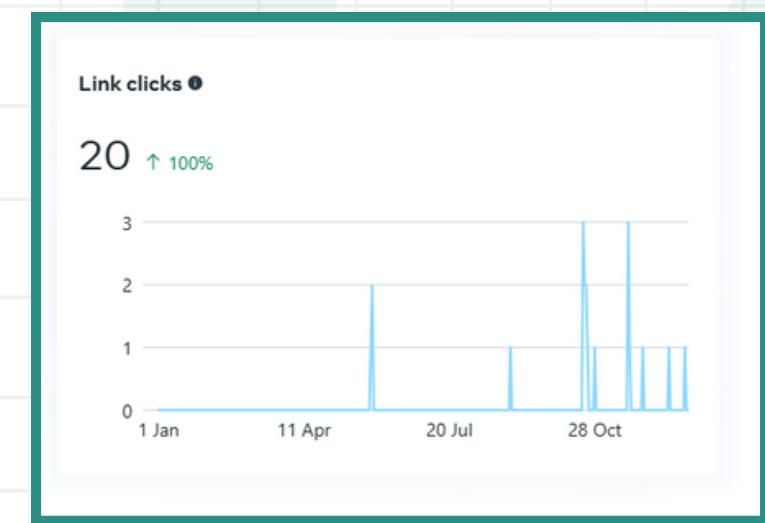
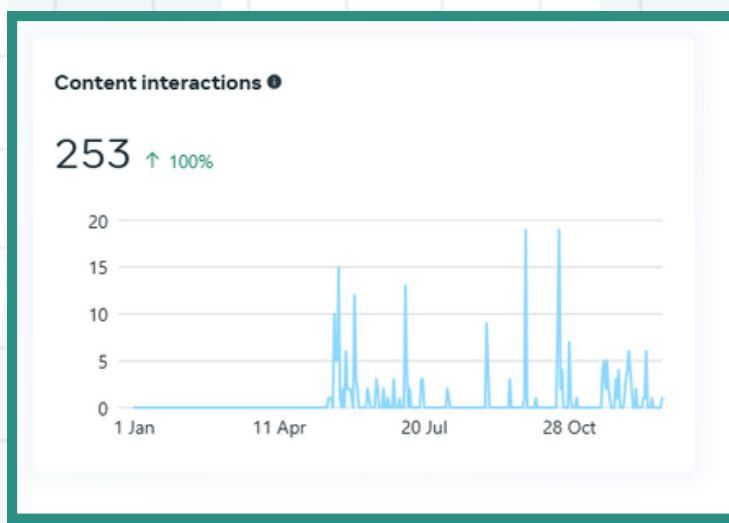
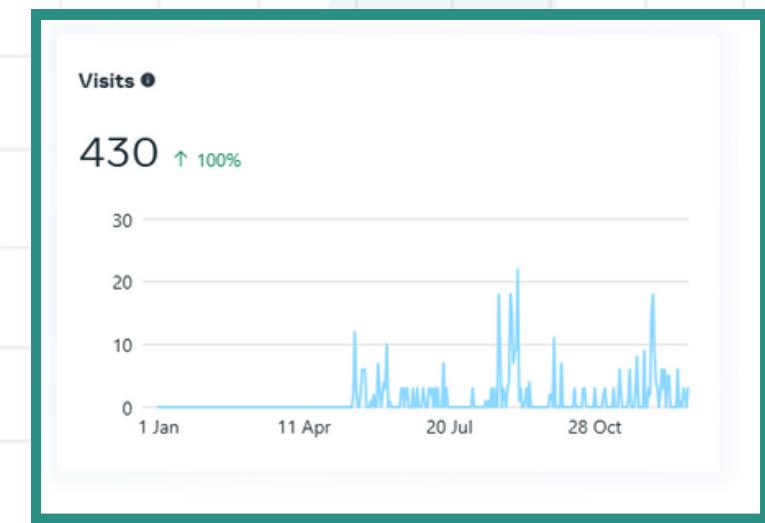
We focused on building a strong and recognizable author brand that clearly reflects Graham Diamond's literary identity. Our strategy aimed to increase meaningful engagement with readers and followers through consistent, story-driven content. We actively promoted book releases and reading events to boost visibility and anticipation. At the same time, we crafted a visually compelling and emotionally resonant social media presence that aligns with the dark, immersive tone of his work.





Results

The social media presence was transformed into a cohesive and professional author brand with a clear visual identity. Engagement across posts increased as followers interacted more with quotes, announcements, and story-driven content. Book-related posts gained higher visibility, helping reignite interest in releases and updates. Overall, the page evolved into an immersive platform that strengthened the author's connection with readers and reinforced long-term brand credibility.





Project Overview

Julius Wright is an independent author focused on building visibility for his work and connecting with a broader reading audience. Nexaverse partnered with him to manage and enhance his social media presence, with a focus on promoting his book, strengthening his author identity, and driving traffic to purchase links. The project centered on presenting the author in a credible, engaging, and reader-friendly way while maintaining a consistent and professional online presence.

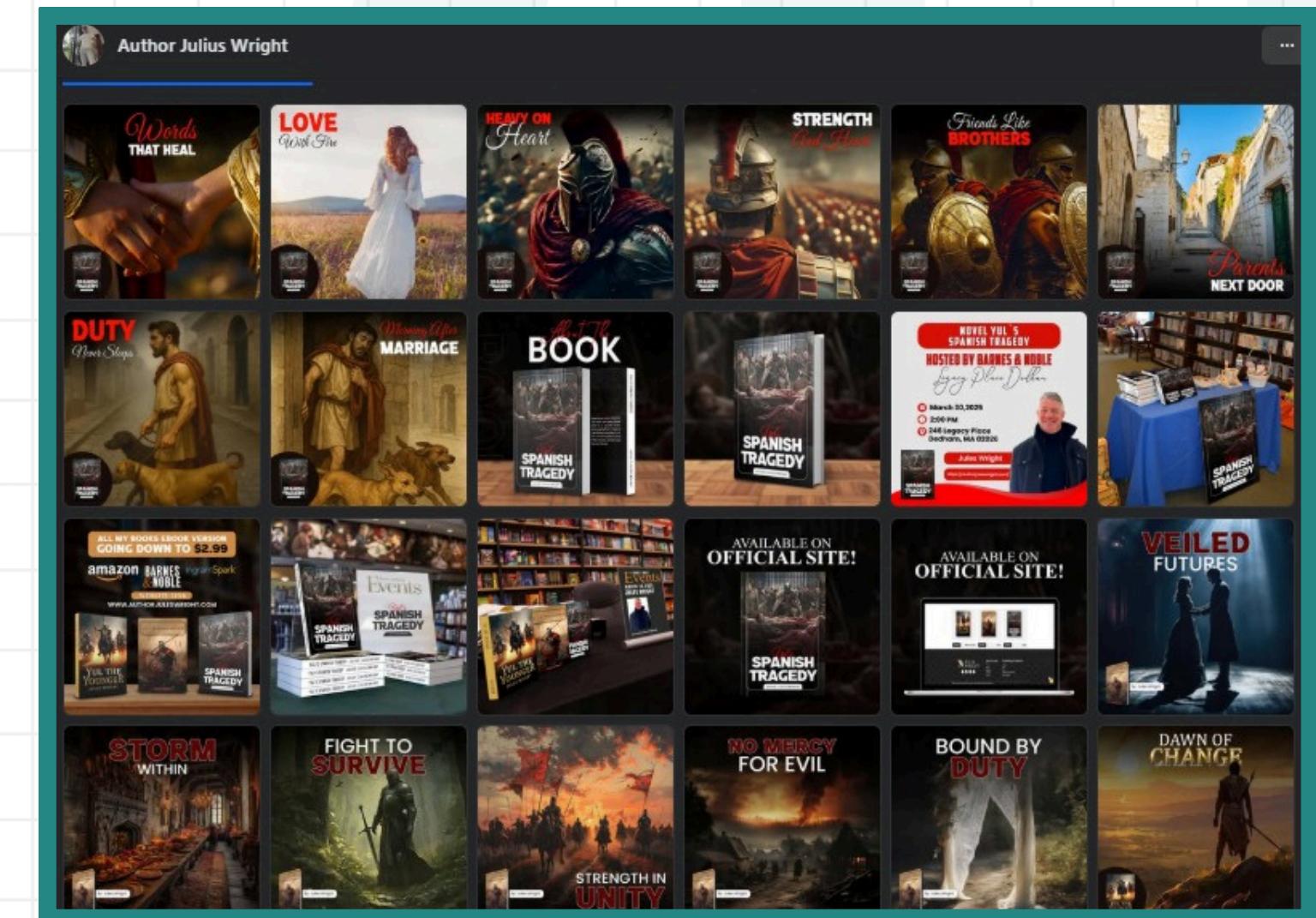




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Our Objectives

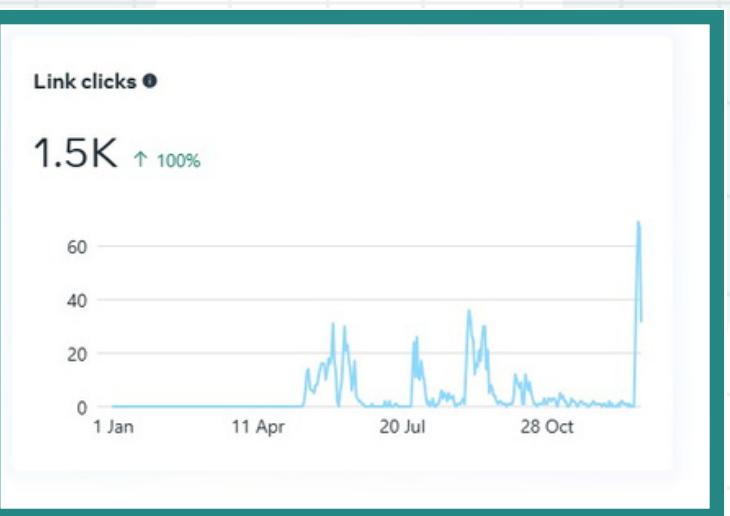
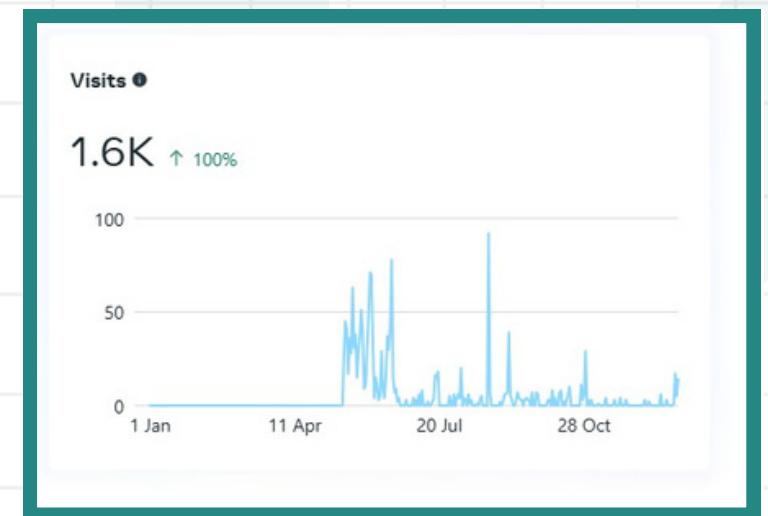
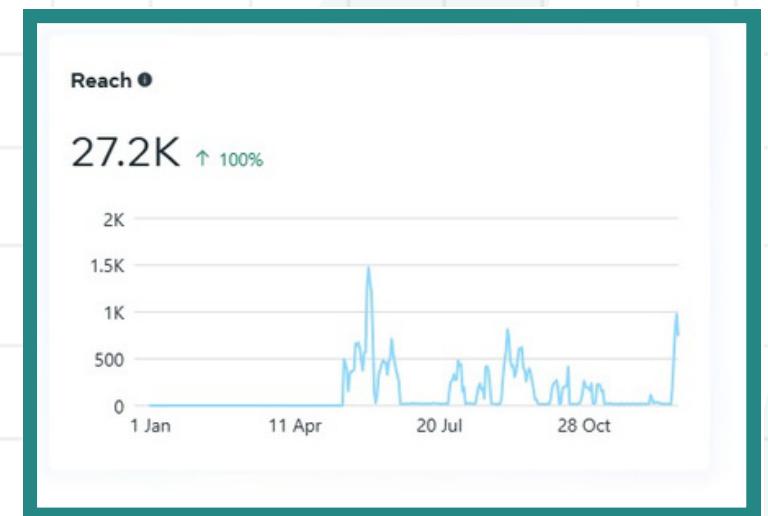
Our objective was to establish a consistent and professional author presence across social media. We aimed to increase awareness of Julius Wright's book, drive traffic to purchase links, and grow engagement with readers through meaningful and relatable content. Additionally, we focused on strengthening the author's personal brand to build trust, credibility, and long-term audience connection.





Results

The social media page achieved a more polished and consistent author presence, improving overall credibility. Book promotion posts gained better visibility, helping drive attention to purchase links. Engagement with readers increased through clearer messaging and focused content, while the author's brand identity became more defined and recognizable, supporting long-term audience growth.



Brand:
Arhaus

Industry: Upscale home furnishings

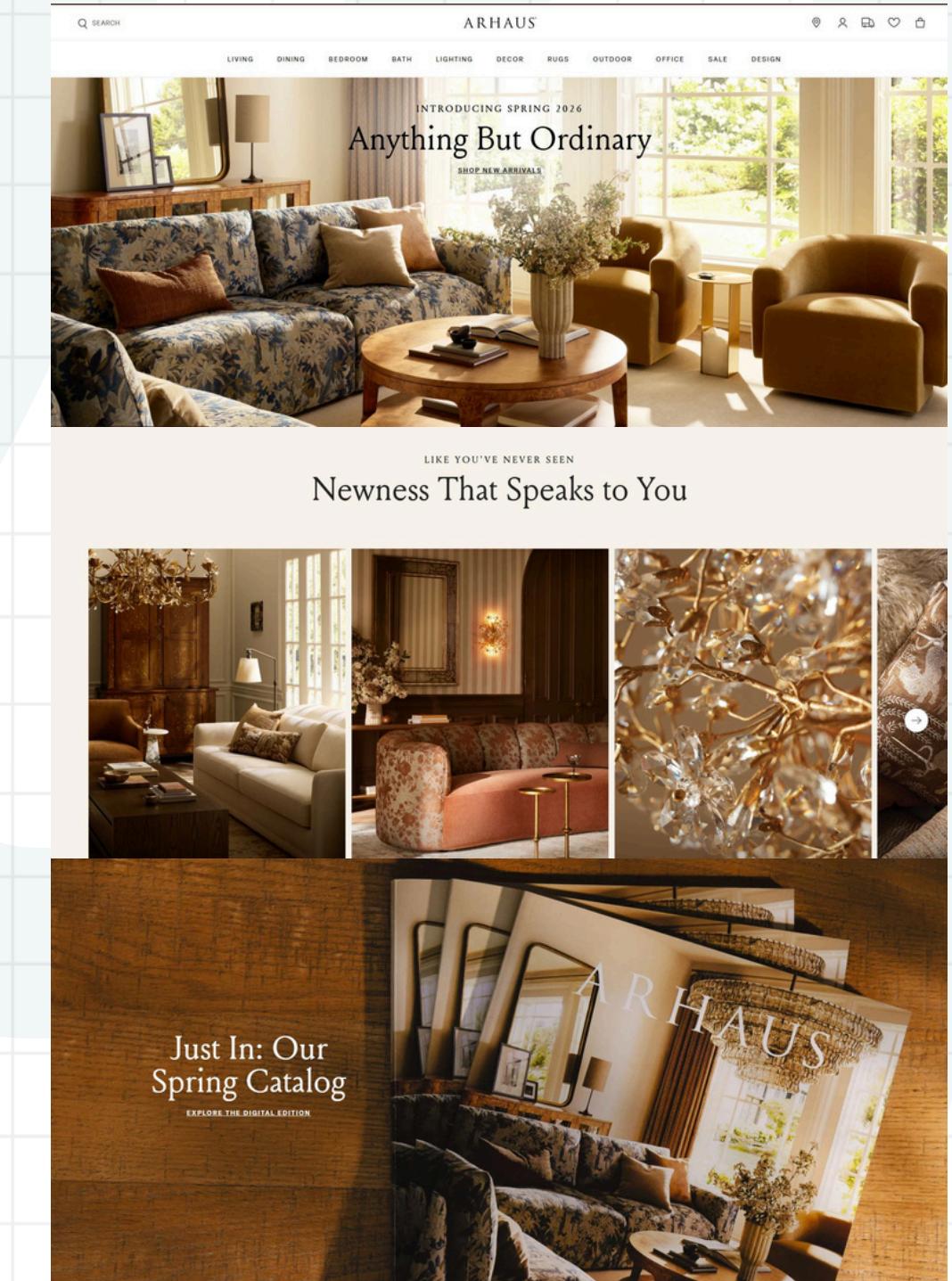
Role: Meta Ads optimization + audience targeting

Results: Higher CTR, increased catalog sales

Website: <https://www.arhaus.com>



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Brand:

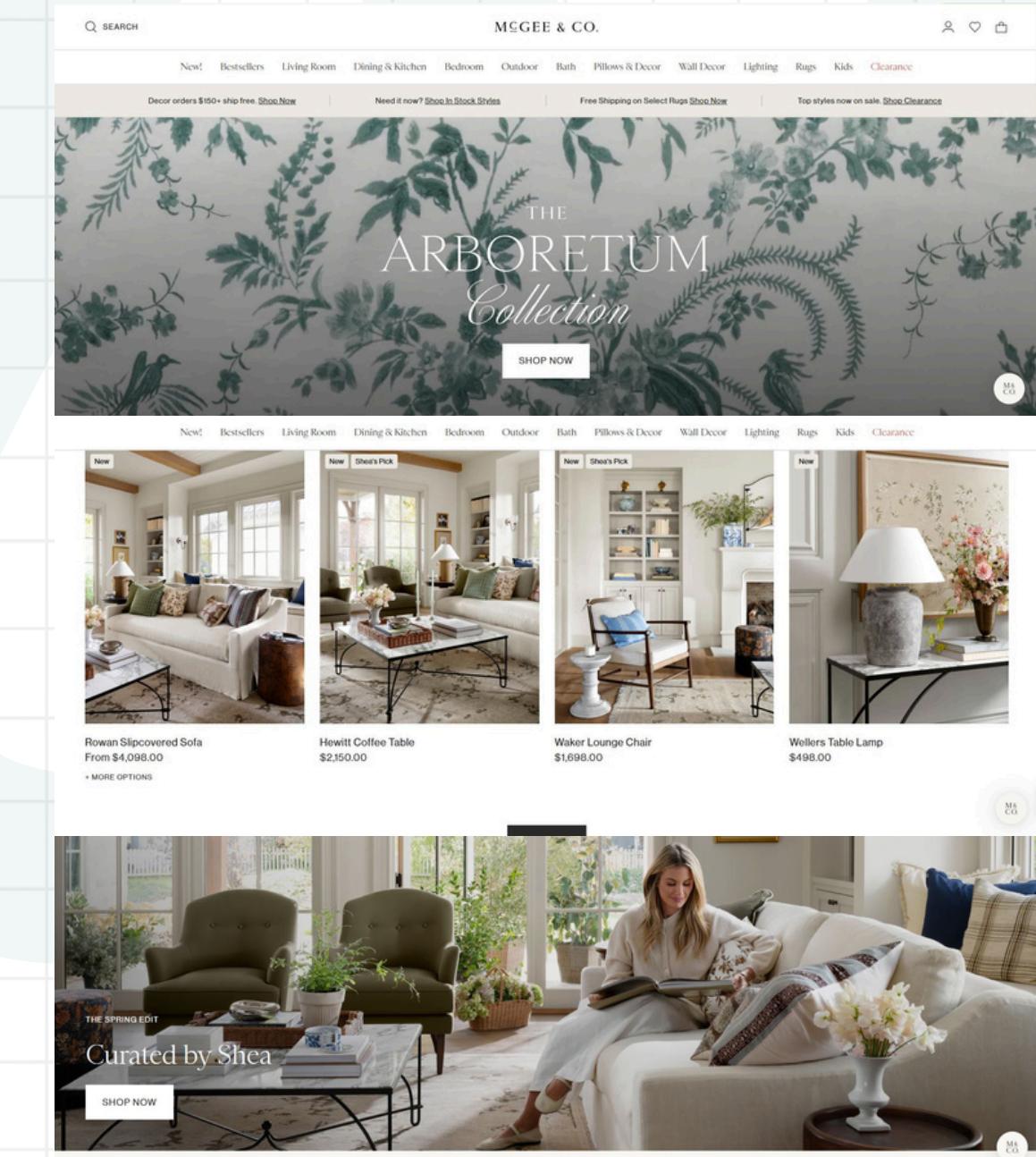
Mcgeeandco

Industry: Design-focused Ecommerce

Role: Creative ad campaigns + retargeting

Results: Boosted website engagement, improved lead quality

Website: <https://www.mcgeeandco.com>





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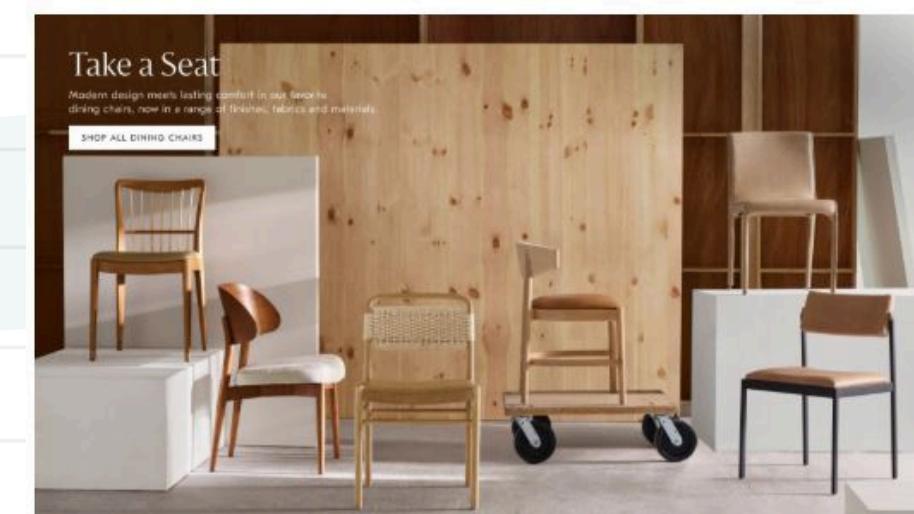
Brand:
Westelm

Industry: Furniture & Home Decor

Role: Ad strategy for seasonal campaigns
+ dynamic remarketing

Results: Engaged traffic increase, improved ROAS

Website: <https://www.westelm.com>



Brand:
Chairish

Industry: Vintage & High-End Furniture Marketplace

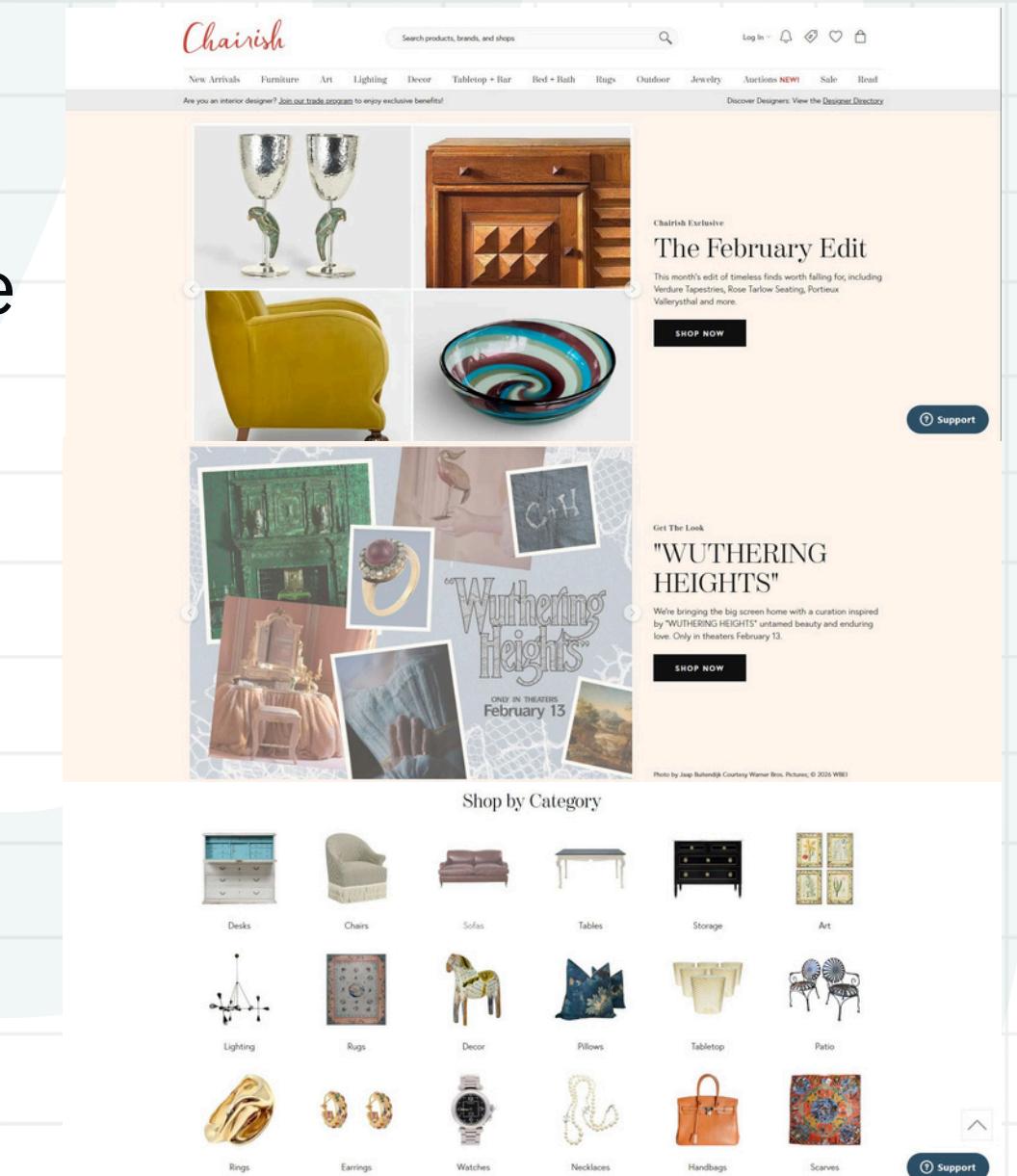
Role: Audience targeting + creative optimization

Results: Lower CPL, increased catalog sales

Website: <https://www.chairish.com>



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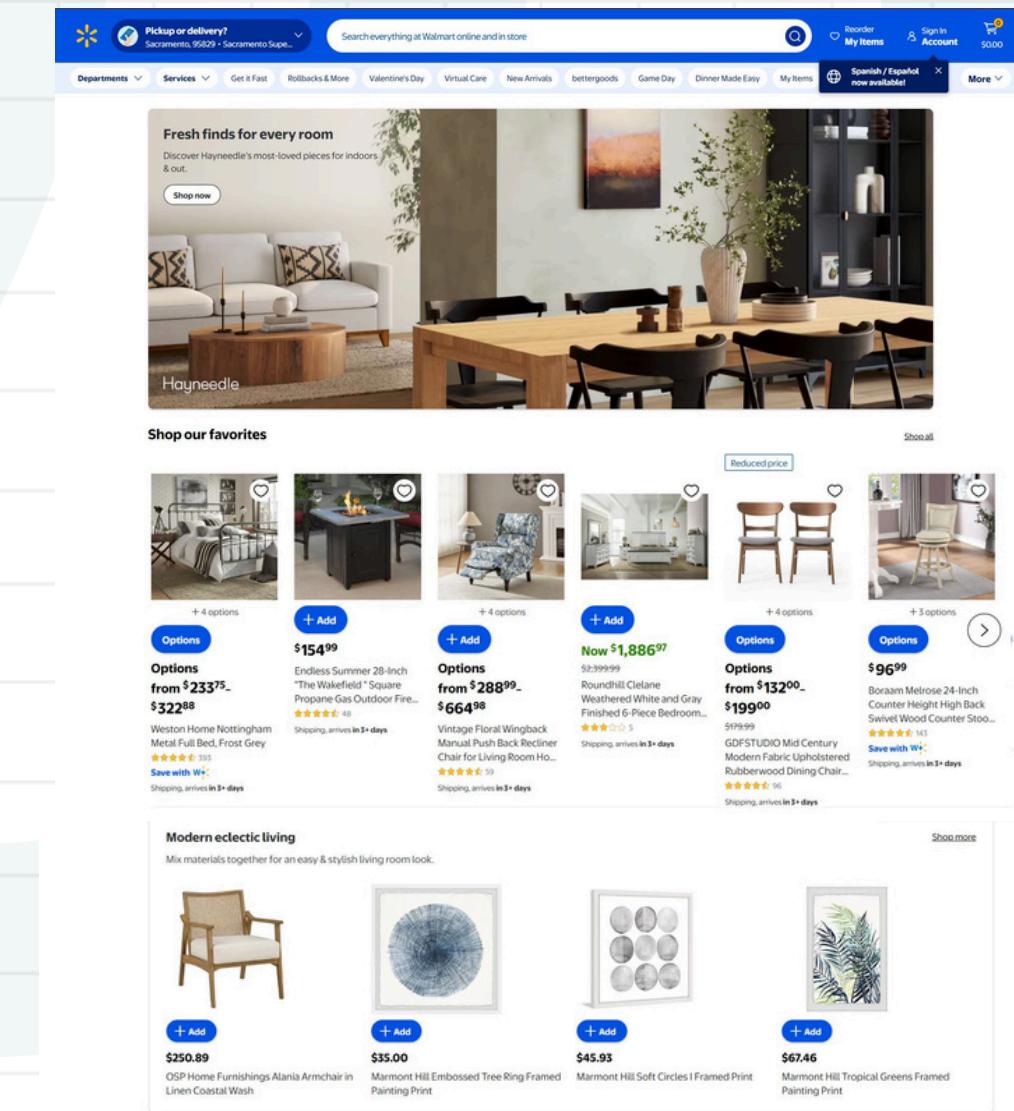
Brand:
Hayneedle

Industry: Online Home Goods Retailer

Role: Funnel & ad strategy for promotions

Results: Increased ROAS & website traffic

Website: <https://www.hayneedle.com>



Related Links

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