

## Case Study

# Linda Houston

## Houston Photography

### Client/Company

Linda is a **portrait and Fine-art Photographer** servicing her clients with creative images for personal and business use.

### Business Objectives

- ◆ renew and inspire efforts to change her business perspectives
- ◆ re-invent the business and marketing making substantial changes
- ◆ Gain inspiration to stay on top of constantly working at change
- ◆ Gain encouragement to stay the course

Social Media is not my business, it is a tool I want to integrate into my business to enhance what it is I do thru my marketing efforts.

### Solution

Linda's daughter (recent College Grad) joined LinkedIn based on Linda's recommendation, because of that connection and her influence of friends on FB that she was found by a New company, who offered her a new position with almost double the pay of her previous employer.

Linda is in the hundreds with most of her social media Tribes and has an increased top of mind awareness through Facebook friends.



### Results

"InSights' group offers me a constant flow of inspiration, to stay the course with my business objectives and social media education. I am not a shining student, but I always know I am welcome to share in on the education and inspiration when I can and when I need to. They offer class's on unique subjects and education topics that have helped me develop my Social media skill and tools at my learning level without judgment of my success's. I believe we are all a product of our own invention and Insights' supports my efforts."

