

SAMPLE PORTFOLIO, 2026 EDITION

SOCIAL MEDIA PORTFOLIO

Eight social campaigns with the client names attached. This document describes the work, the platforms, and the thinking. Numbers appear only when they clear the same proof register that feeds egochi.com, so what you read here is what we can stand behind.

\$200M+

CLIENT REVENUE GENERATED

250+

GOOGLE REVIEWS

5.0

CLUTCH RATING, 190+ REVIEWS

WHO WE ARE

THE AGENCY BEHIND THESE FEEDS

Egochi is a US digital marketing agency for SEO, PPC, web design, social media, and AI search visibility, serving local businesses through corporate and enterprise brands since 2014. We run offices in New York, Miami, Milwaukee, and Madison, and the social campaigns in this portfolio were planned, produced, and managed by the team those offices house.

HOW TO READ THIS DOCUMENT

Each page names one client, the platforms worked, what the engagement covered, and why the campaign was built the way it was. Every brand shown has a fuller case study at egochi.com you can follow it into.

OUR NUMBERS POLICY

We print client figures only after they clear internal verification against client reporting. None of the social campaigns here have cleared that bar yet, so these pages describe the work instead. We would rather show you a named brand with an honest description than a percentage we cannot stand behind.

SOCIAL RARELY WORKS ALONE

Most of these campaigns ran social inside a wider program that also covered SEO, PPC, email, or a site rebuild. Each write-up says so plainly, because crediting one channel for a whole program is how agencies mislead buyers.

VERIFY US WHILE YOU READ

Look the brands up, check their feeds, read the full case studies at egochi.com, and check our reviews on Google and Clutch. Our own profiles run under Egochi Digital Marketing Agency on every platform we recommend.

SINCE 2014

SERVING US BUSINESSES

4 OFFICES

NYC, MIAMI, MILWAUKEE,
MADISON

TOP AGENCY

UPCITY RECOGNITION

PARTNER

GOOGLE AND META
CERTIFIED

PITCHFORK MEDIA

ORGANIC SOCIAL / MUSIC PUBLISHING

THE SITUATION

A music magazine whose readers live on social, which makes distribution strategy as important as the reviews themselves. Articles were traveling as identical syndicated links regardless of where they landed.

WHAT WE RAN

We rebuilt how articles travel: headline framing tested per platform, share formats matched to each network, and social referral treated as a tracked acquisition channel with UTM discipline rather than a hoped-for bonus.

WHY IT WORKED

A post built for the feed it lands in travels further than a repost. Once social referral was measured like any other channel, the editorial team could see which frames earned the click and which only earned the like, and publish accordingly.

X, FACEBOOK, INSTAGRAM

PLATFORMS WORKED

ORGANIC DISTRIBUTION

ENGAGEMENT SCOPE

Ran inside a wider engagement that also covered the site itself; the full case study at egochi.com describes the mix.

MISSGUIDED

ORGANIC + PAID SOCIAL / FASHION ECOMMERCE

THE SITUATION

Fast fashion moves at feed speed, and the old social presence could not keep pace with the drop calendar. New collections were arriving faster than the posts announcing them.

WHAT WE RAN

We rebuilt the content cadence around collections, so every drop had its creative ready before launch day, and paired organic posting with paid social that retargeted browsers into buyers.

WHY IT WORKED

In fashion ecommerce the feed is the storefront window. Matching the posting rhythm to the merchandising calendar meant social was always selling what the site was stocking, and retargeting caught the shoppers who looked but did not buy the first time.

INSTAGRAM, FACEBOOK

PLATFORMS WORKED

ORGANIC + RETARGETING

ENGAGEMENT SCOPE

Part of a wider program that also covered PPC, SEO, and a site refresh; the write-up credits the mix, not social alone.

RXBAR

BRAND VOICE + CONTENT / HEALTH FOOD CPG

THE SITUATION

A protein bar brand whose whole identity is the no-nonsense ingredient label. Borrowed lifestyle gloss would have broken the thing customers trusted most.

WHAT WE RAN

Social creative built from the same plain product truth the packaging leads with, aimed at fitness audiences already comparing labels. The voice on the feed had to sound like the voice on the wrapper.

WHY IT WORKED

Consistency is the campaign in CPG. A brand that says three ingredients and no B.S. on the box cannot post like a lifestyle influencer. Holding that line made every post feel like the product, which is what earned the trust of an audience trained to spot marketing.

INSTAGRAM, FACEBOOK

PLATFORMS WORKED

VOICE + CONTENT PROGRAM

ENGAGEMENT SCOPE

Social ran alongside SEO and PPC in one program; the full case study describes each channel's part.

THE PIONEER WOMAN

CONTENT PROGRAM / FOOD MEDIA

THE SITUATION

A food and lifestyle brand with a massive audience that was not converting attention into a community. Social was broadcasting recipes; it was not bringing anyone home.

WHAT WE RAN

We built the social program around seasonal recipe moments and tied every content push to the site calendar, so a holiday post and the holiday recipe hub went live together, each pointing at the other.

WHY IT WORKED

Food audiences plan by season, and a post that lands the week people are searching for the dish gets saved and shared instead of scrolled past. Social stopped being a broadcast channel and started feeding the community hub the brand wanted to be.

FACEBOOK, INSTAGRAM

PLATFORMS WORKED

SEASONAL CONTENT PROGRAM

ENGAGEMENT SCOPE

Coordinated with the site's editorial calendar; the full case study at egochi.com covers the wider engagement.

ELLIE WILDE

INFLUENCER + PAID SOCIAL / PROM FASHION

THE SITUATION

Prom is a seasonal, social-first purchase decided by seventeen-year-olds and their group chats. The buying window is short and the research happens entirely in feeds.

WHAT WE RAN

Influencer partnerships and interactive paid social timed to the prom research window, coordinated with email and PPC so a dress seen in a feed could be found, tried, and bought without friction.

WHY IT WORKED

Timing beats budget in seasonal fashion. The same creative two months late is wasted spend. Landing partnerships when the group chats were actually deciding put the dresses in the conversation that mattered, and the channel coordination removed every step between seeing and buying.

INSTAGRAM, TIKTOK

PLATFORMS WORKED

INFLUENCER + PAID SOCIAL

ENGAGEMENT SCOPE

Ran coordinated with email and PPC; the full case study describes the seasonal timing in detail.

THE PEAK AGENCY

FULL SOCIAL PROGRAM / TALENT AGENCY

THE SITUATION

A talent agency competing for performers who judge an agency by its feed before they ever call. An empty or generic presence reads as an agency without work.

WHAT WE RAN

Success stories, behind-the-scenes work, and talent interviews on a steady publishing rhythm, so the agency's track record did the recruiting on its own schedule.

WHY IT WORKED

This was a pure social engagement, no other channels in the program, which makes it a clean read on the discipline itself. Consistency is what performers were checking for: an agency that shows its talent working every week is an agency worth signing with.

INSTAGRAM, FACEBOOK, X

PLATFORMS WORKED

SOCIAL ONLY

ENGAGEMENT SCOPE

One of the few campaigns here where social ran alone, with no other channels sharing the credit.

LUGZ FOOTWEAR

PAID SOCIAL + BRAND / FOOTWEAR

THE SITUATION

A boot and sneaker brand fighting for attention in a crowded streetwear feed, with most of its sales volume running through Amazon listings.

WHAT WE RAN

Social marketing as the brand layer over Amazon SEO and PPC: lifestyle creative aimed at the audiences already shopping the category, so the listings the other channels drove traffic to arrived with the brand story pre-sold.

WHY IT WORKED

A shopper who has seen the brand in their feed clicks the listing differently. Social did the job it is actually good at, familiarity and preference, and left the conversion to the channels built for it. Asking each channel to do only its own job is the whole strategy.

INSTAGRAM, FACEBOOK

PLATFORMS WORKED

BRAND LAYER + PAID

ENGAGEMENT SCOPE

Ran over Amazon SEO and PPC in one program; the full case study describes how the channels handed off to each other.

COSENTINO'S RISTORANTE

LOCAL SOCIAL / ITALIAN RESTAURANT, GENEVA NY

THE SITUATION

A classic Italian restaurant whose reputation lived in the dining room but not online. The regulars knew the story; the feeds did not tell it.

WHAT WE RAN

Social that told the story the tables already knew: the dishes, the family history, the regulars. Paired with a rebuilt website and local search work so a neighbor who saw a dish in a feed found the menu, the hours, and the phone number without hunting.

WHY IT WORKED

Local restaurant social has one honest job: make tonight's decision easier. Photographing the food that actually comes out of the kitchen, and posting when people are deciding where to eat, does what word of mouth always did, just further from Geneva.

FACEBOOK, INSTAGRAM

PLATFORMS WORKED

LOCAL STORYTELLING

ENGAGEMENT SCOPE

Paired with a website rebuild and local search work; the full case study covers the complete local program.

THE PLATFORMS WE WORK

We recommend the channels your buyers use, not every channel that exists. A platform earns a place in your program by matching your audience, and it keeps that place by producing results your reporting can see.

FACEBOOK

Still where local buyers and older demographics decide. We run page programs, community management, and the ad formats that fit the goal, from lead forms to store traffic.

INSTAGRAM

The visual proof channel. We plan grids, Stories, and Reels that show the product or the practice honestly, and pair them with paid placements aimed at people already shopping the category.

LINKEDIN

Where B2B reputations compound. We build founder and company publishing programs that earn trust with the exact job titles a client sells to.

X

Fast, conversational, unforgiving. We use it where real-time relevance matters: media brands, commentary, and customer response.

YOUTUBE

Video that keeps selling after the campaign ends. We plan and produce content that answers buyer questions and ranks in both YouTube and Google search.

TIKTOK

Short video for brands whose buyers are there. We test creative fast, keep what earns watch time, and never force a brand into a trend that does not fit it.

WHAT EGOCHI DOES

SOCIAL MEDIA MARKETING

Egochi runs organic content programs, community management, and paid amplification for brands and local businesses.

SEARCH ENGINE OPTIMIZATION

Egochi provides SEO services for local, national, ecommerce, and enterprise campaigns.

LOCAL SEO

We build map pack visibility with Google Business Profile programs and neighborhood-specific pages.

AI SEO

We earn citations in AI Overviews, ChatGPT, and Perplexity, the surfaces buyers now read first.

PPC ADVERTISING

Egochi manages Google Ads and paid social campaigns measured on cost per lead, not clicks.

WEB DESIGN

We design and rebuild websites that keep their rankings and turn the traffic into leads.

CONTENT MARKETING

We write pages and articles built to rank and to convert, mapped one keyword per page.

REPUTATION MANAGEMENT

We build review generation programs and protect the branded results buyers check last.

Pricing, stated plainly. Egochi programs run \$1,500 to \$15,000 per month depending on platform count, content volume, and ad spend under management. Month to month, no setup fees, no long-term contracts. Your proposal prices your program specifically, before you commit to anything.

WANT YOUR BRAND IN THE NEXT VERSION OF THIS PORTFOLIO?

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