

**DGTL**  
A G E N C Y

Powered by  **DGTLsuite**



## CASE STUDY

# Navigating the Ocean of Content with DGTL Agency

See how this startup venture grew their brand awareness on and offline at scale.

### CLIENT

FishFace Streams Inc.



# Streaming Aggregator Client is Born and Homegrown with DGTLsuite and DGTL Agency at Every Step.

"Every day we will work to aggregate the world of sports entertainment into the ultimate guide that fans can trust"

We combine all the most popular streaming services for intuitive search and discovery of the most popular movies, shows, and sports.



## The Problem:

Create a brand that captures the attention of their target audience while differentiating themselves from the competition with a unique digital-first marketing strategy.

## The Solution:

With DGTL Agency's experience, through research and digital strategy consulting, we were able to design and develop their entire brand identity, website, investor documents, pitch deck, app iconography, and marketing materials within their first 90 days with us. A tailored social media content strategy was applied to facilitate high-velocity content published through our software, the DGTLsuite.

FishFace Streams is a personalized, fun, and secure platform that elevates the streaming experience; FishFace is your personalized tool to navigate the ocean of content out there. What sets FishFace apart from other streaming aggregators is that it is a **customizable and interactive sports hub where fans can be part of the game.**

After the first Branding Workshop Meeting with Dana of FishFace Streams in Q3 of 2021, we have since created their entire brand identity, from the FishFace man logo and trident, to the colors, fonts and graphics used in all social media posts, email campaigns and marketing efforts.

The result of that meeting can be summarized in our FishFace Streams Brand Guide. From all that we gathered we were able to create a mission statement: "Aggregate the world of sports entertainment into the ultimate guide that fans can trust," upon which we have continued to exemplify.

We have created electronic media kit plans, press releases, a client brief that summarizes everything you need to know about the brand and company, and even **launched and scaled their social profiles from the ground up for LinkedIn, Facebook, Instagram, and Twitter, on which we have (to date) released over 300 pieces of original content.**

Since our first post in mid-February of 2022, we have not slowed down one bit; we are now averaging about 80 posts per month (20 per social channel) of original branded content.

We created the FishFace website from the ground up as well, using the branded colors and images we created from our various strategy sessions to make a fun, slick and sporty website that maintains the brand mission and vision statements.

Our company **manages and oversees all digital community engagement, creates monthly reports showing continuous growth and analyzing data;** breaking down what continuous to work well and what we can do to elevate the brand further. In addition to standing monthly social media content and digital strategy, we offer a 25 hour per month retainer for developing marketing materials and any additional creative deliverables the FishFace team needs.



**Industry:**

Software & Technology  
(Entertainment)

**Company Size:**

Small (2-5 employees)

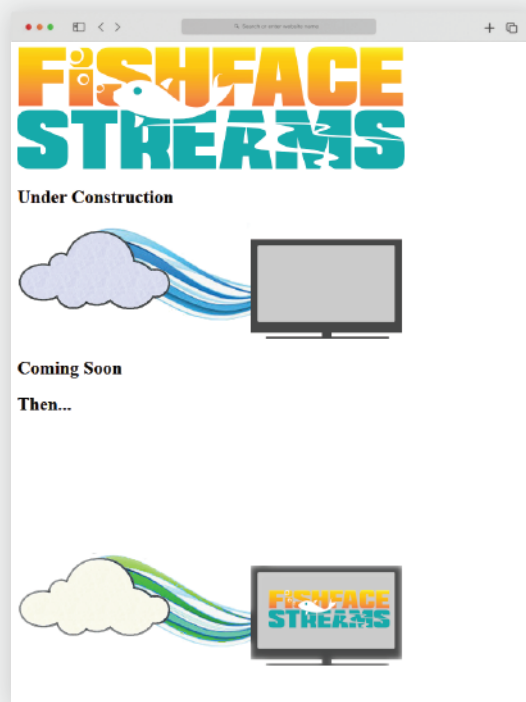
**Location:**

Texas, USA

**Use Case:**

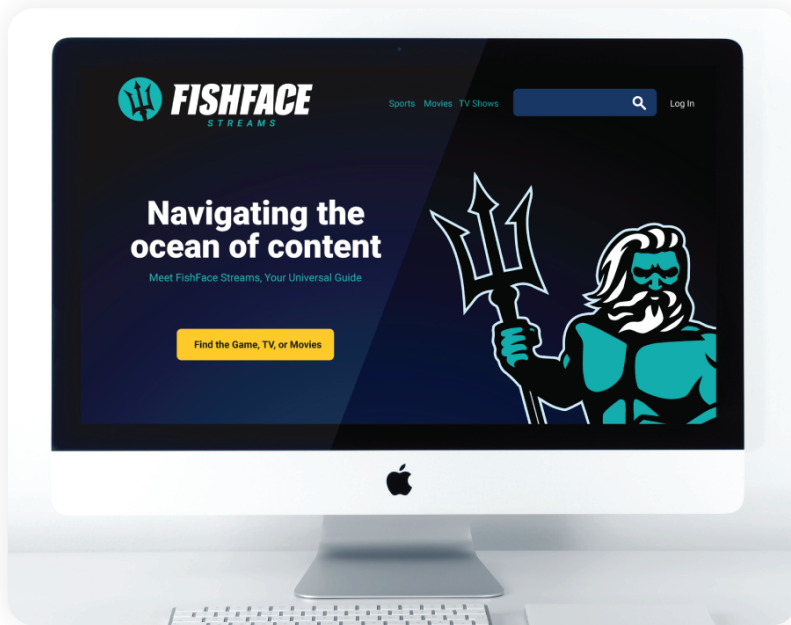
Create a Brand Identity  
Use Social Media to Scale  
Content Ideation  
Sales and Marketing Strategy

## Before

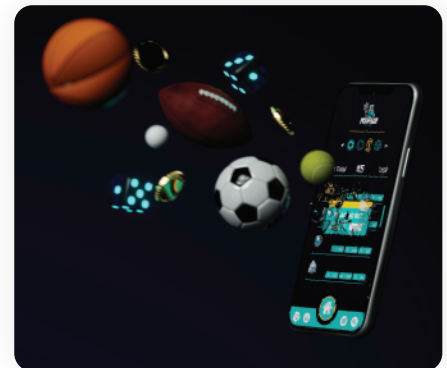


Before working with DGTL Agency, our brand was visually disjointed and we had no clear vision on how we wanted to be represented online. We now have a highly-engaged audience of FishFace Streams fans online and have built a growing base of app subscribers.

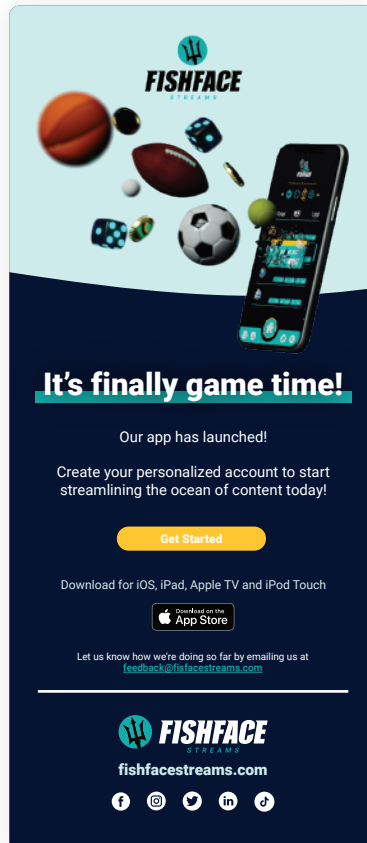




After

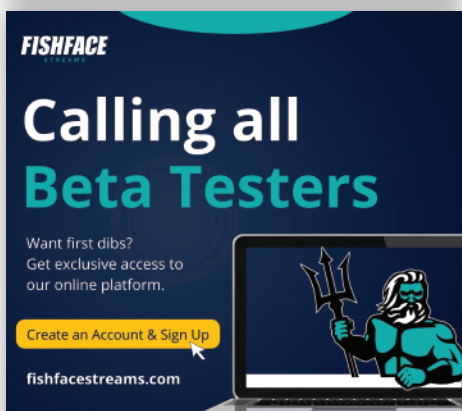
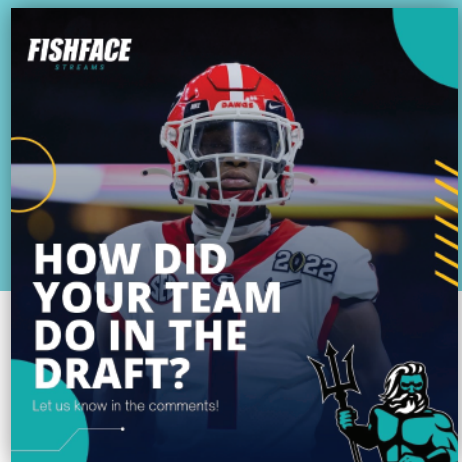
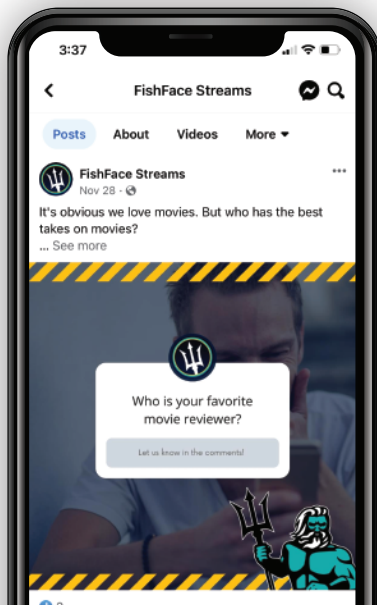
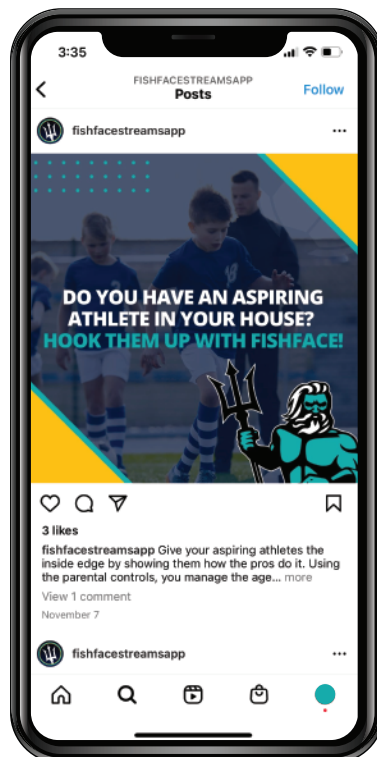
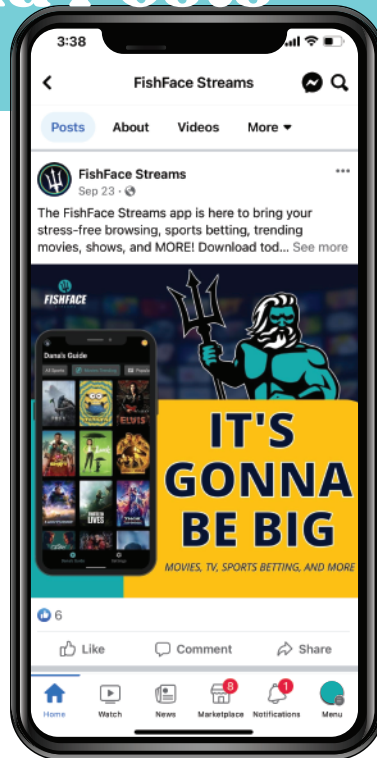
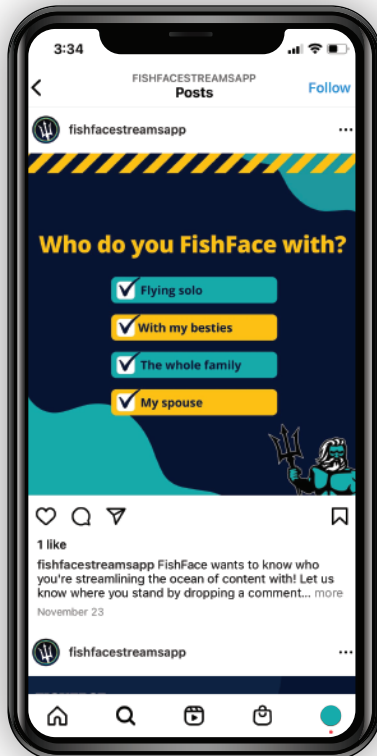


# After





# FishFace Streams Social Media Posts

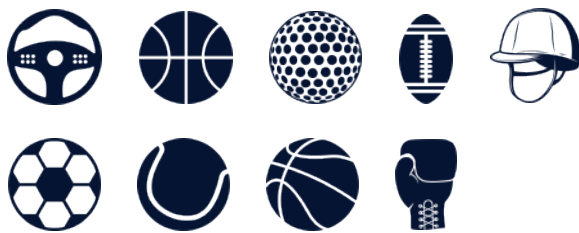


# FishFace Streams App + App Assets Design

## In-App Badge Designs



## In-App Icon Designs



## TV App Icon Design



# Social Media Growth:

(February 15, 2022 – May 15, 2022)

Over

## 330+

FishFace fans (and growing fast!)  
across all social media platforms

Over

## 570%

total fan engagement rate  
in first three months of launch!

During this time period there were:

## 2,100+

Twitter impressions

## 3,500+

LinkedIn impressions

## 2,800+

Facebook impressions

## 1,400+

Instagram impressions

## Overall volume by channel:

How many users engaged with FishFace on social media



Twitter  
**47.50%**

Facebook  
**29.11%**

Instagram  
**16.34%**

LinkedIn  
**7.05%**

Average Volume by Day

## 961+

## 328+

inbound messages

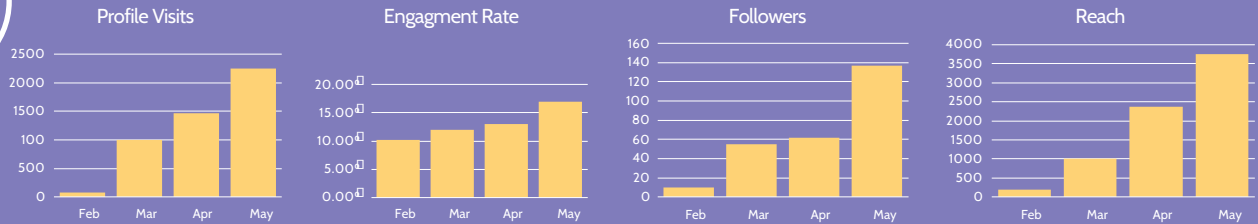
## 633+

outbound messages

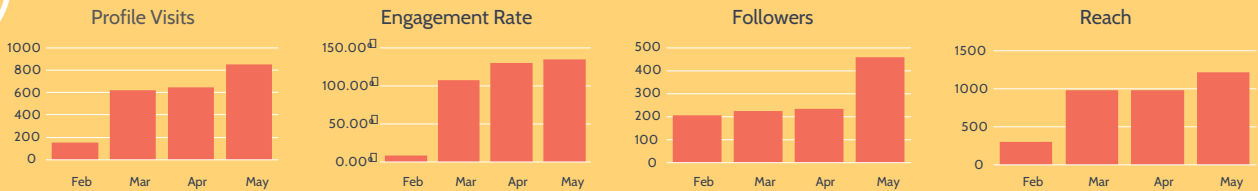


# Total Audience Growth by Channel:

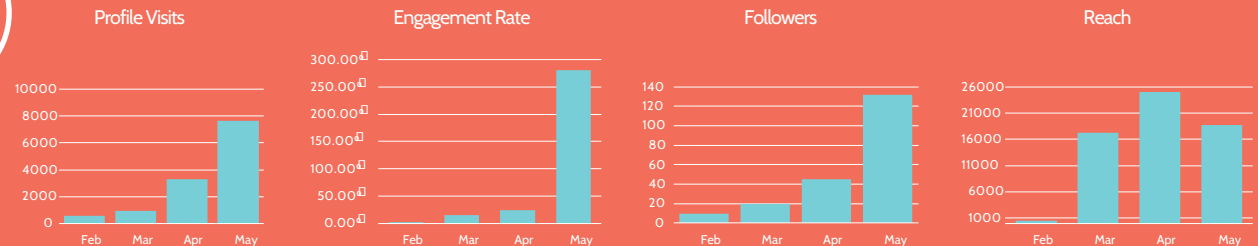
(February 15, 2022 – May 15, 2022)



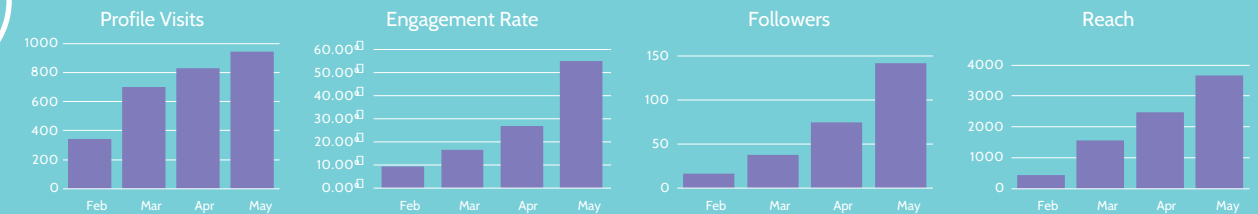
**Reach grew by 1,777%**



**Page visits grew by 467.33%**



**Engagement Rate grew by 279.25%**



**Followers grew by 739.29%**

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