

The Task: Account setup, content creation, and management for the following accounts:

- <https://www.linkedin.com/company/21b-developers/>
- <https://www.instagram.com/21bdevelopers/>
- <https://www.facebook.com/21bdevelopers>

We heavily utilized 21B's branded colors and imagery in posts, bios, and stories. Content creation was geared toward the following goals:

- Creating B2B connections
- Communicating 21B's mission statement and goals
- Exposure for 21B as a brand and its work

Because of the heavy focus on B2B and the brand's product, collaborations, giveaways, and other types of social media campaigns weren't relevant for this client in particular.

However, the goal of further putting a face to 21B was fulfilled with on-point content that portrayed the new company in a refreshed, growth-driven light.

We also received plenty of engagement and interest from other businesses in the industry, to connect on projects.

Some of our posts:

- <https://www.instagram.com/p/CkLuzmLNgzH/>
- <https://www.instagram.com/p/CjTDSqEL1aO/>
- <https://www.instagram.com/p/Cf7PkbSFHNZ/>
- <https://www.instagram.com/p/CghgnObFtWj/>
- <https://www.linkedin.com/feed/update/urn:li:activity:6986762590823530496>
- <https://www.linkedin.com/feed/update/urn:li:activity:6965352720769634304>