

CASE STUDY - BEFORE

Milwaukee Sail & Power Squadron Facebook Transition

PR & MARKETING DEPLOYMENT PHASE 2



CASE STUDY - AFTER

Milwaukee Sail & Power Squadron Facebook Transition

PR & MARKETING DEPLOYMENT PHASE 2



Intro

Chartered in 1939 the Milwaukee Sail and Power Squadron, Inc. is the local affiliated unit of the United States Power Squadrons.

- i** Page · Nonprofit organization
- 📍** 12600 W Crawford Dr., New Berlin, WI, United States, Wisconsin
- 📞** +1 414-491-7600
- ✉** mswiedel@milwaukeepowersquadron.org
- 🌐** milwaukeepowersquadron.org
- ★** Not yet rated (0 Reviews) **i**

CASE STUDY - INSIGHTS & GROWTH

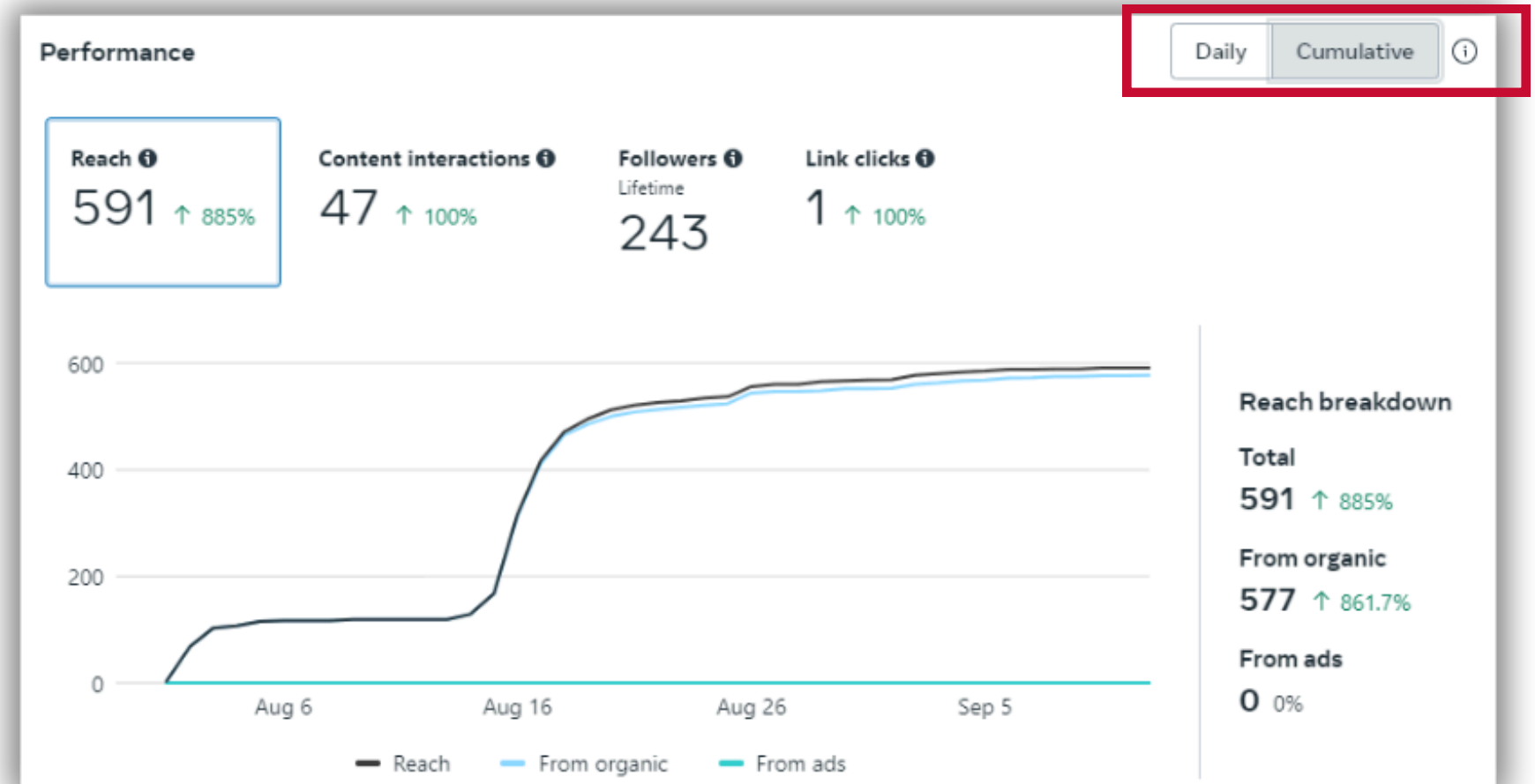
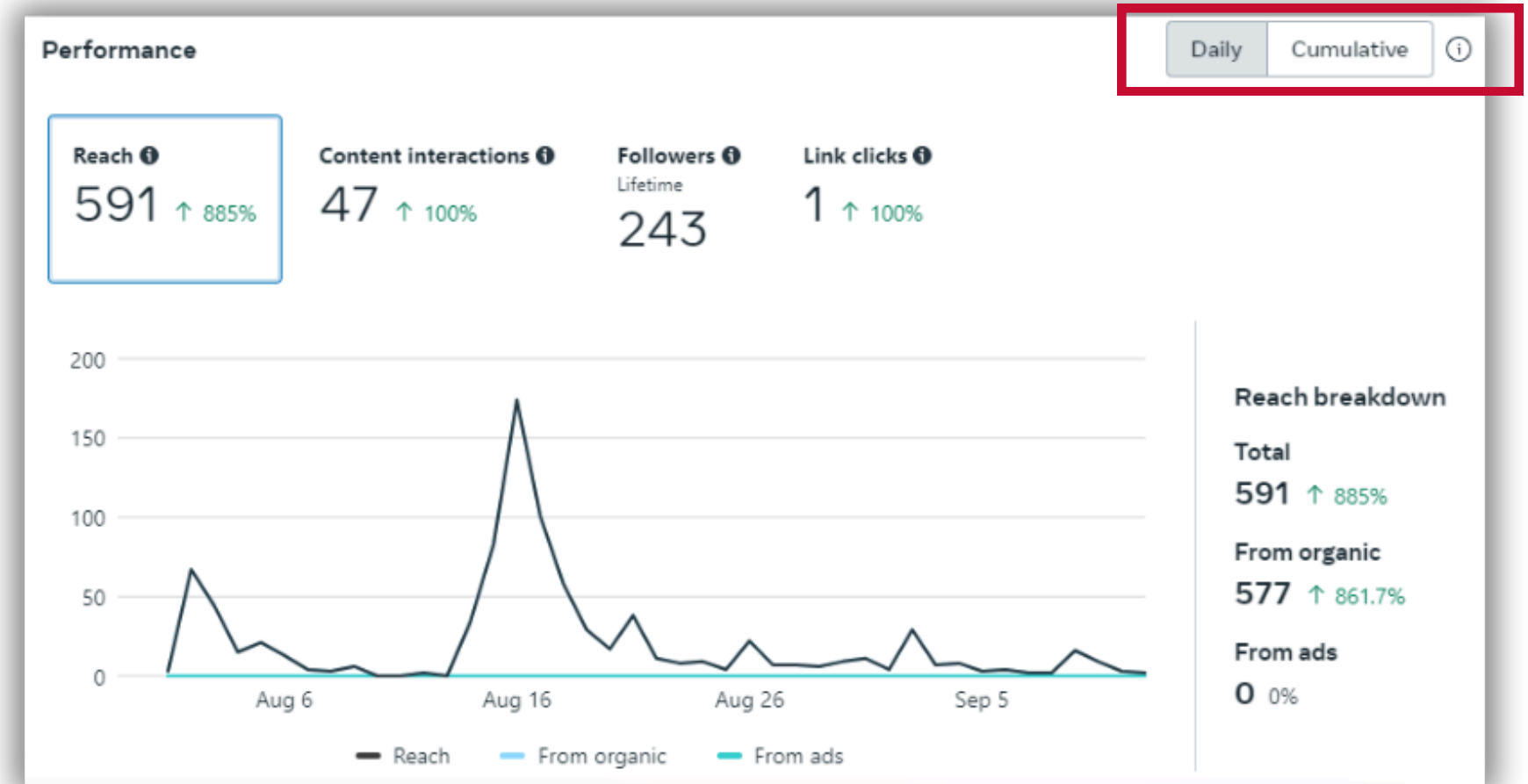
Milwaukee Sail & Power Squadron Facebook 6 Week Transition

TRACKING METRICS

- Data Driven Decisions
- Performance Measurements
- Goal Setting & Monitoring
- Identify Trends & Patterns
- Optimize Resources (what effort yields the best results)

MILWAUKEE RESULTS: AUG. 1ST - SEPT. 12TH VS. JUN. 19TH - JULY 31ST

- Reach increased by 885%
- Content Interactions increased by 100%
- Gained 2 new members



CASE STUDY - INSIGHTS & GROWTH

Milwaukee Sail & Power Squadron Facebook KPIs Month By Month

MILWAUKEE RESULTS: JULY VS AUGUST

- **Reach** is the total number of people who see your content.
- **Impressions** are the total number of times your content is displayed, no matter if it was clicked or not
- Impressions increased by 1,396%
- Reach increased by 1,675%

Month	Impressions	Reach	Content Interactions
2024			
January	207	74	1
February	85	34	2
March	185	80	0
April	33	9	0
May	244	48	7
June	630	591	41
July	114	32	0
August	1,705	568	43

Before - United States Power Squadron Search

United States Power Squadrons District 32 - America's Boating Club
Nonprofit Organization · Not yet rated (1 Review) · 297 followers · 2 posts in the last 2 weeks
District 32 consists of the four Squadrons in the OR/southern WA areas. [Follow](#)

United States Power Squadrons District 6
Nonprofit Organization · Not yet rated (2 Reviews) · 251 followers · 10+ posts in the last 2 weeks
We are the Central and Western NY District of the US Power Squadrons and represent 17 local Squadron. [Follow](#)

United States Power Squadrons Communications Committee
Education · 722 followers
The primary goal of the USPS Communications Committee is to promote communication among USPS members by providing information, technical resource... [Follow](#)

United States Power Squadrons District 23
Education · 509 followers [Follow](#)

United States Power Squadrons SE Florida District 8 Environmental Committee
Nonprofit Organization · Not yet rated (1 Review) · 145 followers
Educating the public and participating in environmental stewardship activities relative to lagoon challenges in the community. [Follow](#)

United States Power Squadrons District 16 - America's Boating Club
Community Organization · Not yet rated (1 Review) · 682 followers · 3 posts in the last 2 weeks
We are one of the 31 districts that make up America's Boating Club, a non-profit boating safety educational organization. [Follow](#)

United States Power Squadrons
Business Service · 4 likes [Like](#)

United States Power Squadron District 17
Nonprofit Organization · 88 followers
District 17 is part of the USPS with 30,000 members nationwide, we promote boating education, safety [Follow](#)

After - United States Power Squadron Search

America's Boating Club - United States Power Squadrons
Nonprofit Organization · 243 followers · 3 posts in the last 2 weeks
Chartered in 1939 the Milwaukee Sail and Power Squadron, Inc. is the local affiliated unit of the United States Power Squadrons. [Following](#)

United States Power Squadrons District 6
Nonprofit Organization · Not yet rated (1 Review) · 253 followers · 10+ posts in the last 2 weeks
We are the Central and Western NY District of the US Power Squadrons and represent 17 local Squadron. [Following](#)

United States Power Squadrons District 23
Education · 511 followers [Following](#)

America's Boating Club United States Power Squadrons- Absecon Island
Nonprofit Organization · \$\$ · Always open · 144 followers · 2 posts in the last 2 weeks
Absecon Island Power Squadron, a member of United States Power Squadrons is a boating organization located in Southern NJ dedicated to the education of the... [Following](#)

United States Power Squadrons Sacandaga Squadron
Nonprofit Organization · Not yet rated (1 Review) · 652 followers
We are the United States Power Squadron ,District 2 SACANDAGA, Facebook Page. [Following](#)

United States Power Squadrons District 16 - America's Boating Club
Community Organization · Not yet rated (1 Review) · 684 followers · 3 posts in the last 2 weeks
We are one of the 31 districts that make up America's Boating Club, a non-profit boating safety educational organization. [Following](#)









United States Power Squadrons Communications Committee
Education · 721 followers
The primary goal of the USPS Communications Committee is to promote communication among USPS members by providing information, technical... [Following](#)

United States Power Squadrons District 32 - America's Boating Club
Nonprofit Organization · Not yet rated (0 Reviews) · 301 followers
District 32 consists of the four Squadrons in the OR/southern WA areas. [Following](#)









FACEBOOK ACQUISITION STRATEGY GOAL

PR & MARKETING DEPLOYMENT PHASE 2

Before - America's Boating Club Search

- 
America's Boating Club
 Nonprofit Organization · 96% recommend (33 Reviews) · Open now · 6.2K followers · 7 posts in the last 2 weeks
 With over 20,000 members nationwide, United States Power Squadrons is America's Boating Club. [Follow](#)
- 
America's Boating Club Peace River
 Nonprofit Organization · 529 followers · 4 posts in the last 2 weeks
 We're your friends and neighbors in the Punta Gorda and Port Charlotte, Florida areas. The U.S. Power Squadrons is "America's Boating Club" and helps you learn boating... [Follow](#)
- 
America's Boating Club Lakeland
 Nonprofit Organization · 84% recommend (5 Reviews) · 267 followers · 2 posts in the last 2 weeks
 Safe Boating Education, Civic Service and fellowship with people who enjoy boating are our goals. Member meeting is on the 2nd Tuesday of the month. [Follow](#)
- 
America's Boating Club of Clearwater
 Nonprofit Organization · 100% recommend (8 Reviews) · 514 followers
 All volunteer non-profit organization dedicated to promoting boating safety skills and civic activities while providing fellowship for members. [Follow](#)
- 
America's Boating Club - Cocoa Beach
 Nonprofit Organization · Not yet rated (4 Reviews) · 572 followers
 A local chapter of the US Power Squadrons formed in 1967 dedicated to boater safety, education, social activity, and fun boating. The membership meetings are on the first... [Follow](#)
- 
America's Boating Club Cyber Squadron
 Sports & Recreation · Not yet rated (2 Reviews) · 35 followers · 10+ posts in the last 2 weeks
 Established in 1914, "America's Boating Club®" is a registered trademark of the United States Power Squadrons®. Check out becoming a member · Cyber Squadron is... [Follow](#)
- 
America's Boating Club Marco Island
 Nonprofit Organization · Not yet rated (4 Reviews) · 520 followers
 Local unit of the not-for-profit, United States Power Squadrons focused on three objectives: community service, boating education and social activities. [Follow](#)
- 
America's Boating Club of Northeast Florida
 Nonprofit Organization · Not yet rated (2 Reviews) · 607 followers · 4 posts in the last 2 weeks
 Boating safety and education in a social setting! [Follow](#)

After - America's Boating Club Search

- 
America's Boating Club Marco Island
 Nonprofit Organization · Not yet rated (4 Reviews) · 520 followers
 Local unit of the not-for-profit, United States Power Squadrons focused on three objectives: community service, boating education and social activities. [Following](#)
- 
America's Boating Club - Palm Beach
 Community · 72 followers
 Boating is a wonderful activity. Getting out in your own boat can be a pure joy. We want to help you have FUN on the water. [Follow](#)
- 
America's Boating Club, Bluegrass Chapter
 Community Organization · Not yet rated (0 Reviews) · 252 followers
 Welcome! A social, educational organization for sailors, power boaters, and paddlers. [Follow](#)
- 
America's Boating Club - Great Blue Hill Sail & Power Squadron
 Nonprofit Organization · 28 followers
 Great Blue Hill Sail & Power Squadron was organized in 1969 as a non-profit, educational organization. [Follow](#)
- 
America's Boating Club of Greenwich
 Nonprofit Organization · Not yet rated (2 Reviews) · 567 followers
 We are a group of approximately 200 boaters devoted to boating safety: we teach and have great events. [Following](#)
- 
America's Boating Club Portsmouth, NH
 Education · 124 followers
 We are the NH seacoast non-profit chapter of the United States Power Squadron, "America's Boating Club." We will help you LEARN boating skills. ENGAGE in fun... [Follow](#)
- 
America's Boating Club-Valley Forge
 Nonprofit Organization · Not yet rated (3 Reviews) · 424 followers
 Located in the western suburbs of Philadelphia, PA, ABCVF is a nonprofit, educational organization dedicated to teaching safe boating skills to recreational... [Following](#)
- 
America's Boating Club - United States Power Squadrons
 Nonprofit Organization · 243 followers · 3 posts in the last 2 weeks
 Chartered in 1939 the Milwaukee Sail and Power Squadron, Inc. is the local affiliated unit of the United States Power Squadrons. [Following](#)