



Social Media Campaign

Interscope Commercial Environments



2026

Kelly Prendergast



INTERSCAPE
COMMERCIAL ENVIRONMENTS

About Interscape Commercial Environments

Who Is Interscape

Connecticut-based commercial interiors company creating functional, inspiring spaces for workplace, education, healthcare, and beyond

What Interscape Delivers

Furniture, architectural products, and end-to-end project support. From planning and design coordination to installation and final walkthroughs

What Sets Interscape Apart

Industry expertise, trusted partnerships, strong community connections, and a commitment to exceptional service



Social Media Audit

● Follower Count

LinkedIn: 1,976

Instagram: 412

● Engagement Rate

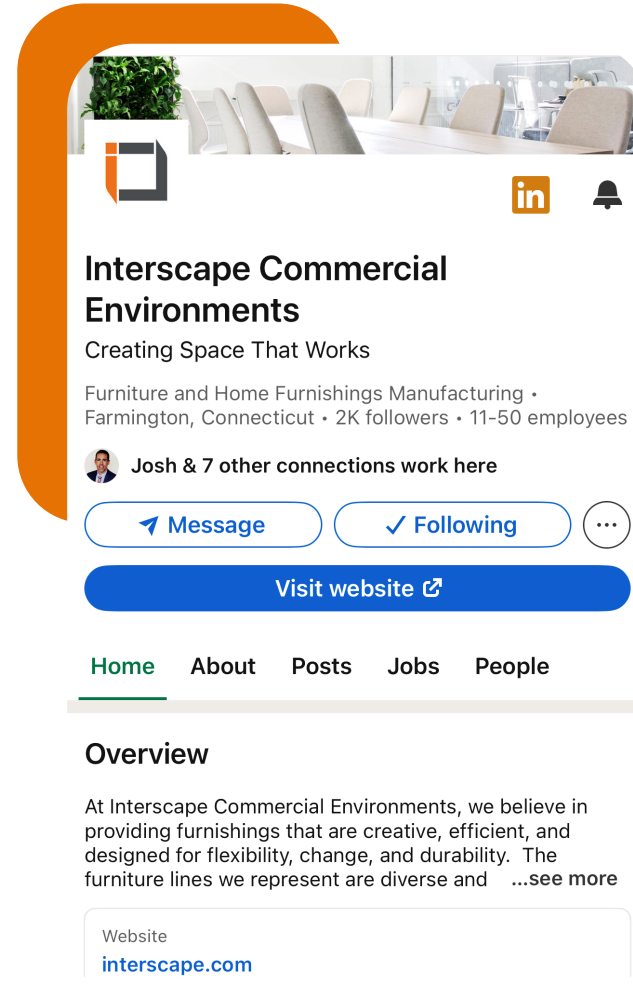
Average of 20 comments per LinkedIn post, with event-related content consistently driving higher engagement

● Activity Level

Inconsistent

1-3 posts per week on LinkedIn

Multiple weeks with 0 posts on Instagram



Interscope Commercial Environments
Creating Space That Works
Furniture and Home Furnishings Manufacturing · Farmington, Connecticut · 2K followers · 11-50 employees

Josh & 7 other connections work here

Message Following ...

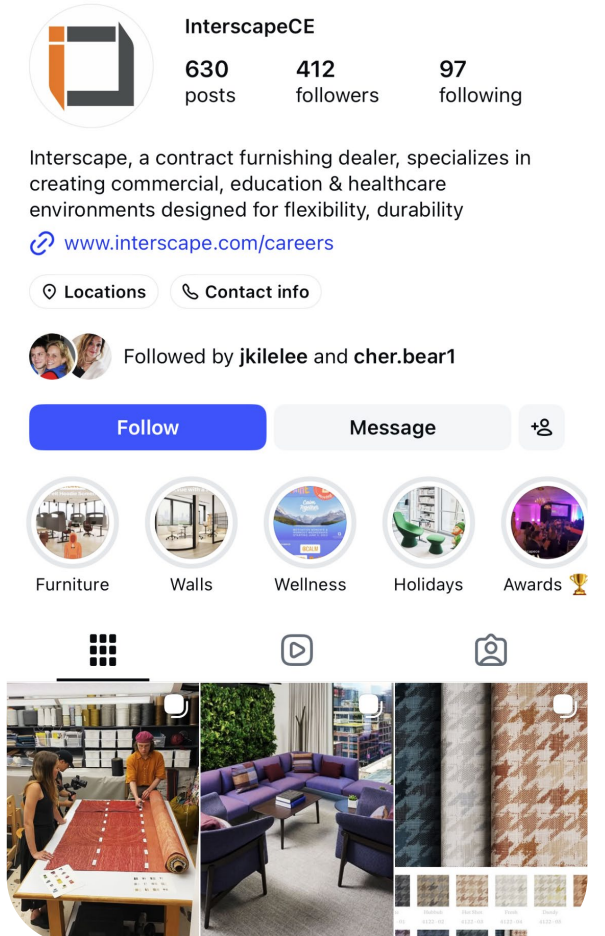
Visit website

Home About Posts Jobs People

Overview

At Interscope Commercial Environments, we believe in providing furnishings that are creative, efficient, and designed for flexibility, change, and durability. The furniture lines we represent are diverse and ...see more

Website
interscope.com



InterscopeCE
630 posts 412 followers 97 following

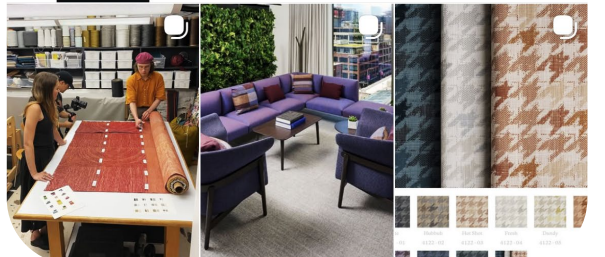
Interscope, a contract furnishing dealer, specializes in creating commercial, education & healthcare environments designed for flexibility, durability
www.interscope.com/careers

Locations Contact info

Followed by jkilee and cher.bear1

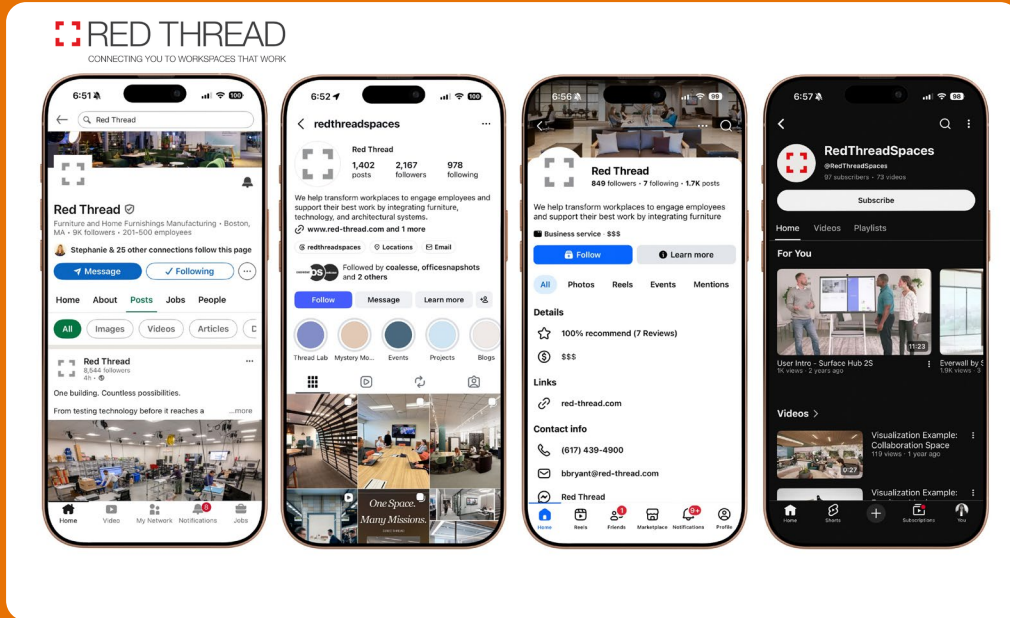
Follow Message +

Furniture Walls Wellness Holidays Awards





Direct Competitor Analysis



LinkedIn 3-4x Per Week
8,544 FOLLOWERS

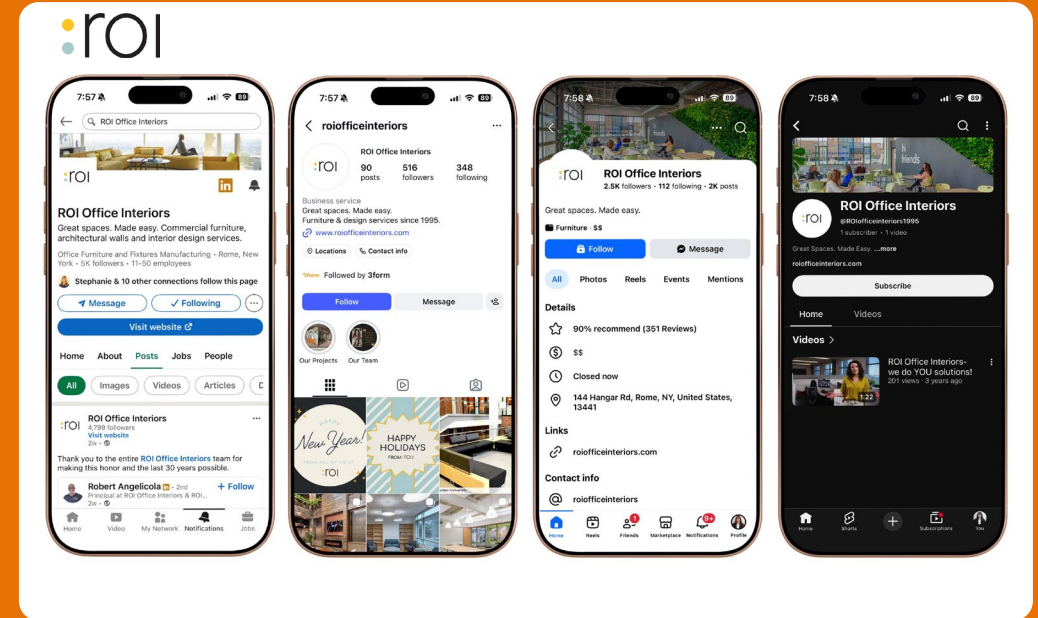
Instagram 2-3x Per Week
2,167 FOLLOWERS

Facebook Not Active Since 2024
849 FOLLOWERS

Youtube Not Active Since 2025
97 SUBSCRIBER

Key Takeaways

Red Thread's greatest strength is its thought leadership content. The company consistently shares workplace insights and industry expertise that help establish credibility and authority. Compared to Interscape, red Thread invests more heavily in educational content and video creation.



LinkedIn 1-2x Per Week
4,799 FOLLOWERS

Instagram Not Active Since 2024
516 FOLLOWERS

Facebook Not Active Since 2025
2.5K FOLLOWERS

Youtube Not Active Since 2023
1 SUBSCRIBER

Key Takeaways

ROI's strongest differentiator is its people-focused content strategy. Employee recognition and community involvement generate meaningful engagement and help humanize the brand. Compared to ROI, Interscape already shares many similar strengths but could further emphasize employee story telling and company culture to strengthen audience connection



SWOT Analysis

S

Strengths

Strong industry credibility, trusted manufacturer partnerships, and extensive experience delivering high-quality commercial space solutions

W

Weakness

Digital presence is limited by inconsistent posting, low audience engagement, and a lack of a defined social media advertising strategy

O

Opportunity

Potential to grow brand awareness, website traffic, and lead generation through targeted advertising and more engaging digital content

T

Threats

Increasing competition, shifting market demands, and economic uncertainty may impact visibility and influence client decision-making



Audience Analysis

4 Key Markets

GEOGRAPHIC

- Connecticut (Primary Market)
- New York
- Massachusetts
- Rhode Island
- Focus on Northeast Commercial and Institutional Markets

Ages 30-65

DEMOGRAPHIC

- Decision-makers and Key Influencers
- Facilities Managers, Administrators, CEOs
- Architects, Designers, Procurement Teams
- Corporate, Education, Healthcare, Municipal

High-Intent Buyers

BEHAVIORAL

- Actively researching renovations or upgrades
- Interested in workplace and facility solutions
- Value expertise and efficient project delivery
- Engaging with website and social media content



Audience Persona #1



Michael Reynolds

Director of Facilities & Operations

Age: 48

Location: Boston, MA

Education: BA in Business &
MA in Construction Management

Lifestyle

Michael works in a fast-paced corporate environment managing vendors, budgets, and multiple projects simultaneously. He looks for solutions that minimize disruption while maximizing long-term value.

Core Values

- Efficiency
- Reliability
- Quality
- Trust
- Accountability
- Sustainability

Goals

- Complete projects on time
- Stay within budget
- Improve employee productivity

Social Media Behavior

Mostly consumes content rather than creates it. Occasionally shares company announcements or industry articles. Michael usually check social media weekday morning or during lunch breaks.

Platform Usage

- LinkedIn (daily)
- Youtube (occasionally)
- Pinterest (occasionally)
- Limited Facebook Use

Frustrations

- Vendors that miss deadlines
- Low-quality products
- Complicated procurement processes

Primary Motivation

- Professional education
- Industry news
- Vendor research
- Networking



Audience Persona #2



Jennifer Collins

CEO

Age: 40

Location: Stamford, CT

Education: MA in Business

Lifestyle

Jennifer balances executive leadership with long-term strategic planning. She seeks partnerships that strengthen company culture and business performance. She views workplace design as an investment in employee experience, company culture, and organizational success

Core Values

- Leadership
- Excellence
- Growth
- Reputation
- Collaboration

Goals

- Modernize office space
- Attract and retain talent
- Reflect company brand through the workplace

Social Media Behavior

Primarily consumes content but occasionally shares company milestones and leadership perspectives. Jennifer's peak social media usage is early morning, end of business day and occasionally on weekends.

Platform Usage

- LinkedIn (daily)
- Instagram (occasionally)
- Limited Pinterest Use
- Limited Facebook Use

Frustrations

- Offices that no longer support hybrid work
- Vendors who only sell products instead of solutions
- Budget overruns and project delays

Primary Motivation

- Thought leadership
- Business trends
- Networking
- Executive Insights



SMART Goals & Objectives

While Interscape has built a strong reputation through industry expertise and client relationships, there is a clear opportunity to grow its digital presence.

These goals and objectives focus **on increasing visibility, engagement, and business growth** through measurable social media strategies.

Increase Brand Awareness

Increase Instagram reach by **30% within 3 months** through consistent content and targeted Meta advertising

Improve Audience Engagement

Increase engagement rate by **20% within 3 months** by implementing interactive, visually engaging content

Drive Website Traffic

Increase website traffic from Instagram by **25% within 3 months** using retargeting ads and strong call-to-action

Generate Qualified Leads

Generate **10-15 qualified leads within 3 months** through targeted campaigns focused on website conversions and inquiries



Social Media Platform Focus

LinkedIn



1 Billion+ Users

LinkedIn has over 1 billion professionals worldwide

4 Out of 5 Members Drive Business Decisions

A large portion of users are decision-makers or influence purchasing decisions

Generates 80% of B2B Leads

Consistently outperforms other social platforms for B2B lead generation

40% of Users Engage with Business Content Weekly

Professionals actively use LinkedIn to discover industry trends, solutions, and business partners

Instagram



2 Billion+ Monthly Active Users

One of the largest platforms for engagement

90% of Users Follow at Least One Business

Users actively engage with brands, making it a strong platform for visibility and awareness

High Engagement Through Visual Content

Reels, Stories, and carousel posts drive strong engagement

Powerful Retargeting with Meta Ads

Instagram ads paired with Meta Pixel allow brands to re-engage website visitors and warm leads



2-3

Posts Per Week

Maintain consistent posting schedule

1-2

Videos Per Month

Short-form video content

70/20/10

Content Mix

70% Educational
20% Company Culture
10% Promotional

1

Monthly Ad Campaign

Run targeted Instagram ad campaigns using Meta Pixel

Content Creation Strategy

This content creation strategy focuses on building a more consistent and engaging digital presence for Interscape through strategic posting, video content, and targeted advertising.

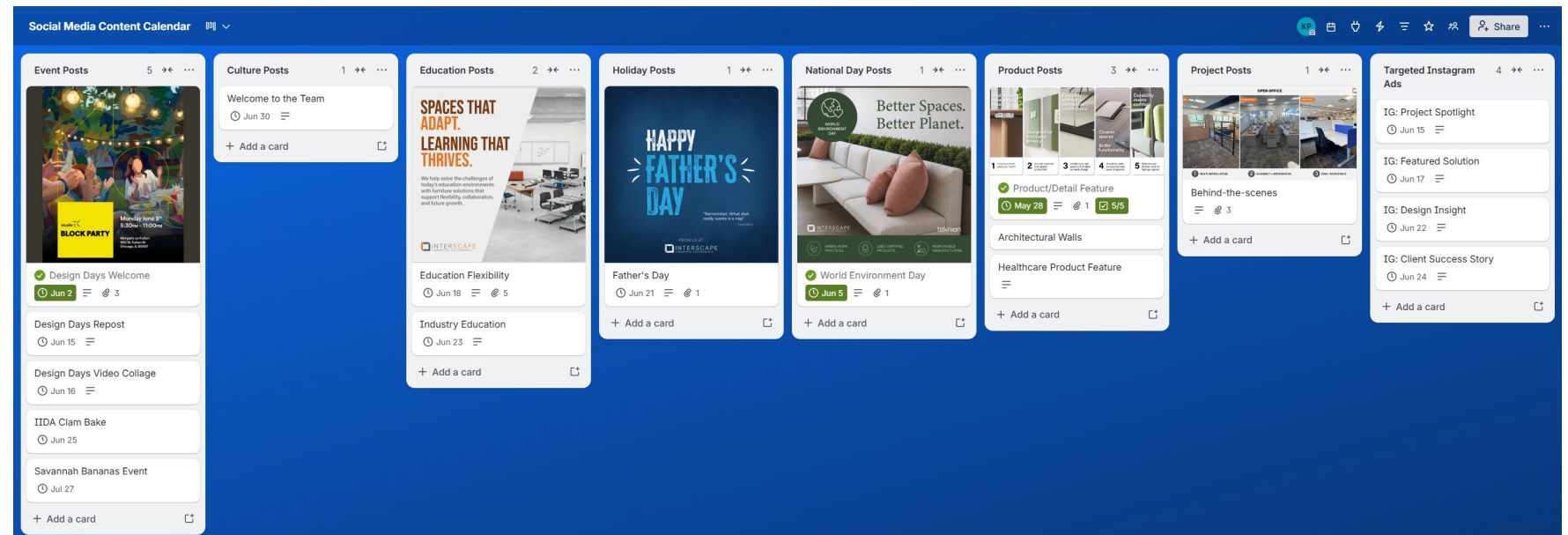
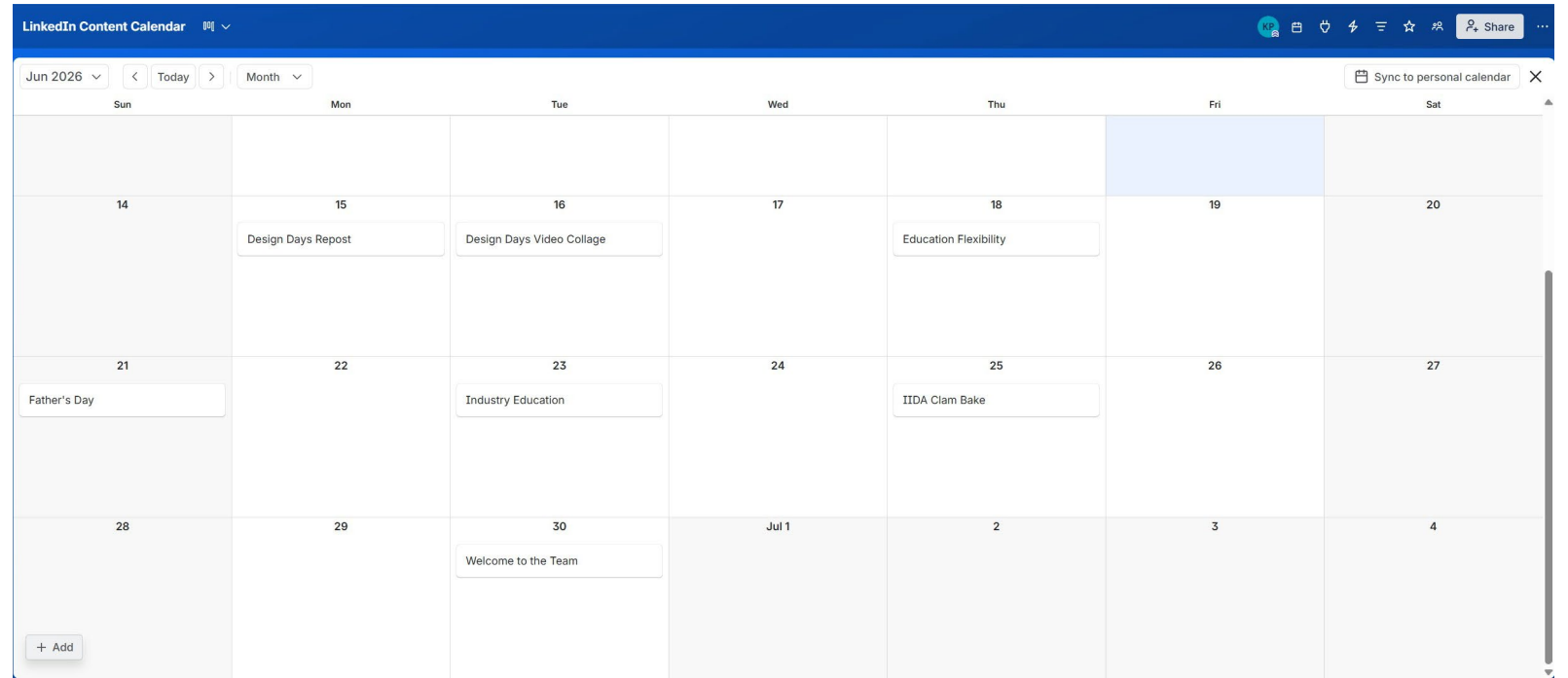
The goal is to increase visibility, strengthen audience engagement, and drive meaningful business results.



Content Calendar

Content is organized in Trello using both monthly calendar view and card view to keep planning simple and efficient.

The calendar view helps map out posting cadence and key dates at a glance, while card view allows for detailed content planning, including post ideas, captions, creative assets, deadlines, and approval tracking. This creates a clear workflow from planning to publishing.





Campaign Concept

BUILT TO FLEX

Spaces designed to adapt, evolve, and perform

The Built to Flex campaign highlights the growing demand for flexible workplace environments as work styles, team needs, and business priorities continue to evolve. This positions Interscape as a trusted partner in creating adaptable spaces that support productivity, collaboration, and long-term growth.

Content Focus

Flexible Furniture Solutions

Modular Workspaces

Architectural Walls & Privacy Solutions

Spaces for Focus, Collaboration, and Growth



Educational

Highlights workplace trends and why flexibility matters in today's evolving environments



Promotional

Showcases how Interscape's furniture and architectural solutions help create flexible environments



LinkedIn Strategy

LinkedIn Approach

LinkedIn will serve as Interscape's primary platform for thought leadership, allowing the brand to educate audiences, share industry insights, and position itself as a trusted partner



Carousel Post

SPACES THAT ADAPT.
LEARNING THAT THRIVES.

We help solve the challenges of today's education environments with furniture solutions that support flexibility, collaboration, and future growth.

INTERSCAPE
COMMERCIAL ENVIRONMENTS

Better Spaces. Better Learning. **Better Outcomes.**

- YOUR PARTNER FROM FURNISHINGS TO INSTALLATION
- SUPPORT YOU CAN COUNT ON
- END-TO-END SERVICE
- SOLUTIONS THAT FIT
- BUILT FOR EDUCATION

ADAPTIVE LEARNING
Lightweight Mobile

TECH ENHANCED
Integrated Connectivity

UN-CONVENTIONAL
Relaxed Reconfigurable



Reel



Carousel Post

**SPACES THAT
ADAPT.
LEARNING THAT
THRIVES.**

We help solve the challenges of today's education environments with furniture solutions that support flexibility, collaboration, and future growth.



Instagram Strategy

Instagram will serve as Interscope's visual storytelling platform, combining repurposed LinkedIn content with short-form video and targeted ads to increase brand awareness, engagement, and website traffic

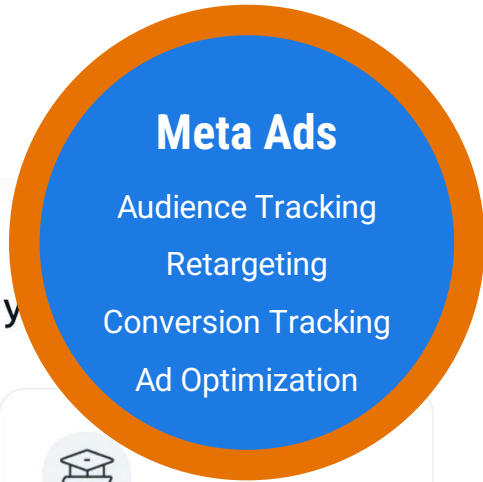
Carousels

Reels

Stories



Explore how Meta technologies can help transform your business



Meta Ads

- Audience Tracking
- Retargeting
- Conversion Tracking
- Ad Optimization



Improve ad performance

Maximize campaign results and simplify the set-up process with advanced ad creation tools.



Reach more people

Get ads to people most likely to be interested in your products or services with automated targeting tools.



Become an expert

Upgrade your marketing skills with free online courses and certifications through [Meta Blueprint](#).



Get personalized ad solutions

See faster results in fewer steps with AI-enabled tools that generate ads your customers want to see.



Understand performance

Access advanced marketing performance tracking with detailed overviews of audience behavior.



Use ad formats that work

Designed to fit specific business goals, reach and expand your audience across every device.

Ad Campaign Plan

Awareness

Increase visibility and reach new audiences through targeted, engaging content

Conversions

Re-engage interested audiences and drive meaningful actions that support lead generation



Engagement rate

Measure likes, comments, shares, saves, clicks to evaluate how well content is resonating with the audience



CTR

Measure how effectively content and ads drive users to visit the website, indicating audience interest in services and solutions



ROI

Measure the overall business impact of marketing efforts by evaluating lead generation, website conversions, and value gained

Success Metrics (KPIs)

These key performance indicators will measure the effectiveness of Interscape's social media strategy by tracking audience engagement, campaign performance, and overall business impact



Thank You

Email

kelly.prendergast@quinnipiac.edu

Web

kelly-prendergast.com