



How Government Benefits From Outsourced Social Media, Copy, & Public Relations from Spartan Digital

The Client

Deptford Township is the Gloucester County's third most populated municipality, but it's now only a small fraction of what it once was. The old township, incorporated in 1695, comprised some 106 square miles and included what today is West Deptford, Washington Township, Monroe, Westville, Woodbury and Woodbury Heights. In contrast, today's township is less than 18 square miles with over 31,000 residents.



This study will focus on Deptford Township, New Jersey and the following mediums:

- <https://www.deptford-nj.org/>
- <https://www.facebook.com/deptfordtownshipmunicipal>
- <https://www.instagram.com/deptfordtwpnj/>
- <https://www.linkedin.com/company/township-of-deptford/>

The Problem

Deptford Township partnered with Spartan Digital Solutions to help them overcome the following challenges.

1. Weak digital marketing efforts to drive more website clicks, and a better taxpayer experience online.
2. Ineffective advertising of in-person events and documenting them.
3. A disconnected brand message in their municipality as the true source of reliable and legitimate information.
4. One vendor who can, “do it all” from digital marketing to graphic design and paid media advertising.

The Solutions

Spartan Digital Solutions worked with Deptford Township to implement the following solutions.



- Managed Social Media (Facebook, Instagram, & LinkedIn)
- Search Engine Optimization (SEO)
- Website Management
 - All content written on the website, consultation on where to put it, and how to make it easiest for the taxpayer.
- Reputation Management (Google, Yelp, Bing)
 - Ensuring all reviews are positive and responding effectively to negative comments.
- [Over 100 YouTube videos](#) resulting in the presentation of the **transparency award from the NJ League of Municipalities in 2020.**

The Results

Spartan Digital Solutions was able to drastically increase the overall reach of Deptford's social media following organically.

For Instagram, during the time Spartan managed it, Deptford saw an **828%** increase on impressions per month and a **575%** increase in overall reach, **totaling over 10,000 residents viewing content per week.**

For Facebook, during the time Spartan managed it, Deptford saw an overall fan increase of 4,000 people, totaling over **25,000 views per week of municipal information.**

For LinkedIn, during the time Spartan managed it, the municipality saw a **16% increase** on impressions and a **26%** increase in clicks of an average of 500 per week.

Spartan Digital Solutions can claim for a fact that all **Deptford Township social media accounts under management have organically seen substantial positive growth** on any given advertising strategy using Spartan's proven digital marketing methods, leading to a more informed taxpayer.



“If you have any doubts about what Spartan Digital can do for you, call me and I’ll help you understand. **These guys are the real deal.**”

Scott O’Donnell (856-686-0100)
Owner of SERVPRO of Woodbury/Deptford NJ & SERVPRO of
Washington/Woolwich NJ



How Spartan Digital Solutions Can Help You Get More

If your township is looking to achieve the same results as Deptford, [contact us](#).

Spartan Digital Solutions has a proven track record of helping clients achieve a better social image and a more positive return on Google methods and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next digital marketing battle.

Contact us today.

Spartan Digital Solutions

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