

Waggle Triples Facebook Engagement with Organic Content Strategy from #Strella

ABOUT THE BRAND

Waggle is a crowdfunding platform dedicated to saving pets' lives by covering the cost of essential veterinary care for families in financial crisis. Each year, more than a million pets are euthanized due to unaffordable treatment. Waggle partners with the public, veterinarians, and animal welfare organizations to give those pets a second chance.

THE PROBLEM

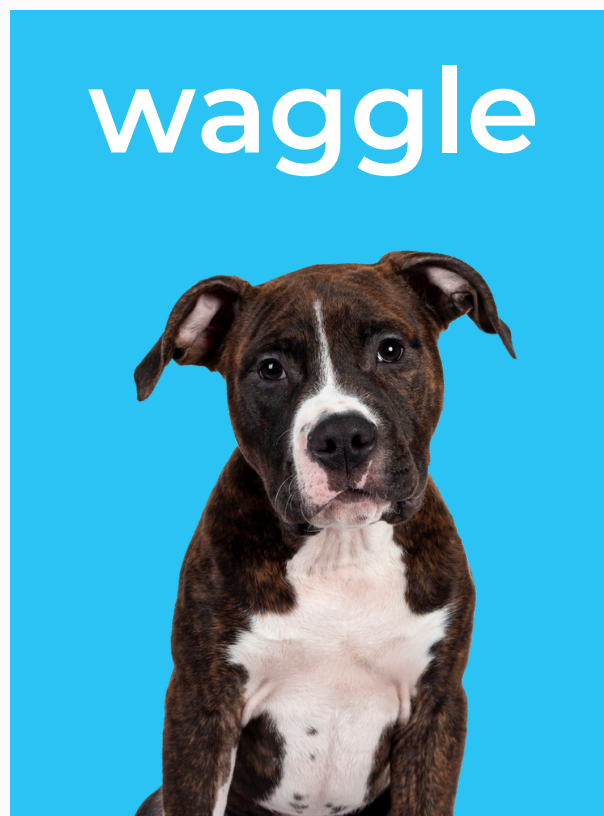
While Waggle had a powerful mission, **their small team was stretched thin**. Social media had taken a backseat as staff juggled donation intake and rescue coordination. Their Manager of Rescue & Shelter Growth was feeling discouraged after past social efforts delivered **minimal returns**. They needed a partner who could bring structure, consistency, and real results.

THE STRATEGY

#Strella Social Media stepped in to create a **mission-aligned, hope-driven content strategy**. After reviewing past performance, we identified three content themes that resonated most:

- Donation stories
- Educational posts
- Rescue awareness

We established content pillars around those themes and added lighthearted moments to keep the tone balanced. With a **clear posting schedule** and **hands-on community management**, we helped Waggle build momentum and deepen audience connection—post by post.



THE OUTCOME

In just four months, **Facebook engagement surged by nearly 200%**, and **Instagram engagement increased by 45%**—clear signs that the content was resonating and reigniting interest in the mission.

Waggle's Manager of Rescue & Shelter Growth shared:

"With Strella, I know they actually listen and execute my ideas—perfectly branded for Waggle and our mission. Their work is not only outstanding but fast. It's like a breath of fresh air."

THE BOTTOM LINE

Through **strategic planning, consistent execution, and authentic storytelling**, Waggle reconnected with its audience and expanded its digital impact—organically. The results sparked **new momentum across platforms**, including the launch of a TikTok channel. With the right partner, even a small team can drive meaningful change. #Strella made that possible.