

Mother Hubbard's Boosts Engagement by 550% With Human-Centered Social Media Strategy

ABOUT THE BRAND

Mother Hubbard's Custom Cabinetry is a kitchen and bath remodel and design dealer serving families across Central Pennsylvania since 1972. They're known for transforming outdated spaces into beautiful, functional ones, earning recognition like Simply the Best from Harrisburg Magazine. Beyond their craftsmanship, the team is active in the local community and respected as an industry leader.

THE PROBLEM

Despite decades of experience and a strong local reputation, Mother Hubbard's **struggled to mirror their offline success online**. Their social media accounts were active but inconsistent, with low engagement and limited reach. **No one on the team had the time or expertise to manage their platforms strategically**, and opportunities to connect with prospective customers were slipping by. They needed a partner to bring consistency, strategy, and a more personal touch to their online presence.

THE STRATEGY

#Strella Social Media began by auditing Mother Hubbard's content to identify what resonated most with their audience. The clear takeaway? People-focused posts—featuring designers, project team members, and behind-the-scenes moments—**consistently outperformed** polished product shots. We built the strategy around this insight, introducing weekly human-focused content while still showcasing design inspiration and completed projects **to appeal to both loyal followers and new prospects**. A structured posting schedule ensured consistent visibility, while our balanced content mix kept the feed relatable, inspiring, and aligned with the brand's personality.



THE OUTCOME

The results were clear. Human-focused content consistently generated higher reach and engagement than standard project posts. Over the course of the partnership:

- **Facebook followers grew by 15.65%**, with engagement surging 549.89%
- **Instagram followers increased by 46.84%**
- Audience interaction—including likes, comments, and shares—**rose dramatically**

These gains were achieved without significantly increasing posting frequency, proving that **quality, timing, and strategy outweighed quantity**.

As the Mother Hubbard's team put it: *"Social media was stressful prior to working with Strella. Now it's pretty much effortless."*

THE BOTTOM LINE

By leaning into authentic, people-centered storytelling, Mother Hubbard's transformed their social media into a space that reflects both their craftsmanship and their culture. **Engagement grew, relationships strengthened, and the brand became more relatable and recognizable to their audience.**