

## MANUFACTURING CLIENT INCREASES REACH & ENGAGEMENT WITH TARGET CUSTOMER THROUGH SOCIAL MEDIA MARKETING

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### CHALLENGE

A manufacturing services client wanted to expand their marketing beyond billboards and contacted us to get started on social. The only digital marketing asset they had was a website.

They wanted to work on brand awareness and consideration among potential buyers in their industry and wanted to use social media marketing to get there.



Analysis of industry and competitor trends, as well as securing a consultant in the industry to advise.



Building a solid organic strategy focused on brand awareness and consideration within their market



Implementing a long-term content strategy focused on communicating their value through consistent, targeted content

### SOLUTION



## 12 MONTH RESULTS

**7.6%** Average Instagram Post Engagement Rate

**6.7%** Average LinkedIn Post Engagement Rate

**6.4%** Average Facebook Page Engagement Rate

## SUMMARY



Building a social media presence organically from the ground up for a business in an incredibly small niche can be difficult.



We adjusted our strategy and target keywords as directed by performance metrics.



As a result, we were able to grow 3 social channels through an engaged strategy and consistency.



Management reported an overall increase in quality leads produced and high satisfaction with project from owners of company.