



# CASE STUDY: SOCIAL MEDIA MARKETING

**Marketing** FORCE

**Who:** International Retail Merchandising Company

## The challenge:



To establish awareness of the brand in Canada in a highly competitive industry that involves a very long sales cycle. Our other objective – generate leads!

## Here's what we did:

- ✓ Initiated a cross platform social media marketing program with an emphasis on LinkedIn
- ✓ Targeted 20,000 prospects weekly through LinkedIn groups
- ✓ Targeted and solicited new prospects
- ✓ Established a company branded LinkedIn Group
- ✓ Establish a LinkedIn Pulse page for the company's CEO



## The result:

**1million**

The value of first contract our client landed from a lead our team generated in LinkedIn

**1000+**

The number of members we have established in the client's LinkedIn Group

**2000+**

The number of people following the client's CEO's LinkedIn Pulse page

**100**

Minimum number of clients our client achieves on each and every article share

**50%**

The percentage of the client's overall business generated through social media

✓ Business continues to grow

✓ Website traffic has tripled

✓ Blogs are coming up all over Google

## What our client had to say:

*"It's incredible! I go to conferences and colleagues approach me and say: Hey, don't I know you from LinkedIn? Social media has resulted in incredible awareness of our brand in Canada. We rely on it for lead generation and it has led to some of our largest contracts. We highly recommend the services offered by the Marketing Force team."*