Social Media Marketing Campaign Examples

#1

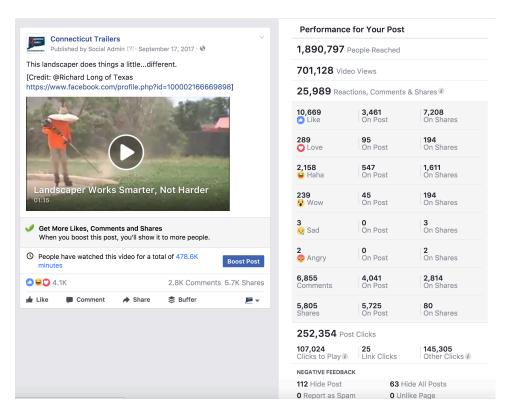
Client: Connecticut Trailers & Powersports

Target Audience: B2B, Landscapers

About the Company: Connecticut Trailers is a small, family owned company in Connecticut with appx. \$1M in sales per year. Their largest client base is in Landscaper / B2B sales.

The Goal: Generate Brand Awareness and Leads. Create more engaging Facebook posts, video posts and build brand awareness locally and nationally.

Platform Used: Facebook



Media: Video Post

Solution: Utilize Facebook's native viral platform with an engaging and entertaining video post that spoke to our target audience.

Result: On Sept. 17th, 2017, I deployed a humorous landscaper video on Facebook that went viral within 2 days of posting, no paid boosting required. 100% no-cost advertising. Estimated reach was 1.8 Million and over 26,000 Likes, Comments and Shares. In 2018, the post is still receiving comments and shares. Connecticut Trailers went from roughly 385 Facebook fans to over 16,500 in 20 months time with my campaign efforts on their social media marketing.

#2

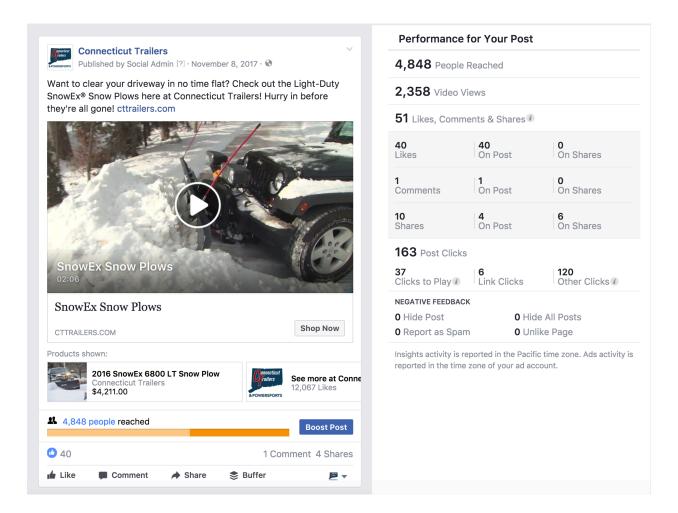
Client: Connecticut Trailers & Powersports

Target Audience: B2B, Landscapers

About the Company: Connecticut Trailers is a small, family owned company in Connecticut with appx. \$1M in sales per year. Their largest client base is in Landscaper / B2B sales.

The Goal: Generate product, brand awareness and sales leads. Create more engaging Facebook posts, video posts and build brand awareness locally.

Platform Used: Facebook



Media: Video Post

Solution: Utilize Facebook's native platform with an informative video post that spoke to our target audience during a local winter storm. (Objective: Sell in-stock snow plows)

Result: On Nov. 8th, 2017, I deployed a snowplow video showing the easiest way to clear your driveway after a winter snow storm. The result was a quality video that reached over 4,800 locals at no cost, and served well as a post for later as a Boosted Post for even further reach throughout the rest of the winter season. Estimated reach for the initial post after 24 hours was 4,848 and over 51 Likes, Comments and Shares, 14 Leads.

Boosted Post Ad Stats Nov. 17 - Feb 18:

Clicks: 5,478

Impressions: 99,389 Reach: 53,270 Frequency: 1.87 CTR: 5.52% CPC: \$0.13 Cost: \$700.43

Total Actions Taken: 40,102

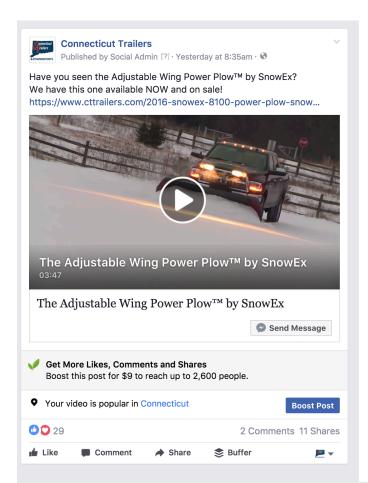
#3

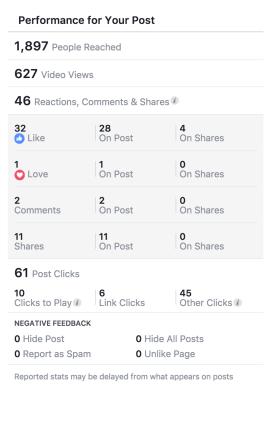
Client: Connecticut Trailers & Powersports

Target Audience: B2B, Landscapers

About the Company: Connecticut Trailers is a small, family owned company in Connecticut with appx. \$1M in sales per year. Their largest client base is in Landscaper / B2B sales.

The Goal: Generate product, brand awareness and sales leads. Create an engaging Facebook video post and generate leads





Platform Used: Facebook

Media: Video Post

Solution: Utilize Facebook's native platform with an informative video post that spoke to our target audience during a local winter storm. (Objective: Sell new in-stock snow plows)

Result: On Dec. 14, 2017, I deployed a promo video showing the newest snowplow model with adjustable wings. The result was a quality video that reached over 1,800 locals at no cost, and served as a great post for Boost for even further reach throughout the rest of the winter season. Estimated reach for the initial post was 1,897 and over 46 Likes, Comments and Shares. As a boosted post, this ad reached

Sales Leads: 11