

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

The image shows a screenshot of a Facebook post from 'Connecticut Trailers' published on September 17, 2017. The post features a video titled 'Landscaper Works Smarter, Not Harder' with a duration of 01:15. The video shows a landscaper using a tool to clear a path. The post has received 4.1K likes, 2.8K comments, and 5.7K shares. A 'Boost Post' button is visible. To the right of the post is a 'Performance for Your Post' analytics panel.

Performance for Your Post		
1,890,797 People Reached		
701,128 Video Views		
25,989 Reactions, Comments & Shares		
10,669 Like	3,461 On Post	7,208 On Shares
289 Love	95 On Post	194 On Shares
2,158 Haha	547 On Post	1,611 On Shares
239 Wow	45 On Post	194 On Shares
3 Sad	0 On Post	3 On Shares
2 Angry	0 On Post	2 On Shares
6,855 Comments	4,041 On Post	2,814 On Shares
5,805 Shares	5,725 On Post	80 On Shares
252,354 Post Clicks		
107,024 Clicks to Play	25 Link Clicks	145,305 Other Clicks
NEGATIVE FEEDBACK		
112 Hide Post	63 Hide All Posts	
0 Report as Spam	0 Unlike Page	

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

Connecticut Trailers
Published by Social Admin [?] · November 8, 2017 · 🌐

Want to clear your driveway in no time flat? Check out the Light-Duty SnowEx® Snow Plows here at Connecticut Trailers! Hurry in before they're all gone! cttrailers.com

SnowEx Snow Plows
02:06

CTTRAILERS.COM [Shop Now](#)

Products shown:

- 2016 SnowEx 6800 LT Snow Plow**
Connecticut Trailers
\$4,211.00
- See more at Connecticut Trailers & Powersports**
12,067 Likes

👤 4,848 people reached [Boost Post](#)

👍 40 1 Comment 4 Shares

👍 Like 💬 Comment ➦ Share 📁 Buffer

Performance for Your Post

4,848 People Reached

2,358 Video Views

51 Likes, Comments & Shares ⓘ

40 Likes	40 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
10 Shares	4 On Post	6 On Shares

163 Post Clicks

37 Clicks to Play ⓘ	6 Link Clicks	120 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

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

Connecticut Trailers
Published by Social Admin [?] · Yesterday at 8:35am · 🌐

Have you seen the Adjustable Wing Power Plow™ by SnowEx?
We have this one available NOW and on sale!
<https://www.cttrailers.com/2016-snowex-8100-power-plow-snow...>

The Adjustable Wing Power Plow™ by SnowEx
03:47

The Adjustable Wing Power Plow™ by SnowEx

Send Message

Get More Likes, Comments and Shares
Boost this post for \$9 to reach up to 2,600 people.

Your video is popular in [Connecticut](#) [Boost Post](#)

29
2 Comments 11 Shares

Like Comment Share Buffer

Performance for Your Post

1,897 People Reached

627 Video Views

46 Reactions, Comments & Shares ⓘ

32 Like	28 On Post	4 On Shares
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1 Love	1 On Post	0 On Shares
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2 Comments	2 On Post	0 On Shares
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11 Shares	11 On Post	0 On Shares
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61 Post Clicks

10 Clicks to Play ⓘ	6 Link Clicks	45 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

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