

SOCIAL MEDIA: BRANDING, DIALOGUE & ENGAGEMENT

Mini Case Study | 225



SOCIAL MEDIA: IT REINFORCES THE BRAND, CREATES DIALOGUE, AND ENGAGES CUSTOMERS AND PROSPECTS



Social media is defined as a collection of online tools and sites based on the premise that **people are interested in talking to and engaging with other people.** RACO Manufacturing and Engineering realized when properly managed, social media can reinforce their brand and it can drive traffic to their website.



RACO Manufacturing approached Buckaroo after a referral from another long-standing client to create, design, brand and implement their social media presence. **The targeted mediums were Blogging, Facebook, LinkedIn, Twitter, YouTube and later added, Google+.**

DEVELOPING A STRATEGY



By creating and implementing a **social media strategy**, we helped RACO actively **find and engage their customers and prospects** rather than passively wait for their target audience to find and come to them.



An innovative thinker, **Jim Brown**, RACO's Vice President of Marketing and Sales, **saw an opportunity in social media that his competitors did not**; which was clearly demonstrated by their total lack of social media presence.



Next, **Buckaroo successfully implemented the newest**, up-and-coming technologies to create a social media campaign for RACO. We used custom code, brand-relevant design, landing pages, advertising, and key metrics to accomplish the desired marketing goals.

INTEGRATED CAMPAIGN

Buckaroo designed corresponding **print materials, signage, promotional and trade show items** to continue consistent messaging. Additionally, through three consecutive trade shows, we helped drive traffic to and through the various social media channels as well.

RACO's sense of team, entrepreneurial spirit, and business savvy, is over-the-top. The company believes in and is entrenched in collaboration, which is a critical component to a successful strategic partnership.



RESULTS



LinkedIn: created an industry specific RACO group capable of relaying pertinent information regarding services, warehousing and distribution.



LinkedIn Company Page: developed a company profile to gain followers.



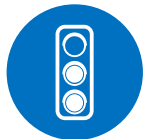
Facebook: substantially increased [likes] via multiple channels: trade show promotion, contest pages, and niche specific advertising.



Landing Pages: Thousands of page views with 9.75 percent average conversion rate.




YouTube: Created a visual brand and identity to display product training videos to customers, distributors and prospects.



Drove additional **traffic** to website

TESTIMONIAL



Buckaroo is terrific to work with. They have excellent creative and they are always willing to listen and go the extra mile. We utilized the latest tools and technologies to overcome the 2,200 plus miles that separate our companies. Buckaroo delivered well beyond my high expectations. I look forward to our continued partnership in the social media realm!

Jim Brown, Vice President of Sales and Marketing
RACO Manufacturing and Engineering Company, Inc.
Client since 2010

