

BRAND ENGAGEMENT VISUAL STORYTELLING

MINI CASE STUDY #382

BRAND ENGAGEMENT – VISUAL STORYTELLING

Truck repair and maintenance may not be a “glamorous” profession but it requires a very specific skill set, extensive training, and a strong passion for safety – plus it’s a need we can’t live without:

- Semi trucks to haul goods throughout the United States;
- Buses to carry our children safely to and from school;
- Fire trucks and EMT vehicles - accident first responders;
- Cement and concrete pumper trucks – essential in construction;
- Garbage trucks – keeping cities clean; plus many other types of trucks.



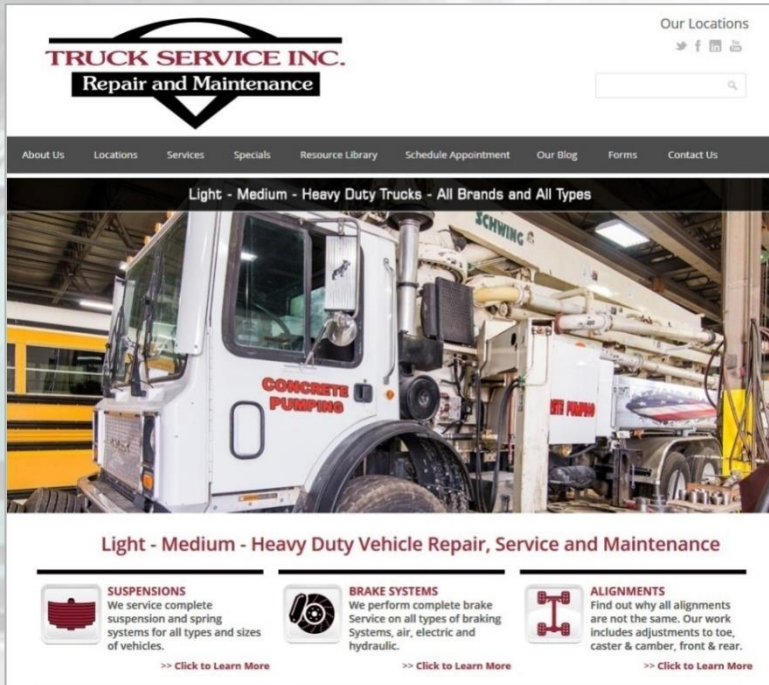
THE POWER OF VISUAL STORYTELLING

What Buckaroo did for Truck Service:

- Create onsite, custom photography to utilize across all marketing channels;
- Produce videos to quickly and easily depict products and services;
- Communicate and accurately portray the culture, philosophies and core values.



INTEGRATED MARKETING CAMPAIGN



Responsive Site Value – **24.24%** Access Site via Mobile Device

VIDEO & INTERACTIVE COMPONENTS, AN OPEN INVITATION FOR ENGAGEMENT

75% - That's the percent of executives who told Forbes that they watch work-related videos on business websites at least once a week.

The results breakdown:

50% watch business-related videos on YouTube

65% visit a company's website after viewing a video

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