



CASE STUDY: SOCIAL MEDIA MARKETING

Marketing FORCE

Who: National Financial Consulting Firm

The challenge:



Capture and increased organic market share in a highly competitive environment

Establish thought leadership in the industry and a large social following

Here's what we did:

- ✓ Established a Facebook and Twitter initiative focused on financial literacy
- ✓ Redirected the focus to quality and longer tail, less competitive keywords
- ✓ Focused on targeting content to clients with immediate financial problems
- ✓ Placed a very strong emphasis on SEO



The result:

14,000+



The number of followers we have amassed on Facebook

10,000+



The number of followers we have amassed on Twitter

30%



The % of traffic coming into the website from our search engine optimized blogs

- ✓ Social media marketing through social media platforms was also a substantial source of website traffic
- ✓ The client suspended their contract with their SEO company because they were getting more value from their social media without the risk of future google algorithm changes

What our client had to say:

"When we got started with Marketing Force we had a very limited online presence. Marketing Force's advice, guidance and services have led us to significantly increasing our website traffic and online awareness of our brand on the internet and within social media sites like Facebook and Twitter."