



case study | social media

European Industrial Manufacturing Equipment Firm: *Leverage Social Media to Build Brand Awareness in U.S. Market*

LM Group was retained by an agency to provide social media services to a European industrial business to business equipment manufacturer.

Challenge: Shifting Technology

With a 50-year-long track record, the Company was well-respected both in Europe and globally - but suffered from low brand recognition in the U.S. In addition, the equipment manufacturing client's industry had spent the preceding decade in a state of flux, moving away from a traditional machine powering system to newer, more efficient technologies.

The Goal

The client's goal was to increase brand awareness & visibility in the U.S. and grow U.S. sales. The objective was to drive traffic and leads based on new applications for the client's systems – notably in the medical device and aerospace markets. They also needed to tackle negative perceptions about a significant industry change – a shift away from the Company's core technology.

Research-Driven Strategy

Following in-depth customer, prospect, competitor and industry research & analysis, LM Group developed a strategy to promote the Company and its product line via their website, blog and social media. The social strategy complemented and coordinated with the client's broader marketing and PR efforts to ensure seamless messaging with other initiatives including paid print & online advertising.

Program Implementation

Content was developed to reinforce the Company's dominant position as an energy efficient option - educating industry participants using data to demonstrate continued superior performance over emerging, alternative technologies.

The blog & social program aimed to:

- reach purchasing-decision stakeholders in target firms
- address perceived shortcomings and point out key advantages of the equipment manufacturer's systems in specific targeted applications in the medical and aerospace industries
- grow traffic to the client's online assets
- increase engagement opportunities

 *social media
1-year b2b plan*

**Increased U.S.
sales leads by
50% in 6
months**

+50%

**Doubled
number of
systems sold in
U.S.**

+100%

**Grew social
touches to
1,000+ /week**



**Launched blog,
grew readership
to 200+ /month**



**Increased monthly online
reach to 100,000+**

The Results?

Increased Brand Awareness & Qualified Leads

In just three months, the newly-launched attracted 200+ blog visitors per month. The first six months of the social project yielded measurable gains in both brand recognition & leads, with qualified leads increasing by 50%.

The social program contributed to a doubling of U.S. sales, with the U.S. division dominating the Company's promotional pipeline for the first time in its 50 year history.