

Braathe Enterprises

Social Media Project Analytics

BRAATHE



ENTERPRISES

Project Objective

Braathe Enterprises is focused on acquiring business clients in need of the firm's consulting services & recruiting talented interns to support our project team efforts.

Tactic

During the initial 3 months (May-July 2014) of our project, our team focused efforts developing an online presence for Braathe Enterprises.

This tactic has proven to be a vital component of firm's overall marketing strategy which includes (digital marketing, direct mail marketing, brochures, PR strategy, event marketing (workshops/job fairs, print ads).

Online Presence

Braathe Enterprises online presence includes:

- Social Media Platforms (Twitter, Facebook, Google+, LinkedIn, Instagram, StumbleUpon, & YouTube)
- Company Blog

3 Month Mark

During the initial 3 months of the project (May-July)

- Social Media engagement increased 20% across all channels
- 40% increase in followers on platforms (mainly Twitter, Facebook)

How We Improved

While our social media channels had reached project benchmarks, we needed to improve our company blog engagement since our company website is vital for selling the firm's consulting services to prospective clients.

According to PR Daily, Pinterest is an often overlooked platform to share digital content. 80% of social media users have a Pinterest account.

Our Strategy: Create a Pinterest Profile complete with visual images of our brand & URL links to company blog content.

Our Timeline: From August-October we measured engagement on our blog.

The Results

(August-October 2014)

- Pinterest company profile acquired 300 followers
- Blog statistics increased 50 % after implementing Pinterest strategy
- Social Media Platforms experienced a 30% increase in engagement of blog content (retweets, shares)

Most Shared Blog Content

Blogging Analytics

Top Posts for all days ending 2014-10-09 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | [Year](#) | [All time](#)

All Time

Title	Views
How to Convince an Interviewer to Overlook a Low GPA	2,262
10 Skills the PR Professional of 2022 MUST Have	1,414
Case Study: Sophia Amoruso and Nasty Gal	1,307
⊕ Home page / Archives	1,070
The Mere Exposure Effect in Social Media	927
Creating a Personal Brand	162

Project Summary

Given the significant rise in engagement with our company blog over the past 3 months, our firm was able to acquire:

- 4 small-business clients
- 10 interns to join firm's project team

Pathway Forward

My project team will continue to identify innovative opportunities for continued growth in regards to user engagement across our social media channels and company blog.

This strategy will be essential in reaching the firm's overall objective of selling consulting services to entrepreneurs & finding quality intern candidates.