

## TWITTER + LINKEDIN CASE STUDIES

**Client:** A part of the Ziff Davis B2B media network, one the fastest growing media brands providing unbiased news, industry perspectives and in-depth research for marketing professionals. The community consists of over a million professionals, and includes industry leaders – especially CMOs and marketing experts, HR leaders and CIOs/CTOs across diverse B2B verticals.

### Objectives:

- Be the go-to platform for all the latest in marketing tech and HR tech
- Take the brands and content pegs to the next level
- Encourage 'content consumption' amongst the core TG
- Give the TG reasons to follow us on social media

### Key strategy:

- Content consumption
- Branding and creating audience
- Engaging audience
- Quality communication over quantity

### OVERVIEW:

We created audience discoverable content with specially targeted promoted ads to fulfill the company's aim of reaching a highly-specific target demographic and improving brand awareness.

### Approach:

After understanding the business requirements, auditing all the existing communication, diving deep to understand the business, verticals and company culture, we recommended big rock content ideas that focused on

- Content series
- Promoting + amplifying the thought leader approach
- Text to videos
- Polls

### Results:

- The polls did exceptionally well and brought in a lot of engagement, impressions and brand recognition.
- Brand campaigns contributed the most to the increase in follower count
- The combined efforts of all the aforementioned initiatives showed a hike in the audience count, engagement as well as impressions on both social media platforms
- The page hygiene was made better by decreasing the no. of link posts while keeping the engagement, reach and impressions intact