



80/20 Social Media

Feature “News You Can Use” Supported by Promotional Content



Background

A green tech client works with a variety of industries, including EV, automotive, utilities, energy, and oil and gas.

The goal was to increase social following to drive more marketing- and sales-qualified leads. This was achieved by building an objective news feed, providing useful industry information to potential followers and customers, supported by occasional promotional content.

Our research and experience dictated that the preferred channel be LinkedIn, as potential customers were more likely to be active there. Twitter was a “supporting site,” with shorter versions of the LinkedIn content. The client experienced extensive growth across all areas of LinkedIn and Twitter.

The analyzed time period was January 2020-July 2021. *Analysis based on HubSpot reporting.*

Results

- Overall follower growth: 334%
- User interactions: 136%
- Clicks on posts: 110%
- Impressions: 215%
- Social sessions: 135%
- New contacts: 105%
- Site visits generated by social activities: 47%

About K2 Global Communications

K2 Global Communications is a premier American-run, boutique B-to-B marketing and public relations company. We communicate *your* value with niche-focused inbound & content marketing, PR, and social media, delivering targeted, clear, and persistent communications to establish and reinforce your position of trust and authority, driving growth of marketing and sales qualified leads.

K2's Areas of Expertise

- Advertising
- Ag tech
- App development
- Automotive
- Big data
- Biotech
- Cloud/Data/Internet /Network security
- Cloud technologies
- Cybersecurity
- Data governance
- Data storage
- Fiber optics
- Financial services
- Green tech
- Incubators/Start-ups
- Industrial
- Information Technology
- IoT
- Marketing
- Market research
- Medical devices
- Mobile
- Presentations
- Printing
- Retail
- Satcom
- Supply chain