



case study | social media

Global Scientific Instrumentation Supplier:

Develop Brand Awareness & Thought Leadership Using Social Media

In May, 2013, LM Group was brought in by an agency to build and manage a client's social media program. The company - a scientific instrumentation manufacturer – wanted to implement a comprehensive social media program. They had a number of objectives:

- Build the brand across multiple social media channels (including Facebook, LinkedIn, Twitter, Google+ and YouTube).
- Create an integrated social program to operate in tandem with other marketing, tradeshow and PR-related activities.
- Increase brand awareness among analytical equipment decision-makers in the pharma, biopharma and research segments.
- Create awareness of new Company tools, capabilities & methods.
- Establish thought leadership in specific technology markets.

Create, Implement & Manage an Integrated Strategy

At the start of the engagement, LM Group held an in-depth Discovery Session with the client to learn about the market segment, the products and the technical differentiators, competitors, customers, overall marketing plan and more.

Following research and assessments of the market, the competition and the client, LM Group developed a strategy designed to promote the client across multiple social media channels, coordinated with broader marketing pushes and events. A single-point-of-contact and once-a-month editorial approval process was designed to reduce the client's workload and improve social responsiveness.

After launching a Company blog and creating appropriate new social profiles that met company brand identity standards, LM Group developed and published content on various social platforms to:

- Educate scientists & decision-makers on technologies, techniques and industry trends.
- Increase the Company's reach in the life science market.
- Grow website traffic.
- Develop prospective client "touches" and interactions.
- Increase attendance at Company events (tradeshows, webinars, User Group meetings).



Social content also highlighted the latest industry news, press releases, videos, product information and services. Various blog series were produced to highlight capabilities in proteomics, metabolomics and other specialties.

Award-Winning Results

Over the first year of the project, the social program:

- Grew LinkedIn referrals to website from 0 to 300+ a month.
- Increased social media referrals to the website 40-fold.
- Increased online reach to 100,000+ each month.
- Grew YouTube views by nearly 550%.
- Grew Facebook Likes by 80+%.
- Grew blog visitors from 0 to more than 1,000 per month.
- Increased LinkedIn Company Followers by over 100%.
- Increased Twitter Followers 300+%.

In 2014, this social program won a communications excellence award from an industry organization. The Company subsequently decided to bring the program in-house in July, 2014.

