

Social Media Case Study

fifteen



THE SOCIAL MEDIA STORY

Hertfordshire Catering Ltd approached Fifteen in April 2014 to help them create a solid social media presence, and direct more traffic to their website, alongside management of their website.

The strategy

As HCL had zero social media presence, we set to work creating accounts and attracting attention to them. After building an audience through a variety of organic and paid reach posts, we were then able to direct this traffic to the HCL website.



#FruityFriday

Every week we shared fruity sculptures with the hashtag #FruityFriday. These were some of the most popular posts and received the most engagement from followers. Followers were encouraged to share their own creations too.

Events

A large part of HCL's social media strategy was to spread awareness of the various recruitment events they hosted. Event pages were set up on Facebook and shared through boosted posts, allowing a much larger audience to be targeted. Some of these posts reached more than 5,000 people!



The overall aim of this campaign was to guide more traffic towards the Hertfordshire Catering Ltd website. By sharing helpful, engaging posts along with information directly from their website, we were able to achieve some great numbers, and saw large increases to their overall site traffic.

Results



876

Twitter followers
(12 followers per week)



209

Facebook fans
(3 fans a week)

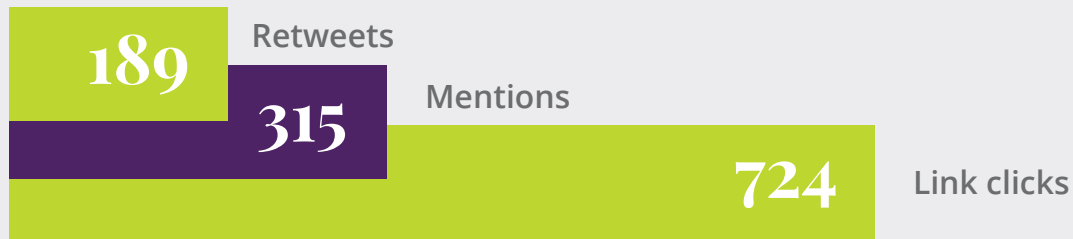


27

Pinterest followers

Interactions

Twitter



Facebook

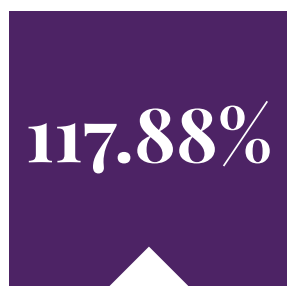


Pinterest



0 100 200 300 400 500 600 700 800 ... 100,000 200,000

Analytics



increase
in site visits



increase
in the number
of visitors



increase
in page views



increase
in average session
duration