

# CLIENT CASE STUDY >>>

## Building a Company's Winning Presence and Engagement on Social Media

### CHALLENGE



Several of our clients wanted to up their game by **building a distinctive and compelling presence on key social media channels** for their organizations and employees.

Zeevo's Creative Services team collaborated with management to leverage our communications toolbox to develop a **customized social media strategy** with company and employee profile branding guidelines and engagement activities.

### >>> APPROACH

- ▶ Adapted the client's branding guidelines and defined the resources and processes needed to build and sustain a strong presence on key social media channels
- ▶ Identified the goals and key audiences as part of a customized social media engagement strategy
- ▶ Developed a social media follow-through plan, including content calendar, post ideas, and activity timelines
- ▶ Provided guidance to management and Human Resources on refining LinkedIn profiles for executives and employees

### ZEEVO'S VALUE ADD

- ▶ Zeevo professionals represent broad communications and marketing capabilities with extensive experience across key industries in designing, developing, and delivering creative content across all digital and traditional platforms
- ▶ Deliver complementary business communications and creative services that are tailored and scaled to meet the clients' specific needs
- ▶ Expertise spans brand strategy & positioning, creative design & production, social media strategy & execution, website design, user experience, and online positioning & digital optimization

### >>> OUTCOME

- ▶ The clients benefited from a comprehensive strategy and engagement approach that deployed their companies' branded presence on LinkedIn and Twitter, and identified other channels to target for social messaging
- ▶ Developed integrated messaging and brand reinforcement activities targeted specifically for desired audiences, including investors, media, industry influencers, and job seekers
- ▶ Assisted with channel launch, branding, content development, and posting
- ▶ Performed periodic assessments of engagement, including reporting and audience cultivation recommendations
- ▶ Established a process for social listening and a policy for reactive and proactive social actions
- ▶ Developed a client-specific LinkedIn executive profile template and assisted in deploying content and branding updates

## WHY ZEEVO?

Our experience and expertise <

Our style and passion <

Our team of professionals <

Our commitment to a strategic relationship <

## LET'S TALK

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