



Brenton Way

# Client Case Study

**400% Increase in Brand  
Reach Through Social &  
Influencer Marketing**

## **Website**

[brentonway.com](https://brentonway.com)

## **Contact**

[sales@brentonway.com](mailto:sales@brentonway.com)

(424) 208-2521



# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



# Marketing objectives and strategy

Expectations and outcomes

## Objectives

Our primary objective was to create a social community and build unique social media content through influencers and designed posts that would bring to life the brand vision.

## Strategy

We focused on creating a community and Social content that would increase the brands recognition specifically targeted to a younger millennial Gen-z demographic.



## Company

Autonomous

## Website

autonomous.ai

## Company Focus

Autonomous provides office & single-home furniture equipment including standup desks and ergonomic chairs.



### Findings

There was no loyal community behind the brand and many people were heavily reliant on promos/coupons to make their intent decisions to purchase



### Findings

The social media was not speaking true to the brand's vision and had no clear direction or focus on what it wanted to achieve with its curious userbase.





# Our Market Strategies for Success

## **Build an engaged Facebook Group**

Grew Facebook Group Community by moderating social content through natural conversations and driving engagement.

## **Create a self-sustaining UGC (user-generated content) community**

Created a community that would supply consistent content to use across Social, Paid, Email, and more

## **Create new social media brand identity**

Strategized a new social media brand identity & messaging that fit with the US audience.



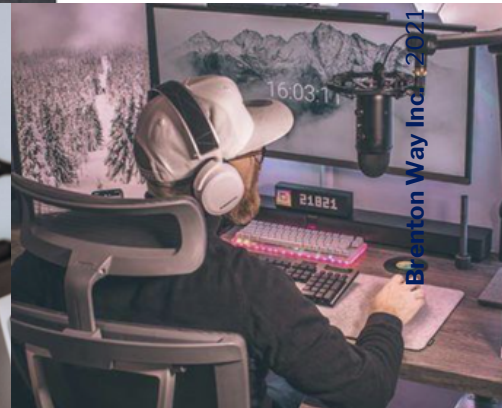
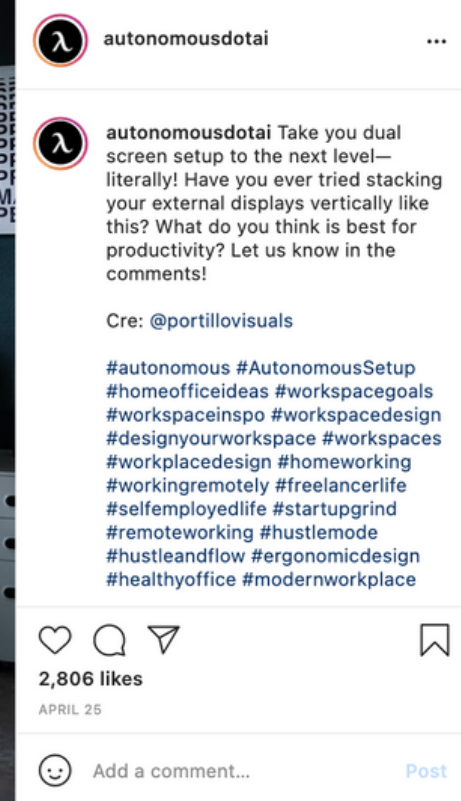


# Real Facebook Community Engagement

Moderating the community drove an avg. of 100 organic post interactions

# User Generated Content Drives Social

Gathering influencers to promote brand product resulted in 400% increase in social engagement



Brenton Way Inc. 2021

# Recap of our performance

## **450% increase in social engagement**

Drove an amazing 450% increase in social engagement from consumers.

## **15% increase in website traffic**

15% increase in the click throughs to the website from ads.

## **100 pieces of UGC content per month**

Secured 30 new monthly influencers to generate over 100 unique brand content.

## **510 avg. likes on social Instagram**

Averaged a consistent 510 like ratio on organic social posts.





# Interested? contact us

## Website

[brentonway.com](http://brentonway.com)

## Contact

[sales@brentonway.com](mailto:sales@brentonway.com)

(424) 208-2521