



# Client Case Study

400% Increase in Brand Reach Through Social & Influencer Marketing Website brentonway.com

#### Contact

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## 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

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



#### Findings

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

### Our Market 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.



•••

Fair to say this is my ultimate goal of desk setup. #ShareBecauseFacebookAlgorithmSucks brings justice to our members' share!



Andrejs Matvejevs May 7 at 6:59 PM · ♂ Hey everyone! Here's my current desk setup ↔

00 47

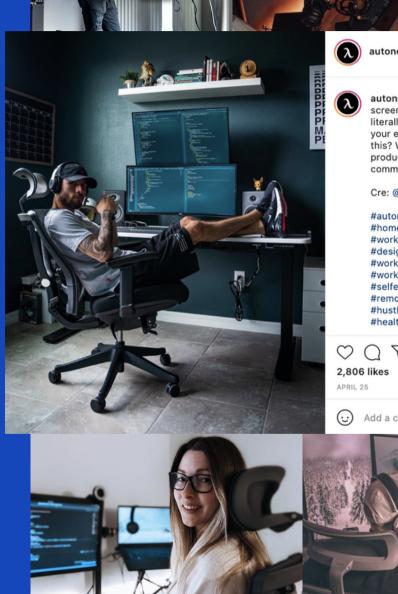
3 Comments

## 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



autonomousdotai

autonomousdotai Take you dual screen setup to the next level literally! Have you ever tried stacking your external displays vertically like this? What do you think is best for productivity? Let us know in the comments!

Cre: @portillovisuals

#autonomous #AutonomousSetup #homeofficeideas #workspacegoals #workspaceinspo #workspacedesign #designyourworkspace #workspaces #workplacedesign #homeworking #workingremotely #freelancerlife #selfemployedlife #startupgrind #remoteworking #hustlemode #hustleandflow #ergonomicdesign #healthyoffice #modernworkplace

| ♥ Q ♥ 2,806 likes APRIL 25 |      |
|----------------------------|------|
| Add a comment.             | Post |

D Pina

Post

# Recap of our performance

## 450% increase in social engagement

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

## 15% increase in website traffic

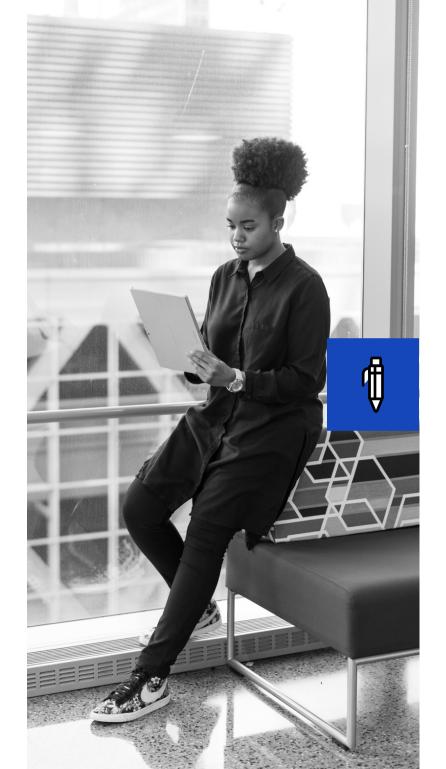
15% increase in the click throughs to the website from ads.

## 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

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