

Increase Brand Awareness Case Study



HYTORC of Texas

At a glance

Our case study on HYTORC of Texas showcases how we successfully utilized LinkedIn to achieve **greater online visibility**, foster a dedicated following, and **establish a new marketing platform** for this brand. We used LinkedIn as a way to **nurture leads in the sales funnel** and to promote their products and services throughout Texas.

Key metrics

After a span of three months, the metrics for HYTORC of Texas reached the following numbers:



27.15K
New Account Impressions



528
New Followers



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Social Media Marketing



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CHALLENGES



- 1. Time Constraints:** The staff at HYTORC needed a social media service provider to help manage their social media presence, freeing up time to focus on their core operations.
- 2. Limited Online Presence:** HYTORC of Texas sought to enhance their online brand awareness and recognized the potential of leveraging LinkedIn's free resources to achieve this goal.

SOLUTIONS



- 1 Targeted Social Media Engagement**
LinkedIn provides users with the ability to filter their target audience based on job title and location. This feature was instrumental in inviting only relevant individuals to join the HYTORC network.
- 2 B2B Content Strategy**
LinkedIn serves as a prominent platform for B2B communication; we seized the opportunity to promote HYTORC's products by providing tailored information to our intended audience. This would ensure that those who would benefit the most from our products are targeted.
- 3 Consistently Posting Relevant Content**
The optimal approach to organic growth on LinkedIn is consistent posting of optimized content. By generating relevant content for our target audience and posting it regularly, we fostered brand awareness and engagement.

OUTCOMES



- HYTORC went from 321 followers nearly 900 in just 3 months
- They consistently receive engagement from their target audience and continue to grow on LinkedIn each day
- LinkedIn has contributed to increased SEO benefits for their brand