

Evoke Solutions



Social Media Case Studies

Social Media Case Studies

We have selected three case studies that will briefly illustrate our approach and capabilities to B2B social media.



Connect Asset Management

Background

Connect Asset Management is an investment company that focuses on pre-construction condo sales in Toronto. They're in a highly competitive industry, with brokers vying for buyers with essentially the same 'product' to offer.

Our Role

- Digital ecosystem design and development.
- User Experience.
- Social media strategy, execution and content development.
- Outbound email marketing.
- Customer conquering and acquisition.

Key Driver

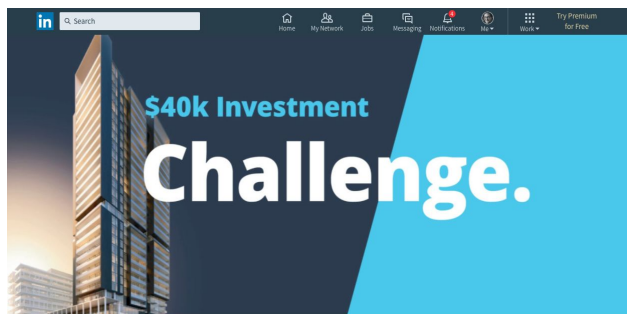
How do you differentiate when the product you sell is the same as your competition...not similar, but exactly the same?

For the DuEast Condo development, we sought to differentiate the brand and the message, versus focusing on the product.

Solution

- Appeal to an investor's desire for greater ROI, and finding the next big opportunity in a city obsessed with real estate - both good and bad.
- To break through, we needed to have a message that would stop people in their newsfeeds, and be interested enough to engage with the content.
- We needed to be nimble. It's a fast moving market - from announcement to end of sale is complete within a matter of weeks.
- Within two days of being briefed, we created, produced and deployed social rich media content, driving to specific actions for various stages through the sales cycle.

Content Samples



Not investing in downtown Toronto real estate? You should think again.

Published on September 23, 2017

Matt Elkind ✓ Following
Managing Director | Realtor | Real Estate Investor |
23 articles

My business partner @RyanCoyle and I deal with "experts" from the financial industry urging people to invest in the financial markets instead of real estate. We'll read [news articles](#) or [blog posts](#) from guys like WealthSimple Chief Investment Officer Dave Nugent about why they rent instead of own.

@Dave Nugent, @Garth Turner, @Rob Carrick and any investment professionals who truly believe that the mutual funds you are advising people to invest in are better than owning Toronto real estate – talk is cheap. Put \$40,000 CDN in a portfolio of your choice and let's see who does better. The winner will get to invest the losers' profits to a charity of winner's choosing. Our investment pick will be a pre-construction unit at Daniel's DuEast condo, and we will go head-to-head against any investment you choose with the same initial investment amount.



CONNECT asset management

September 26 at 3:29pm · 🌐

We believe in the Toronto real estate market so much, we're willing to bet \$40K that no other investment can offer higher returns. Learn about the The DuEast pre-construction condo, the single best investment opportunity in one of the fastest growing neighbourhoods in Toronto. Think you can beat it? Click here to take us up on our friendly challenge: <https://www.dueasttoronto.com/cicfb/>



273 Views

👍 Like 💬 Comment ➦ Share

👍 You, Kathi Ovelgönne, Lucie Klečková and 5 others

Top Comments ▾

3 Shares



CONNECT asset management

October 3 at 12:39pm · 🌐

Daniel's DuEast Condo is the next big thing in Regent Park. We've seen returns of over 70% on previous projects in the area and units are going to move fast. Don't delay. Click the link to register now: <https://www.dueasttoronto.com/cicfb/>



👍 Like 💬 Comment ➦ Share

👍 You, Lucie Klečková and 28 others

1 Share



Write a comment...



Results

- Our approach is always to test and learn in everything we do, but especially on Social. If we do something and it doesn't perform, we pivot. If something takes hold, we stoke the flames. This ongoing optimization is what makes our long-term strategy hone to a fine edge.
- During the two week campaign cycle, we far exceeded our established KPI's for this campaign:
 - **Facebook:** The impressions delivered exceeded our goals by 55% and completed views 267% above target.
 - **Twitter:** The impressions delivered exceeded our goals by 14% and views were 305% above target.
 - **LinkedIn:** The impressions delivered exceeded our goals by 50% and completed views were 152% above target.
- Best of all, they completely sold out of their units as soon as they were available!

Sklar Furnishings

Background

Our longest running client relationship, spanning over 15 years, Sklar is a high end furnishings retailer based in Boca Raton, Florida.

While their brick and mortar store is located in Florida, their customer base is truly international, Sklar is able to grow share year over year by utilizing a best-in-class digital strategy, including a highly optimized social media strategy to expose customers to the brand from the US, Canada, and abroad.

Our Role

- User experience design.
- Digital ecosystem design, execution and optimization
- Social media management, moderation, listening, ideation, execution and deployment across eight always-on channels.
- Analytics reporting and paid optimization.
- Thought leadership and blog content development.
- SEO across all digital touchpoints.

Key Driver

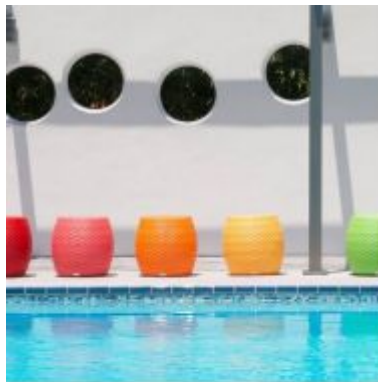
Because we've had a long-standing relationship with this brand, our drivers are constantly being optimized and perfected, but our goals are to drive traffic to the store, and increase sales year over year.

Solution

By taking an approach of “test and refine”, we’re able to expand our influence across a variety of channels and messaging tactics, and really hone and refine the scope through each month, to optimize for the most efficient results.

We’re most proud of the final result we drive for Sklar – 20% annualized growth and a 12% increase in store visits in a highly competitive, low-volume market.

Content Samples



Results

- We reach over 30,000 people in their target area each month.
- Each month we drive around 1,000 website visits through Social, and the average session lasts over 5 minutes.

Organic reach

- 3732 people
- 1.5k views
- 17 shares

Sklar Furnishings
Published by Lucie Klečková [?] · September 1 · 🌐

Announcing our Fall Warehouse Sale! For one day only, we'll be offering up to 80% off furniture and accessories at our warehouse location. Click Play for details!

Visit our website for more information:
www.sklarfurnishings.com/warehousesale

3,732 people reached Boost Post

1.5K Views

👍 Like 💬 Comment ➦ Share

👤 Carolyn Gross, Dianne W Ray and 32 others Most Recent

17 shares

Write a comment...

Carolina Gonzalez We had a great time yesterday at the Warehouse Sale, we will definitely plan to be some of the first in the door next time!
Like · Reply · Message · September 18 at 8:35am

Sklar Furnishings We're so glad you did! Can't wait to see you again.
Like · Reply · 1 · Commented on by Pat Howard [?] · September 19 at 1:22pm

Carolina Gonzalez Looking forward to this!
Unlike · Reply · Message · 2 · September 2 at 7:52am

Aquicon Construction

Background

Aquicon Construction is a commercial builder, focusing on the public sector with some of the greatest builds in and around the GTA from schools, libraries, and other public works.

Our Role

- Brand design, sales tools and collateral, office supplies and branding.
- Web design and development.
- Thought leadership content creation – strategy, copywriting, deployment and reporting.

Solution

- Because driving traffic to the site isn't a priority for this client's business, we instead focused exclusively on brand positioning and thought leadership.
- By bringing forward key topics that the industry is currently debating and experiencing, we established a clear position of leadership, and an educated voice to Aquicon.
- The content was created to be highly targeted and relevant to their audience.

Content Samples

Daniel Aquino posted this



Building in the Urban Environment: The Challenge of Design

Daniel Aquino on LinkedIn
June 22, 2017

Daniel Aquino posted this



Success in Innovation Depends on Effective Leadership and Management

Daniel Aquino on LinkedIn
July 21, 2017



Creating Lasting Relationships with Sub-Trades, Architects and Consultants

Published on July 13, 2017

Published on July 13, 2017

 Daniel Aquino ✓ following
President Aquinom Construction Co. Ltd.
8 articles

 49  4  6

One of the most valuable things a general contractor can do is build lasting relationships with the sub-trades, architects and consultants they work with. Contractors, sub-trades and clients all reap the benefits of established partnerships, for reasons of trust, quality and cost-effectiveness.

From a contractor perspective, the mutual trust that develops over long working relationships makes it far more likely that projects will be delivered on time and under budget. Sub-trades who fail to deliver are weeded out over time, leaving a core of quality suppliers who understand the importance of completing projects on schedule and to a high standard. Communication is easier between parties who know they work well together, and processes become streamlined with practice.

On the other side of the equation, a desire to maintain the relationship motivates sub-trades to go the extra mile to ensure a successful project. Knowing they can depend upon the support of a general contractor who values their input and treats them with professional respect empowers consultants to take initiative and resolve problems creatively. Crucially, when a general contractor has a record of paying for work and materials on time, risk is reduced from the sub-trades' perspective. This, in turn, helps prevent delays on site.

Results

- Without any prior social media presence, we're seeing best-of-class results from our Thought Leadership strategy for Aquicon that bests our benchmarks in every way.
- Engagement Rates are *averaging* 46% per post! (46% of the people who see the post, interacted with it in some way).
- Our targeting is getting the message in front of key influencers for their audience – CEO's, Executive Directors, Business Owners, Civil Engineers, etc.
- We accomplish this through content that is relevant and well crafted for the target audience. It may not appeal to the masses, but this isn't an awareness strategy.

Thank you.