

OBI Social Media

A CAMPAIGN FOR THE COBBLER'S KIDS

CHALLENGE

A full-service agency growing by the day, we expanded our communications department in 2017 to include all aspects of public relations—paid social advertising, earned media (known as media relations), shared media (known as organic social media) and owned content. While we had created campaigns that incorporated these PR elements for our clients, we needed to create a campaign for ourselves. Shoe cobbler's kids, right?



EBOOK LANDING PAGE

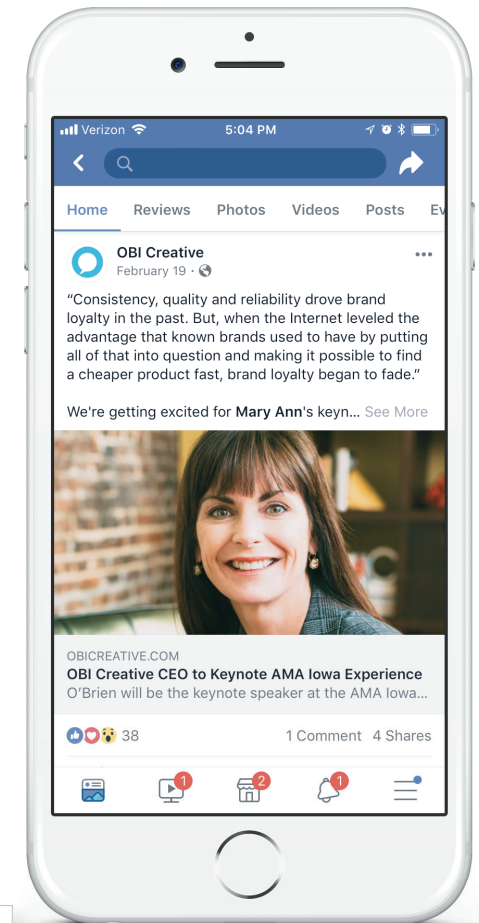
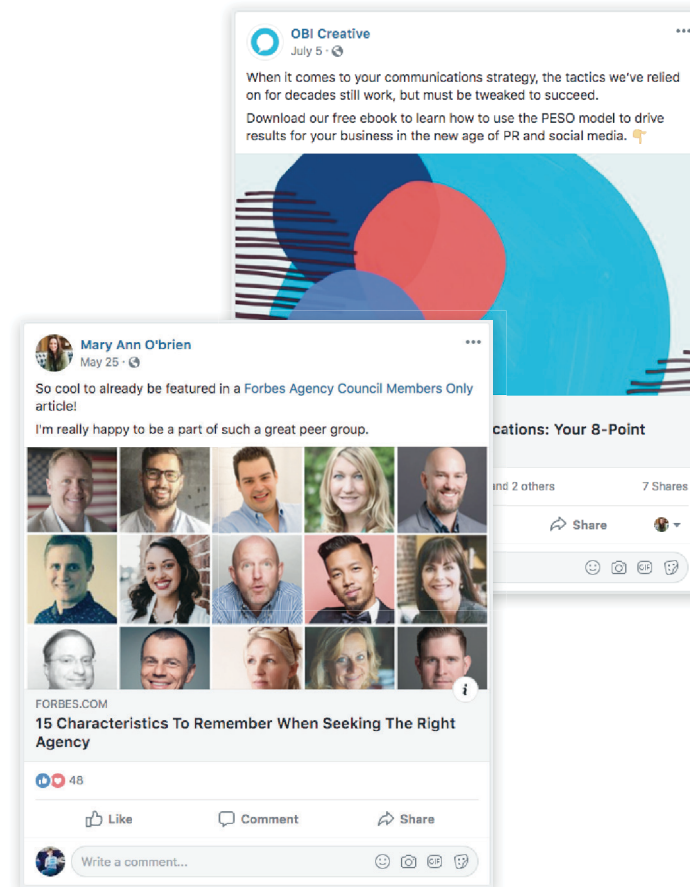
APPROACH

Our communications team began by reviewing our agency's business goals, set a strategy statement for what we wanted to do and outlined our communication goals. Our strategy was quite simple—execute an integrated communications plan which uses the PESO (paid, earned, shared, owned) model to drive leads, nurture them through the funnel and convert them to clients.

By providing useful content on our website and amplifying it through social media and media relations, we built an audience of new, potential clients and enhanced awareness among our existing clients and followers.

Success!

During the first two quarters of 2018, **we generated 20 new leads, increased our social growth year-over-year by 32 percent and increased traction to our website by a whopping 155 percent.** During that same time, 22 stories ran in local print outlets reaching more than 250,000 readers.



SOCIAL POSTS

