

# LAND LOGICAL

## Meeting Client Objectives

To effectively advertise the client's core values, the daily operations on both sites, articulate the ecological values of the operations in Peterborough and highlight innovation and creativity applied in restoration, high levels of communication was paramount throughout the management.

The team and I were in regular contact with multiple departments of the Land Logical team, including the team on site, the Business Development Manager and the Directors of the company to ensure we effectively collected the information outlined above, maintained an active and purposeful presence on the social media accounts and was kept up to date with important developments in the business to use as material to promote on their social media profiles.

This communication was delivered in multiple ways, whether that was via the Whatsapp group with the on-site team, regular phone calls and emails with the Business Development Manager and face-to-face meetings with the Directors.

This close rapport with the client played a key part in the success of the social media management as we had regular content provided to us by the client which we then scheduled across the social media platforms. This ultimately delivered the requirements the client had outlined from the offset.

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## Content Strategy

To ensure that the content also engaged and interested the target audience, we created engaging posts to appeal to the growing Twitter and LinkedIn communities.

For example, we asked users how long they have worked in the construction industry, to share pictures of their on-site dogs (since the client had an on-site dog) and ask how people's mornings were, making relatable conversation such as “how’s your morning coffee?”, which we strategically scheduled early in the morning to catch the morning construction community who are on-site by 5:00am/6:00am.

Partnered with the live updates and milestone content provided by the client, the engaging content proved to be very successful, and through the data generated which we outlined in monthly analytical reports, we were able to continue the success of the growth on the account by continuing to work on the successes formulated in the month prior.

## Outsourced Services

This also included the development and implementation of graphic design content, which we used a professional graphic designer to create some templates to effectively promote the brand.

We also visited the site to capture our own content so we had banked content to use when the client had limited information to send on a particular week.

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## Engagement Sessions and Inbox Management

When we took over the social media accounts, the profiles had a low following across all platforms, therefore we wanted to ensure that we established an active and dominant presence on social media as soon as possible.

Our Engagement Sessions were an integral part of the growth of followers across the social media platforms. For example, we started management with 192 followers, and completed management with 2,437 followers over the course of 21 months.

This was an increase of 1169.27% (+2245).

We also saw an increase in connections by 4747.15% on LinkedIn since we grew the account from 52 connections to 2520 connections, consisting of the clients target customers (+2468 increase).

We were also requested to deliver Inbox Management for an Aggregate customer which saw us in communication with other 2,200 construction businesses during the sessions.

This also tied into the successful management of enquiries and questions through the accounts ensuring we were sensitive and responsive to local communities impacted in nearby areas to the site, as the client requested.

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## Summary

Overall, we successfully achieved the requirements set out by the client. We were very happy with the results from the social media management as we generated an average of 735K impressions, 21K profile visits, 880 mentions and 2,437 new followers on Twitter alone across the 21 months of social media management.

