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# CASE STUDY

## WHITE LADDER PAINTING

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White Ladder Painting engaged CIPR Communications to manage their social media presence. The Client wanted to be able increase brand awareness and generate qualified leads in their target market through organic and paid social media activity.



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White Ladder Painting engaged CIPR Communications to manage their social media presence. The Client wanted to be able increase brand awareness and generate qualified leads in their target market through organic and paid social media activity. Over the three-year engagement CIPR focused on a generous content strategy that encouraged engagement and made a personal connection with the followers and the owner of the business.

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**White Ladder Painting secured qualified leads as a result of a consistent content strategy across Facebook and LinkedIn.**

# CASE STUDY



## CIPR STRATEGIC APPROACH

CIPR developed a social media strategy and tactical plan that focused on building White Ladder Painting's brand awareness. It was important to the company to be a community leader and an active community advocate online, while at the same time demonstrating their quality of work and stature of projects.

CIPR ensured that storytelling was a key component of sharing the company's story on Facebook and LinkedIn. Each platform took a different content approach in order to maximize reach and continually keep followers interested across all platforms.

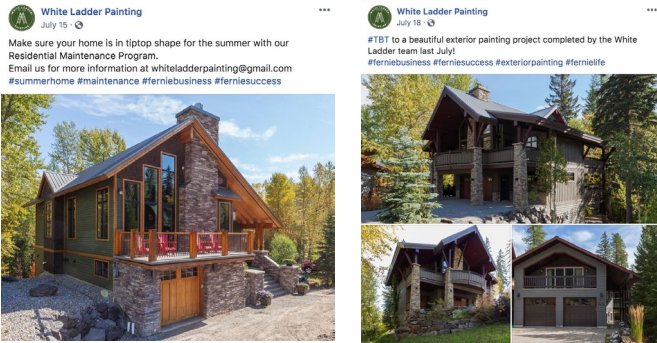
## CIPR TACTICS

Tactics that were instrumental in the campaign included:

- Social Media Strategy
- Social Media Content Calendar
- Social Media Account Optimization (annually)
- Social Media Content Creation
- Daily Social Media Posts on Facebook
- Weekly Social Media Posts on LinkedIn
- Monthly LinkedIn Pulse Posts
- Facebook Promoted Posts
- Social Media Graphics
- Social Media Engagement (on-account and off-account)
- Social Media Reporting and Analysis

## CIPR TACTICAL RESULTS

### CURATED FACEBOOK CONTENT



95,000+

POST VIEWS ACROSS PLATFORMS

RESULTING IN: INCREASED BRAND AWARENESS, LEGITIMACY AS A COMMUNITY LEADER, AND HIGHER QUALITY LEADS

50+

COMMUNITY MENTIONS

RESULTING IN: BRAND AWARENESS WITH ORGANIZATIONS THAT ALIGNED WITH THE CLIENT'S PROSPECT GOALS; ENGAGING SOCIAL MEDIA CONTENT; PRACTICAL EXAMPLES OF HOW WHITE LADDER PAINTING IS CONNECTED TO ITS COMMUNITY

### LINKEDIN PULSE POSTS



106%

INCREASE IN FACEBOOK FOLLOWERS

RESULTING IN: BROAD BRAND AWARENESS, HEALTHY FACEBOOK PRESENCE, INCREASED ACCESS TO QUALIFIED LEADS

1,000+

SOCIAL MEDIA POSTS

RESULTING IN: CONSISTENT SOCIAL MEDIA PRESENCE, QUALIFIED LEADS, POSITIVE BRAND RECOGNITION, FREED TIME FOR THE BUSINESS OWNER TO FOCUS ON HER BUSINESS

15

LINKEDIN PULSE POSTS

RESULTING IN:

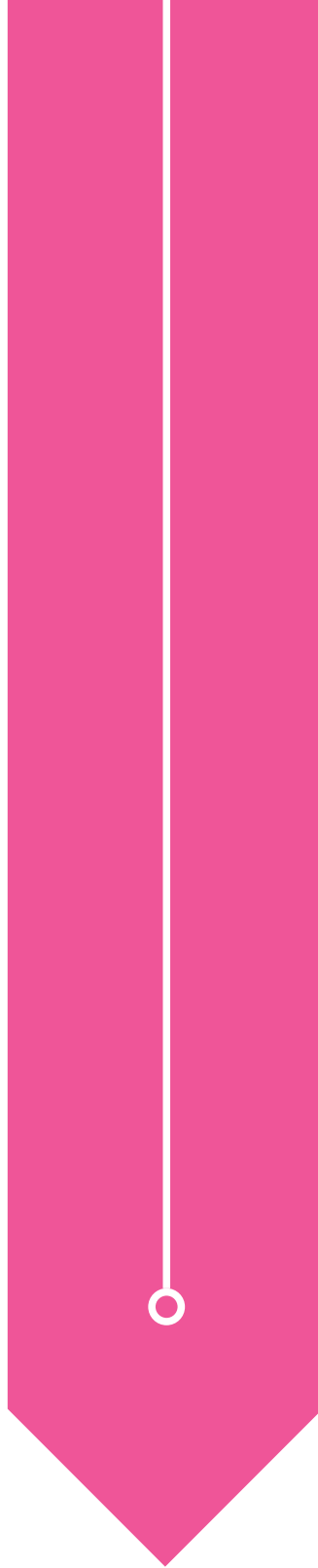
SECURED POSITION AS EXPERT AND BUSINESS LEADER IN THE COMMUNITY, INCREASED FOLLOWING ON LINKEDIN



## CIPR RECOMMENDATIONS

Looking forward CIPR would recommend the following marketing tactics in order to continue a successful lead generation and reputation management strategy:

- Website Optimization for both B2C and B2B customers
- Local Search Campaign that hyper-targets the target market
- Consistent social media posts to ensure engagement remains consistent and followers continue to grow



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