

# Social Media Marketing Campaign Examples

#1

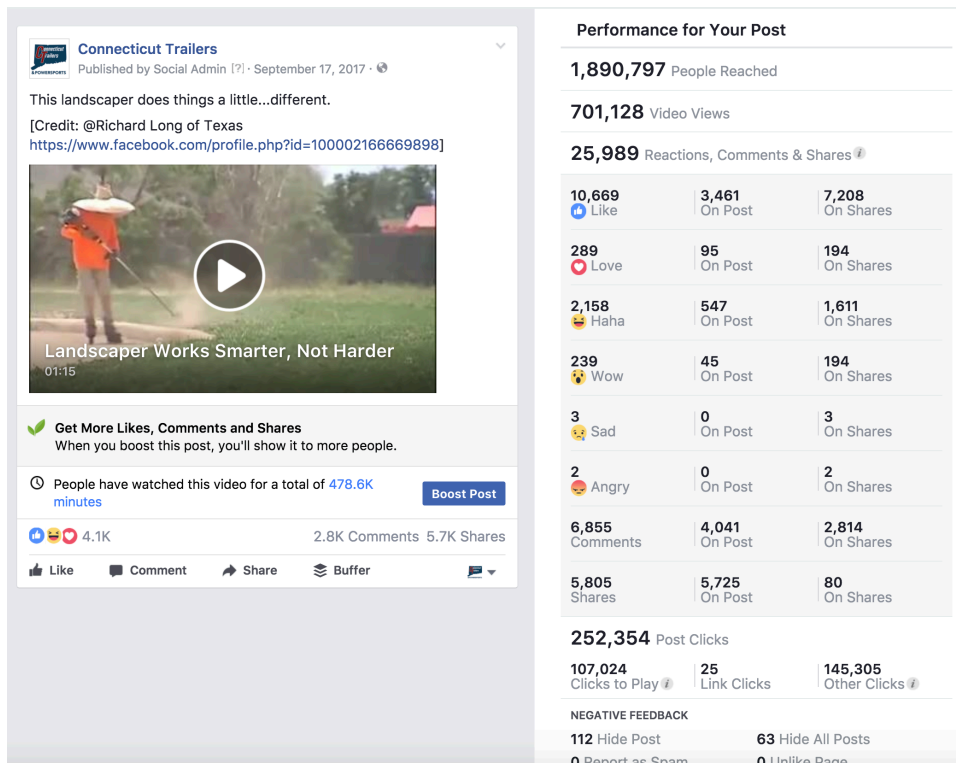
**Client:** Connecticut Trailers & Powersports

**Target Audience:** B2B, Landscapers

**About the Company:** Connecticut Trailers is a small, family owned company in Connecticut with appx. \$1M in sales per year. Their largest client base is in Landscaper / B2B sales.

**The Goal:** Generate Brand Awareness and Leads. Create more engaging Facebook posts, video posts and build brand awareness locally and nationally.

**Platform Used:** Facebook



**Media:** Video Post

**Solution:** Utilize Facebook's native viral platform with an engaging and entertaining video post that spoke to our target audience.

**Result:** On Sept. 17th, 2017, deployed a humorous landscaper video on Facebook that went viral within 2 days of posting —no paid boosting required. 100% no-cost advertising. Estimated reach was 1.8 Million and over 26,000 Likes, Comments and Shares. In 2018, the post is still receiving comments and shares. Connecticut Trailers went from roughly 385 Facebook fans to over 16,500 in 20 months time with my campaign efforts on their social media marketing.

#2


**Client:** Connecticut Trailers & Powersports

**Target Audience:** B2B, Landscapers


**About the Company:** Connecticut Trailers is a small, family owned company in Connecticut with appx. \$1M in sales per year. Their largest client base is in Landscaper / B2B sales.

**The Goal:** Generate product, brand awareness and sales leads. Create more engaging Facebook posts, video posts and build brand awareness locally.

**Platform Used:** Facebook

**Connecticut Trailers**  
Published by Social Admin [?] · November 8, 2017 · 🌐

Want to clear your driveway in no time flat? Check out the Light-Duty SnowEx® Snow Plows here at Connecticut Trailers! Hurry in before they're all gone! [cttrailers.com](http://cttrailers.com)




SnowEx Snow Plows  
02:06


SnowEx Snow Plows

CTTRAILERS.COM [Shop Now](#)

Products shown:



**2016 SnowEx 6800 LT Snow Plow**  
Connecticut Trailers  
\$4,211.00



See more at [Connecticut Trailers](#)  
12,067 Likes

👤 4,848 people reached

👍 40      1 Comment 4 Shares

👍 Like    💬 Comment    ➦ Share    📺 Buffer

**Performance for Your Post**

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**4,848** People Reached

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**2,358** Video Views

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**51** Likes, Comments & Shares ⓘ

<b>40</b> Likes	<b>40</b> On Post	<b>0</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>10</b> Shares	<b>4</b> On Post	<b>6</b> On Shares

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**163** Post Clicks

<b>37</b> Clicks to Play ⓘ	<b>6</b> Link Clicks	<b>120</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

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Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Media:** Video Post

**Solution:** Utilize Facebook's native platform with an informative video post that spoke to our target audience during a local winter storm. (Objective: Sell in-stock snow plows)

**Result:** On Nov. 8th, 2017, I deployed a snowplow video showing the easiest way to clear your driveway after a winter snow storm. The result was a quality video that reached over 4,800 locals at no cost, and served well as a post for later as a Boosted Post for even further reach throughout the rest of the winter season. Estimated reach for the initial post after 24 hours was 4,848 and over 51 Likes, Comments and Shares, 14 Leads.

### **Boosted Post Ad Stats Nov. 17 - Feb 18:**

Clicks: 5,478  
Impressions: 99,389  
Reach: 53,270  
Frequency: 1.87  
CTR: 5.52%  
CPC: \$0.13  
Cost: \$700.43  
Total Actions Taken: 40,102


#3

**Client:** Connecticut Trailers & Powersports


**Target Audience:** B2B, Landscapers

**About the Company:** Connecticut Trailers is a small, family owned company in Connecticut with appx. \$1M in sales per year. Their largest client base is in Landscaper / B2B sales.

**The Goal:** Generate product, brand awareness and sales leads. Create an engaging Facebook video post and generate leads

**Connecticut Trailers**  
Published by Social Admin [?] · Yesterday at 8:35am · 🌐


Have you seen the Adjustable Wing Power Plow™ by SnowEx?  
We have this one available NOW and on sale!  
<https://www.cttrailers.com/2016-snowex-8100-power-plow-snow...>






The Adjustable Wing Power Plow™ by SnowEx  
03:47

The Adjustable Wing Power Plow™ by SnowEx






[Send Message](#)

 **Get More Likes, Comments and Shares**  
Boost this post for \$9 to reach up to 2,600 people.

 Your video is popular in [Connecticut](#) [Boost Post](#)

  29

2 Comments 11 Shares

 Like  Comment  Share  Buffer 

### Performance for Your Post

**1,897** People Reached

**627** Video Views

**46** Reactions, Comments & Shares ⓘ

<b>32</b>  Like	<b>28</b> On Post	<b>4</b> On Shares
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<b>1</b>  Love	<b>1</b> On Post	<b>0</b> On Shares
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<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
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<b>11</b> Shares	<b>11</b> On Post	<b>0</b> On Shares
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**61** Post Clicks

<b>10</b> Clicks to Play ⓘ	<b>6</b> Link Clicks	<b>45</b> Other Clicks ⓘ
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#### NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**Platform Used:** Facebook

**Media:** Video Post

**Solution:** Utilize Facebook's native platform with an informative video post that spoke to our target audience during a local winter storm. (Objective: Sell new in-stock snow plows)

**Result:** On Dec. 14, 2017, I deployed a promo video showing the newest snowplow model with adjustable wings. The result was a quality video that reached over 1,800 locals at no cost, and served as a great post for Boost for even further reach throughout the rest of the winter season. Estimated reach for the initial post was 1,897 and over 46 Likes, Comments and Shares. As a boosted post, this ad reached

**Sales Leads:** 11