

## **Engineered Floors Social Media Case Study: December 2016 – March 2017**

### **PROJECT DESCRIPTION**

We designed a social media campaign aimed at creating awareness and conversation about its brands among carpet dealers across Facebook, LinkedIn, Instagram and Twitter. The campaign took place before, during and after the biggest flooring show of the year, The International Surfaces Expo.

### **THE BUSINESS NEED OR OPPORTUNITY**

Our goal was to create awareness and conversation about its brands among carpet dealers across Facebook, LinkedIn, Instagram and Twitter. The campaign took place before, during and after the biggest flooring show of the year, The International Surfaces Expo. Our budget for the campaign was less than \$10,000.

### **STAKEHOLDER ANALYSIS**

We conducted research that included a social media audit on the top flooring companies in the country, which showed an opportunity for our client to become a social media leader in the carpet industry. Strategy discussions were conducted with the client to ensure the branding images and key messages would be integrated into the program and the branding images would resonate with carpet dealers. Since our client expanded its product lines from the previous year and developed two new carpet displays, we opted to focus on the variety of its product lines and the ability of each product to serve various functions for commercial and residential use. We outlined the following objectives for the campaign:

### **GOALS AND OBJECTIVES**

Following the discovery process, we began to develop the messaging and materials required for the campaign. We outlined the following objectives for the campaign:

- Generate awareness of all Engineered Floors brands
- Grow each page by at least 10 percent during the four-month period
- Gain approximately 12,000 impressions during the four-month period
- Engage with trade media at the trade show

### **THE SOLUTION OVERVIEW**

The campaign theme, “Carpet For Life,” was conceived and executed throughout the campaign as the brand’s promise of performance, durability and reliance, regardless of what “life” may throw at it - from the kid’s muddy footprints to the accidents by the family puppy - and everything in between. We provided tips, advice and reasons to believe through social media that our client’s carpet was indeed “Carpet For Life.” Each message carried the overarching theme of “Carpet For

Life,” while communicating the characteristics of the various products. We used a variety of tactics, including behind-the-scenes looks at our video shoot for the show, images of the new carpet displays and images we used in the booth at the show. Before, during and after the show, Engineered Floors presence (presences is not a word) on social media was one of the largest of any carpet company exhibiting at the trade show.

### **IMPLEMENTATION AND CHALLENGES**

The combination of graphics and videos was very effective. We included a behind-the-scenes look at a drone video shoot for the show, images of the new carpet displays, 360-degree photos of the booth, live videos in partnership with a trade publication and daily video recaps. The wide variety of tactics used greatly exceeded our expectations based on the budget for the project.

### **MEASUREMENT AND EVALUATION**

Following the campaign, we examined Facebook, LinkedIn, Twitter and Instagram, looking at each individual post and how much each platform grew during the campaign. The campaign exceeded our expectations, as each page grew by an average of 35 percent, while generating an average of 39,000 impressions per social media handle. We also secured two live video interviews with a key trade publication on the showroom floor, which allowed our client to showcase its two new carpet displays and increased our credibility and visibility via the broadcasts published on their handle. During the show, our client completely sold out of both displays, and was able to sustain the momentum after the show.

The campaign ran smoothly, as we had the trust of our client to execute live posts during the show without needing approval on every post. This allowed us to post and engage at a much faster rate, while using a variety of techniques. Our success at the show led to an increase in trust between the client and the agency, and as such, the client hired the agency for additional social media services.