

Client: sfd.co.uk

**Case Study:** Social Media Campaign

SFD provide inspired retail environments to high end retailers. Paul Brooks engaged Emotio to raise both SFD's and his own personal profile.

This project has involved a holistic approach covering all major areas of Social Media, Facebook, Twitter, Blogging and LinkedIn.

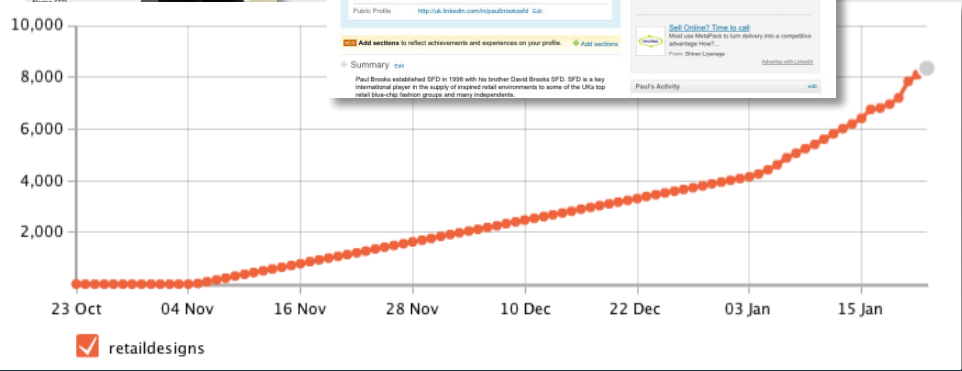
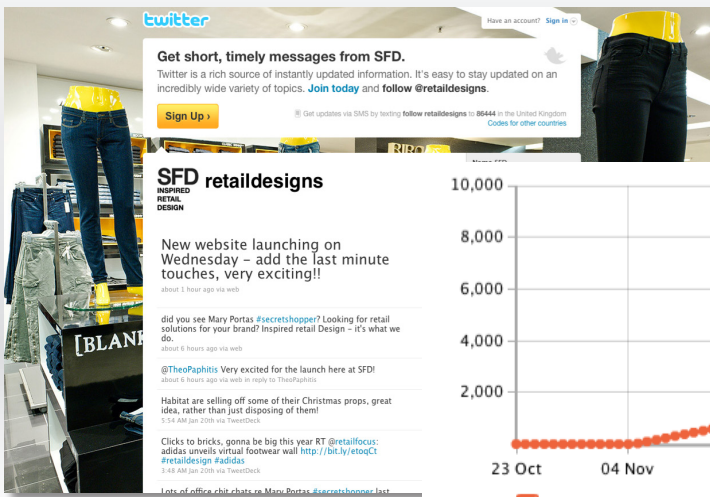
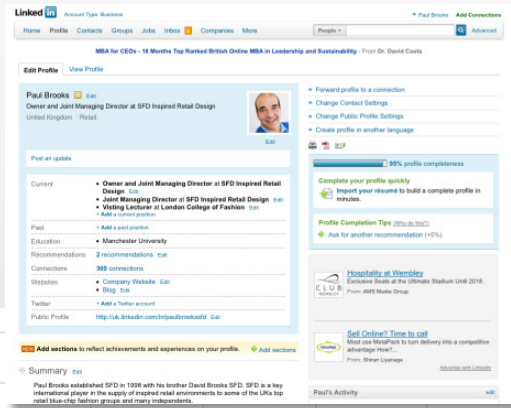
By structuring the campaign carefully we have been able to minimize the management of all these platforms.

**OBJECTIVES**

To raise awareness for SFD and Paul Brooks as the go to industry experts and merchandising specialists, in retail environments.

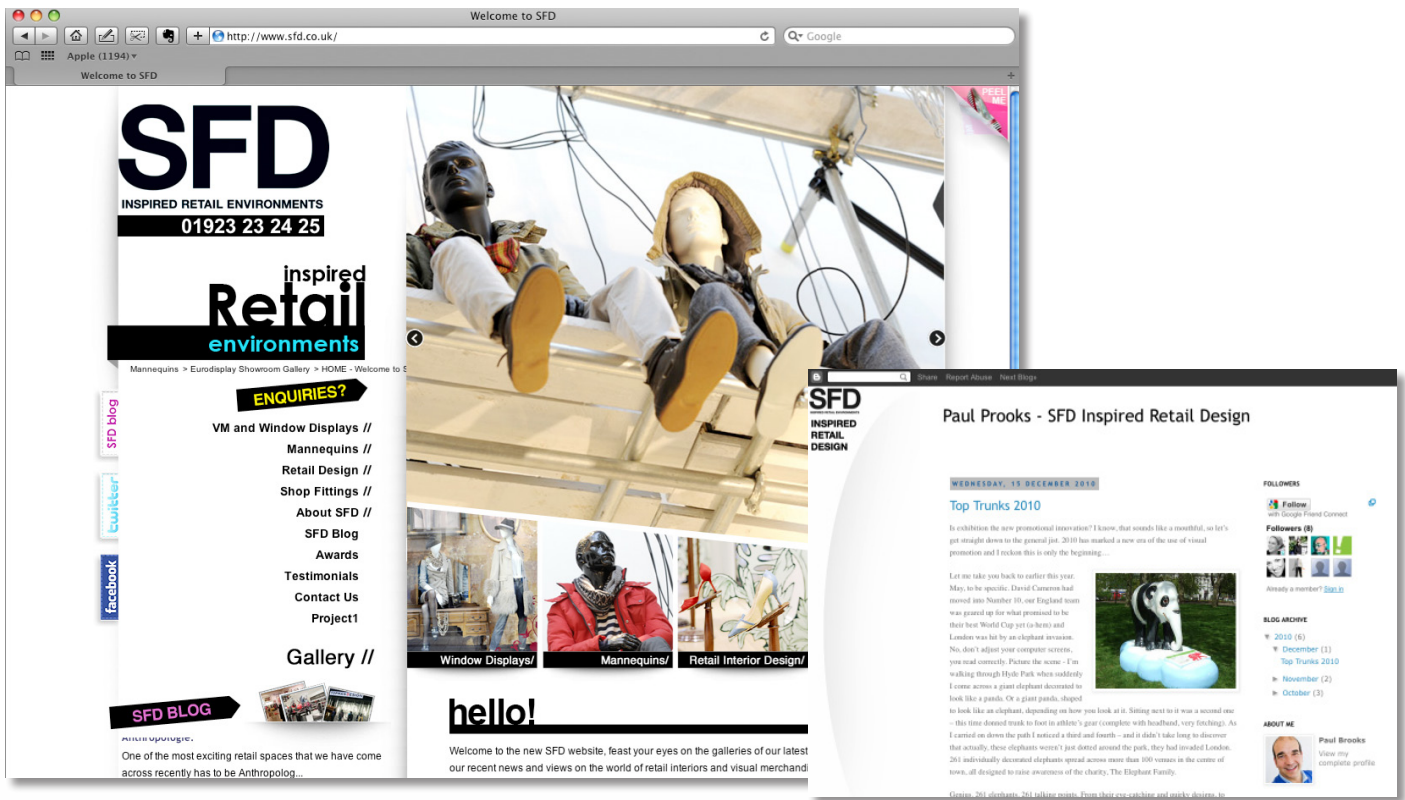
Objectives:

- To create a brand presence on all major social media networks.
- To raise Paul Brooks personal profile.
- To educate the SFD team on a monthly basis, for effective use of this social media.
- To help build a fan base over all platforms.
- To effectively network online, so as to gain access to potential new customers.



**THIS SHOWS TWITTER FOLLOWER GROWTH OVER A 3 MONTH PERIOD**

"Damon and his team are very professional and have made the daunting task of building a new website exciting and enjoyable. Damon's in-depth knowledge of internet marketing is also a huge positive and is helping my company enormously by putting together a complete social media strategy" - Paul Brooks, M.D.



## SOLUTION

The creation of profiles across all major sites

- <http://twitter.com/retaildesigns>
- [http://twitter.com/paulbrooks\\_sfd](http://twitter.com/paulbrooks_sfd)
- <http://uk.linkedin.com/in/paulbrookssfd>
- <http://paulbrookssfd.blogspot.com/>
- <http://www.facebook.com/#!/pages/SFD/179953752014920>

Using both electronic and manual techniques we built a following on Twitter, Facebook and LinkedIn, whilst through strategic use of LinkedIn, we have guided SFD to connect with new, major high street, retail buyers.

## RESULT

A rapidly expanding profile and awareness campaign;

- in the first week on Facebook, we grew the friend base from zero to 224. This now stands at 2230
- The main Twitter profile has been built to almost 7,000 followers in 8 weeks. This is increasing by 5% daily. A user's decision to follow has been expedited manually, not via automation. This now stands at 12,903 whilst following just 700 users
- Paul Brooks has made over 400 connections on LinkedIn, including senior executives in companies such as Louis Vuitton, H&M, Selfridges and more.
- All activities are generating additional traffic to the SFD website which was built by Emotio on one of our Intenix CMS systems.

