

CONSTRUCTION MARKETING AWARDS 2017

Best Use of Social Media

FACTA : LinkedIn Engagement for Eurocell

REFERRALS UP

190%

INTERACTIONS UP

427%

ENGAGEMENT

304%

OF TARGET

FOLLOWER GROWTH

345%

OF TARGET

FACTA

An action pact

eurocell

All together better

In the spring of 2016, Eurocell decided to revisit its social media strategy, until then involving multiple channels and focussed on 'push' and product promotions.

While this activity was to continue, it was decided to prioritise LinkedIn, and with an innovative referral and engagement proposition.