

CATALYST

Consulting for Leading Brands

CASE STUDY:
BRAND AWARENESS AND
COMMUNITY ENGAGEMENT

brettapproved

“brettapproved worked with other social media professionals and we just weren’t getting results. Anyone can say they are social media experts, but simply put, many companies are just plain bad at social media.

After meeting with Jennifer and her team, I felt less overwhelmed, and that they understood my challenges as a CEO. They listened to me, made time for my calls, fostered a collaborative relationship, and ultimately yielded results that other providers couldn’t.

The proof is in the pudding – I’m a happy customer.”

| BRETT HEISING, CEO
| BRETTAPPROVED



| EXECUTIVE SUMMARY

brettapproved.com is a travel planning and review site for consumers with mobility challenges.

This privately held company needed to produce results quickly with an initial round of investment funds to demonstrate proof of concept, and generate interest in travel from customers with disabilities.

Catalyst was retained to create brand awareness, with a focus on Facebook; to grow the number of followers with a limited budget, and to demonstrate a highly engaged community to attract additional investors.

CHALLENGES

It was important to the client that the community keep a positive tone in a time when many consumers with disabilities feel unheard and misunderstood. This required consistent community moderating, and using the client's voice in a way that made followers feel empowered.

brettapproved had a finite budget to grow the community and its engagement (percentage of followers who like, share, comment or click any given post), stressing the importance of high quality organic content.

The company had false starts with other social media practitioners who didn't understand the client's brand or audiences, or how to aggressively grow an engaged community.

HOW CATALYST HELPED

Catalyst truly took the time to get to know brettapproved CEO Brett Heising and his mission to support traveling consumers with mobility challenges. We researched the target markets, and reflected their attitudes and concerns in the posts we published to the company's Facebook page, resulting in posts with high organic engagement.

The community often times required high level expertise to moderate "gripping" comments, quarreling between followers and to offer solutions and resources. This resulted in a highly loyal following.

We also segmented the audience into subsets – different types of mobility challenges give way to different attitudes. We took the time to understand the finer nuances of this community's segments and to create both boosted posts and "dark posts" targeting specific subsets based on their attitudes and beliefs for optimal performance.

Content was developed by closely studying reporting and finding patterns in the types of posts that performed best, resulting in several "viral" posts that were shared hundreds of times and viewed organically by several thousand Facebook users. This provided the brand with heightened exposure and traffic to the company's travel booking URL.

RESULTS

	followers 2972% growth	all time top organic post reach 50,503 people	all time top post engagement 2,601 people	all time top post clicks 3,501 clicks
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**Contact Catalyst today to learn more,
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