



## CASE STUDY

### SOCIAL MEDIA CAMPAIGN

#### RETAIL BROKERAGE LEVERAGES SOCIAL MEDIA TO ENGAGE CUSTOMERS

A small retail brokerage enlisted Keybridge Communications to engage its customers through Twitter and Facebook. Keybridge developed a two-pronged strategy of regular content generation supplemented by continuous interaction. Our efforts quickly drove Facebook “likes” from under 5,000 to over 50,000. During that same period, the number of Twitter followers soared from virtually zero to over 10,000.

