



COMPANY DESCRIPTION

Supply partner of performance fabrics & global brands. Decorative & technical solutions to Australian manufacturers of blinds, awnings, architectural membranes, shade, transport, agriculture & marine.

STRATEGY

Connect with customers on a more tangible level. 'Pay it forward' & give customers a platform to showcase 'their work' to potential consumers & peers. Use social media to help customers grow 'their businesses' because, in turn, that means HVG Fabrics revenue grows. Focus to be HVG Fabrics customer projects utilizing HVG Fabrics products and NOT about them.

SOLUTION

Use social media as another form of customer service.
Quality content paramount over vanity matrix such as followers.
Educational and supportive posting style only.
Showcase and highlight customer projects.
Re-connect and find NEW customers via Social Media
Identify & engage via right platforms.
Establish LinkedIn page and Instagram Account.

BUSINESS RESULTS

- Marine sales revenue up \$1M
- Others products best YOY results
- Customers grew by 30%
- Customers actively tagging HVG
- Stronger customer connections
- Brand advocacy
- Fabrics fastest growing division

SOCIAL MEDIA RESULTS - 12 MONTHS

- Facebook growth - 530%
- Instagram growth - 419%
- LinkedIn growth - 402%
- Engagement up - 398%
- Ad spend required - \$0
- impressions - 320,000
- Leads up - 60%

TESTIMONIAL - DANIEL/GENERAL MANAGER

Before working with socialbuzz we were nowhere. We had attempted to generate activity & getting little or no traction on at all. We were nervous at first as we didn't understand how effective contracting someone to look after our Social Media presence would be. We quickly learned that its best to leave these things to an expert. We are delighted with socialbuzz as our Social Media Management Company & so far our results have been outstanding. socialbuzz have positioned us as an influencer in the digital domain for our industry. We have made strong connections with our customers who are operating in this sphere & the cross-pollination has seen us hunt upstream far more effectively. The detailed reporting along with content creation has made socialbuzz part of our creative team & effectively given them a seat at our design table. They have made a significant contribution to our marketing & communication strategies & have been part of our continued success.

