



COMPANY DESCRIPTION

Oztech Outdoor is a leading Australian brand in all weather Retractable Pergolas and Sunroof Systems.

STRATEGY

- Build social media presence with the ultimate goal to drive sales.
- Drive traffic to a new website
- Build database and newsletter subscribers.
- Use data for targeting lead generation.
- Build brand awareness and support national advertising campaign
- SEO campaign

SOLUTION

- Set-up and launch 3 brand new social media accounts.
- Implemented SEO strategy on new website
- Conceptualise and implement monthly content calendar.
- Find new followers and build social media presence and brand awareness.
- Set-up and install tracking codes on a new website.
- Drive new traffic from audience targeting to a new website.
- retarget website visitors for lead generation and drive sales.
- Position brand and target architects
- Manage online community to build brand advocacy & engagement.

BUSINESS RESULTS

- successful launch of 3 accounts
- new leads to sales team
- Impressive Brand Awareness
- New opportunity found for cross promotion
- Launched new brand campaign

SOCIAL MEDIA RESULTS - 3 MONTHS

- Facebook growth - 231%
- Instagram growth - 359%
- LinkedIn growth - 279%
- Reach - 132,729
- avg SEO ranking up - 70%
- 3 x website traffic

TESTIMONIAL - BRIAN BARRETT/DIRECTOR

Prior to working with socialbuzz, we had multiple social media accounts under various brand names, however, we were totally inactive on all of them and our social media presence was virtually non-existent. We had no nerves working with socialbuzz and total confidence as we had seen the work they had been doing for another company and had total confidence. The results that we achieved saw a dramatic increase in inquiries on social media which in turn increased sales. We would highly recommend their social media, lead generation, and SEO services.

