



CASE STUDY

Integrated PR and social media campaigns expand leadership presence

elevationb2b.com



elevationmarketing

Turf Surface Athletics

For more than 50 years, groundskeepers, coaches and volunteers have relied on Turface Athletics and Turface products for field maintenance solutions that result in safer, playable fields. Turface Athletics offer the highest quality infield and turf conditioners, mound and plate packing clays, hands-on education and ongoing industry support, all backed by the best distributors in the business.

BACKGROUND

Field maintenance solutions and environmentally friendly mulch and soil conditioners

Turface Athletics and Profile Golf are Profile Products LLC brands. Profile Products produces a comprehensive line of products for soil modification, erosion control and plant establishment.

Profile Golf

Profile Golf is the game's premier provider of proven golf course product solutions that are scientifically formulated to establish, maintain and improve turfgrass and surrounding vegetation across every high-profile area of a golf course. **Profile Golf's high-performance vegetative and erosion-control products, scientific soil amendments and agronomic experts work to improve grow-in, optimize play, simplify upkeep and maximize a course's aesthetic appeal.**





CHALLENGE

Turface Athletics and Profile Golf needed a comprehensive social media strategy backed by market research

Turface Athletics and Profile Golf are well-established brands in their industries, but their social engagement was low, hindering their ability to build awareness with new prospects and engage a social media-savvy audience in a meaningful way. They did not have a presence across all primary social media platforms, and while they were posting to the ones they did have, they were not doing so in a strategic manner that would optimize their products and take advantage of the business rhythms within their industries.

Turface Athletics and Profile Golf engaged Elevation Marketing to conduct in-depth market and competitive research, then recommend an approach that would increase brand awareness, position the brands as industry leaders, drive engagement and web traffic, and attract prospective customers.





STRATEGY

Establish a social media presence to raise the brands' profiles and attract new customers

Elevation Marketing conducted in-depth market and competitive research, and examined market position and the social media landscape, to inform its guidance on future strategies. The extensive research was done in four phases:

Phase 1: Discovery

Market research and social media audit

The first phase centered on understanding company and industry dynamics as well as competitor tactics in the B2B space. Elevation Marketing researched the positioning of Turface Athletics and Profile Golf on Facebook, Twitter and Instagram, and did the same for their competitors. We sought to understand how, and how well, the two brands were positioning themselves and determine whether they generated interaction via followers, impressions, engagements and web visitors.

Phase 2: Evaluation

Bringing it all together

Based on the information collected and analyzed during Phase 1, Elevation Marketing determined that both brands would benefit from comprehensive social media strategies that encompassed building out attractive and engaging presences across all primary social media platforms and executing well-paced social media plans rich in imagery as well as content.

Phase 3: Strategy

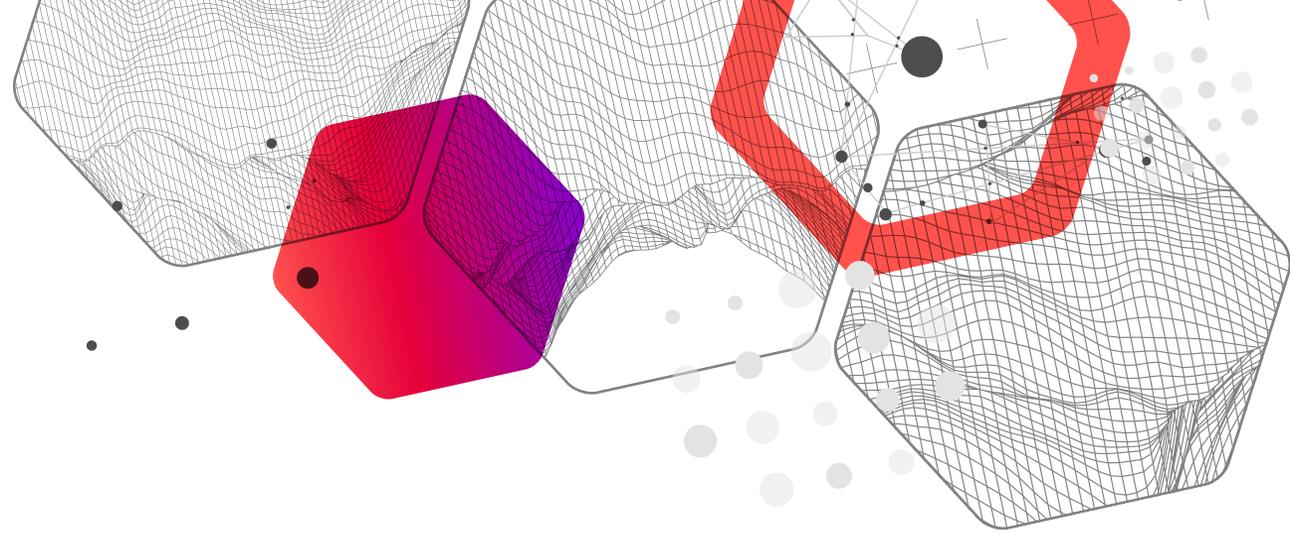
Social media brands take shape

Research revealed that Turface Athletics and Profile Golf enjoyed solid engagement on Twitter, but that was not echoed across Facebook and Instagram. Elevation Marketing recommended that both brands establish a social media program that would optimize their pages, incorporate additional content, and promote proactive partner, distributor and customer engagement. Elevation Marketing also advised the brands to establish influencer programs to increase followership and enhance search engine optimization (SEO) performance. For Instagram, more use-case photography was in order to promote the brands' products.

Phase 4: Execution

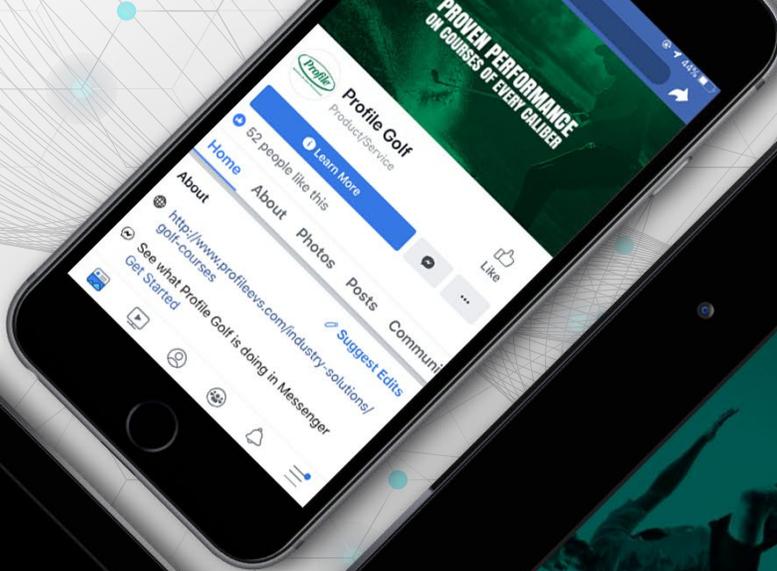
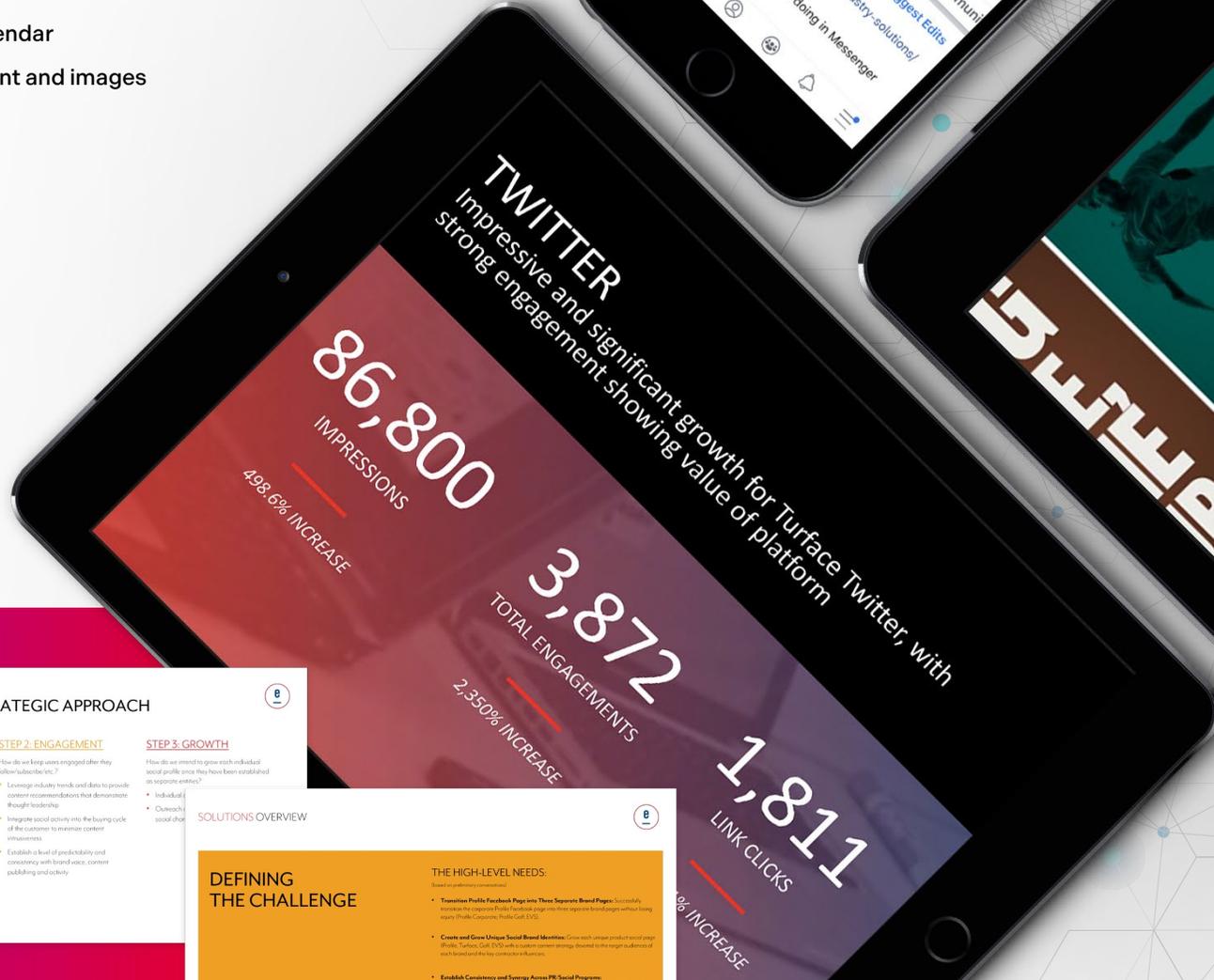
Engaging content on multiple platforms

Elevation Marketing spun up Profile Golf Facebook and Twitter profiles (both were already in place for Turface Athletics) and developed custom imagery and creative assets for all social media platforms. Elevation also produced monthly social media calendars that strategically increased the frequency, relevance and regularity of posts, enhanced the posts with associated content and images, and took advantage of brand and industry trends, events and announcements. With the calendar and assets in hand, Elevation Marketing executed the social media strategy on behalf of Turface Athletics and Profile Golf, distributing a steady stream of posts and associated content and imagery for Facebook, Twitter and Instagram. **The results were phenomenal.**



DELIVERABLES

- Social content strategy
- Social media editorial calendar
- Social media posts, content and images
- In-depth research report
- Trend data and analysis
- Bi-annual client reports



B2B SOCIAL MARKET – KEY INDUSTRY TERMS

Recent social media research shows activity around key industry search terms, with opportunity to address more focused verticals.

While not exhaustive, these findings show that the audience for each product is not there and interested in engaging on specific topics with a narrower focus.

By creating individual hubs for all three product lines, Profile has the chance to really engage with potential customers and showcase thought leadership and expertise in these areas.

TOPIC SEARCH TERM	Sentiment	Strength	Frequency	Reach
Erosion control	4.1	82%	54 sec	102%
Soil testing	4.1	50%	1 min	60%
Soil erosion	3.1	52%	1 min	73%
Soil stabilization	2.2	47%	2 min	20%
Golf course maintenance	5.1	34%	1 min	50%
Turfgrass	5.1	28%	52 sec	24%
Soil sample testing	2.1	22%	57 sec	16%
Agromonic	4.1	20%	54 sec	55%
Biode soil	3.1	37%	56 sec	13%
Soil amendment	5.1	15%	1 min	44%
Soil test kit	3.1	13%	1 min	14%
Sediment control	2.1	12%	1 min	22%
Vegetative establishment	3.1	12%	12 wks	7%
Topsoil alternative	3.1			
Sustainable vegetation	4.1			
Hydraulic mulch	3.1			

*Sentiment refers to the ratio of positive (that is "strong") to the number of posts in a topic cluster. Reach refers to the total number of unique users who viewed the post within the last 24 hours divided by the number of unique users who viewed the post.

MULTI-FACETED STRATEGIC APPROACH

- STEP 1: TRANSITION**
How do we transition a single profile into three separate social identities without losing equity?
- Communication and visibility is key
 - Cross-posting/promotion between the accounts to transfer users
 - User visuals to support the launch of the profiles and drive interest
- STEP 2: ENGAGEMENT**
How do we keep users engaged after they follow/subscribed to us?
- Leverage industry trends and data to provide content recommendations that demonstrate thought leadership
 - Integrate social activity into the buying cycle of the customer to maximize content effectiveness
 - Establish a level of predictability and consistency with brand voice, content publishing and activity
- STEP 3: GROWTH**
How do we intend to grow each individual social profile once they have been established as separate entities?
- Individual
 - Outreach
 - Social share

SOLUTIONS OVERVIEW

DEFINING THE CHALLENGE

THE HIGH-LEVEL NEEDS:
(Based on preliminary conversations)

- **Transition Profile Facebook Page into Three Separate Brand Pages:** Successfully transition the original Profile Facebook page into three separate brand pages without losing equity (Profile, Turface, Profile Golf EVS).
- **Create and Grow Unique Social Brand Monitors:** Create each unique product social page (Profile, Turface, Golf EVS) with a custom content strategy designed to engage audiences of each brand and drive key conversion activities.
- **Establish Consistency and Synergy Across PR/Social Programs:** Create a single message (PR/Social) program to utilize the same customer message and content being shared across PR/communication channels.

RESULTS

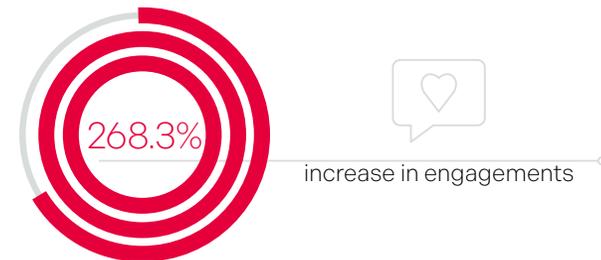
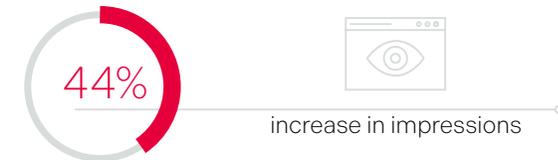
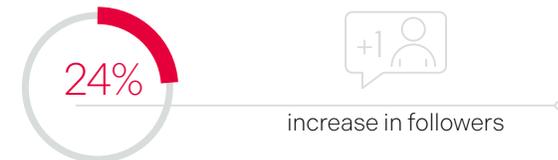
Elevation's social media strategy, calendar, and execution dramatically increased followers, impressions, engagement and web visitors



Turface Athletics

The Turface Athletics Facebook page saw growth in all aspects: engagements, link clicks and total fans. On Twitter, strong engagement demonstrated the value of the platform for the brand, with impressive and significant growth in impressions, engagements, link clicks and followers. Instagram engagements and followers also grew with a renewed and re-invigorated presence on the platform.

>> TURFACE ATHLETICS | SIX-MONTH SNAPSHOT



RESULTS

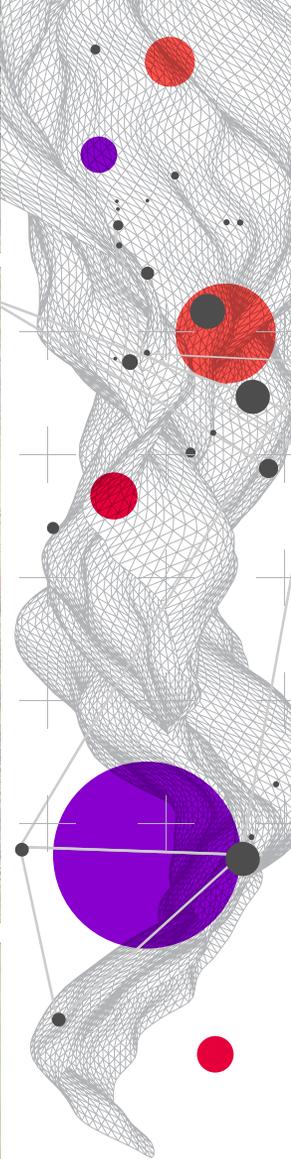
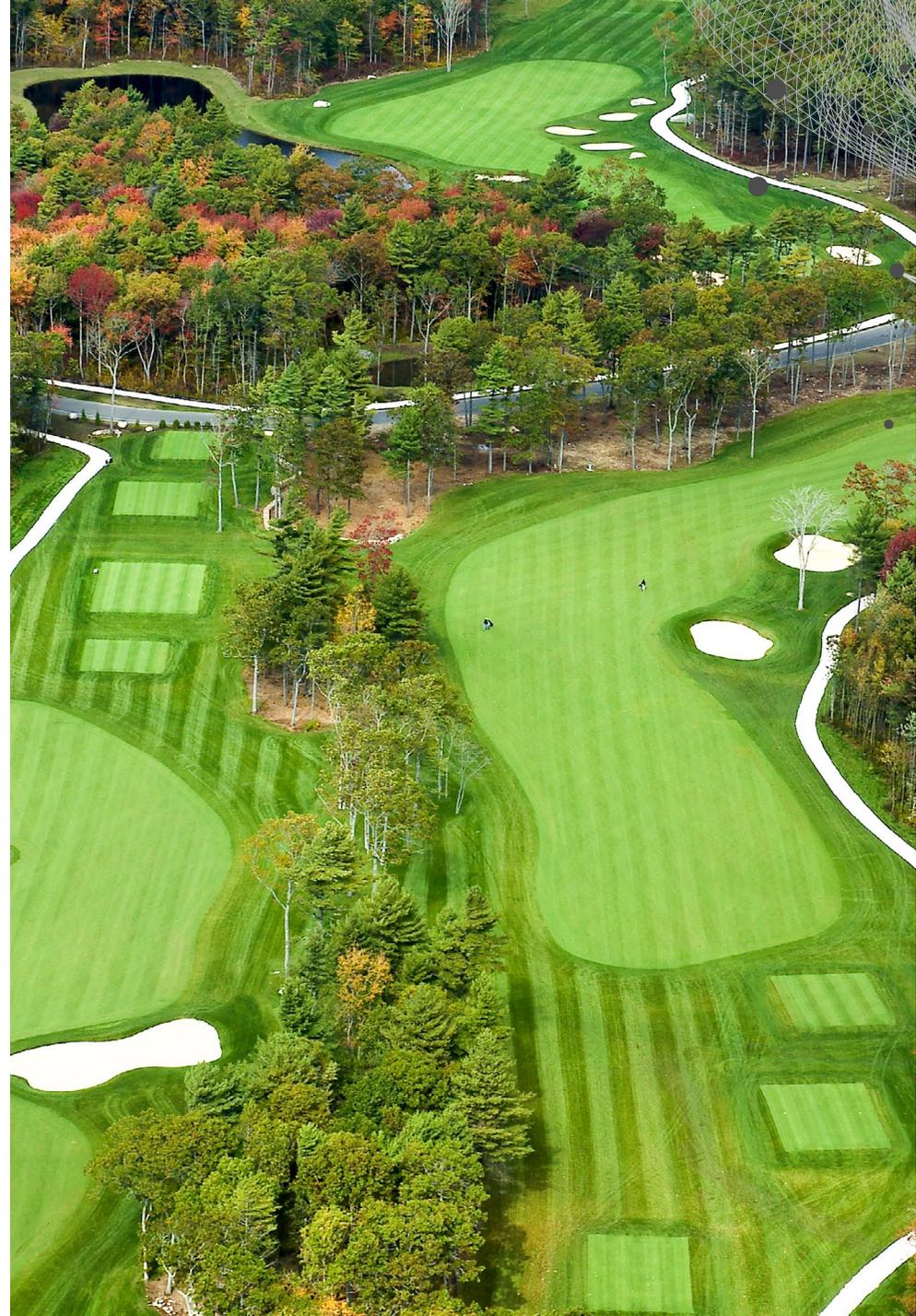
Profile Golf

The newly launched Facebook and Twitter sites performed well. The launch of the brand's Twitter account proved highly valuable, with rapid growth in impressions – 32,100 in the first six months alone – engagements, link clicks and followers. On Facebook, steady progress was made across all key measurements: impressions, engagements, link clicks and fans.

>> PROFILE GOLF | SIX-MONTH SNAPSHOT



Elevation Marketing retains the management and execution of the Surface Athletics and Profile Golf social media calendar and associated content. Fans, impressions, engagements and web visitors continue to rise.



ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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