



SLOAN®

CASE STUDY

# Elevation Marketing takes social media marketing to the next level for world's leading commercial plumbing systems manufacturer.

[elevationb2b.com](http://elevationb2b.com)

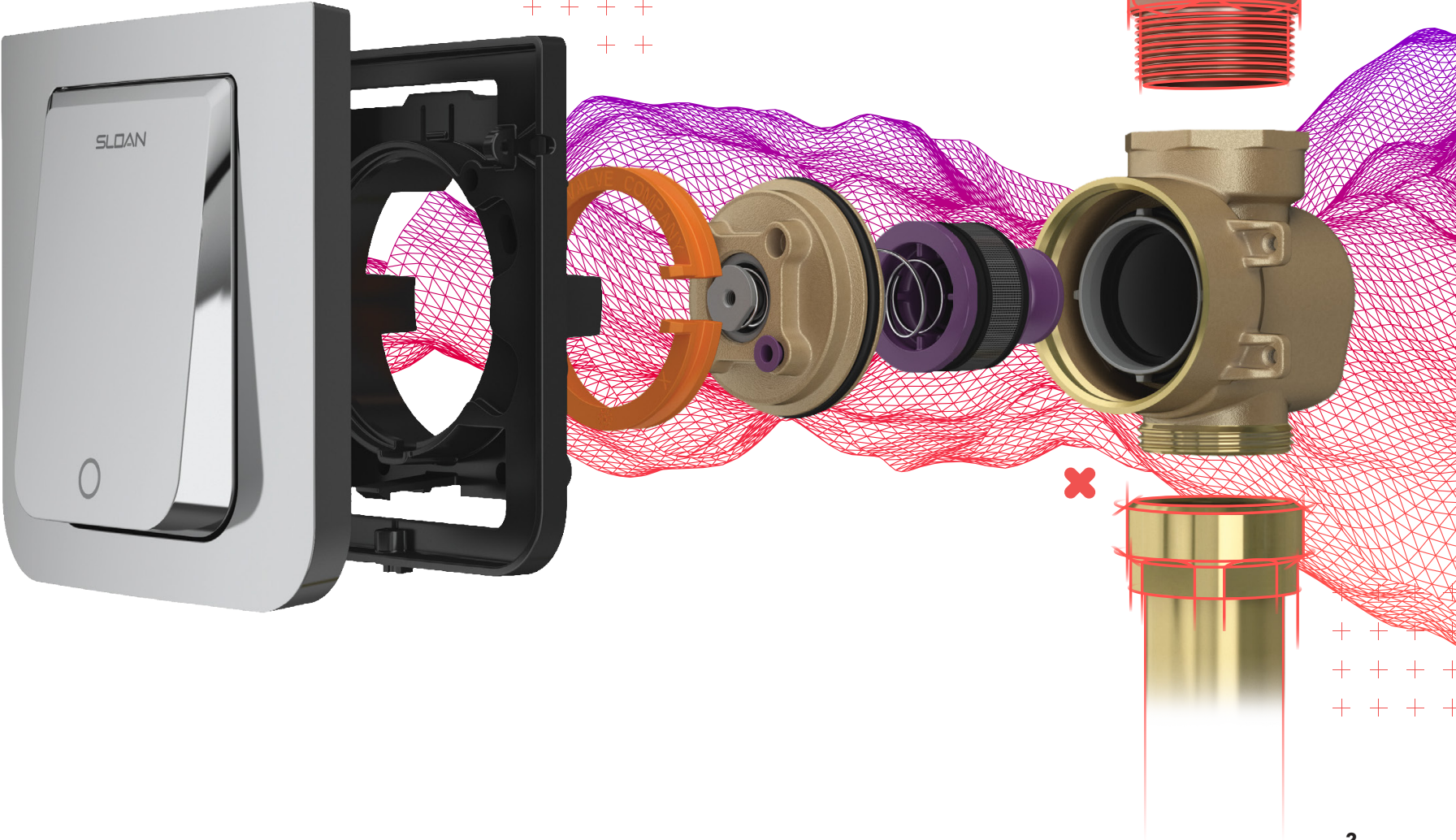


**elevation**marketing

# BACKGROUND

Sloan Valve Company is a family-owned and operated business with over 1,000 employees worldwide that has a long history of innovation, having spent more than a century pioneering smart, water-saving restroom solutions that are built to last a lifetime. Established in Chicago in 1906, the company's founder ushered in the modern plumbing era with the invention of Sloan's revolutionary manual Royal® Flushometer, a design that replaced traditional tank and chain fixtures. Unlike its predecessors, Sloan's new invention was a reliable toilet flush unaffected by gravity and that required less water and energy.

The company's dedication to industry-leading, innovation has helped it continuously weather setbacks and improve the Sloan brand — and the way that the company engages with its customers is no exception. Recognizing early on that customers were mostly sole proprietors researching new vendors and solutions online prior to reaching out to its sales reps, a Sloan blog was launched to publish content once per month highlighting its newest products and conducting lead generation on a more personal level.





CHALLENGE





Sloan's initial foray into social media developed ad hoc, through a hit-and-miss approach.

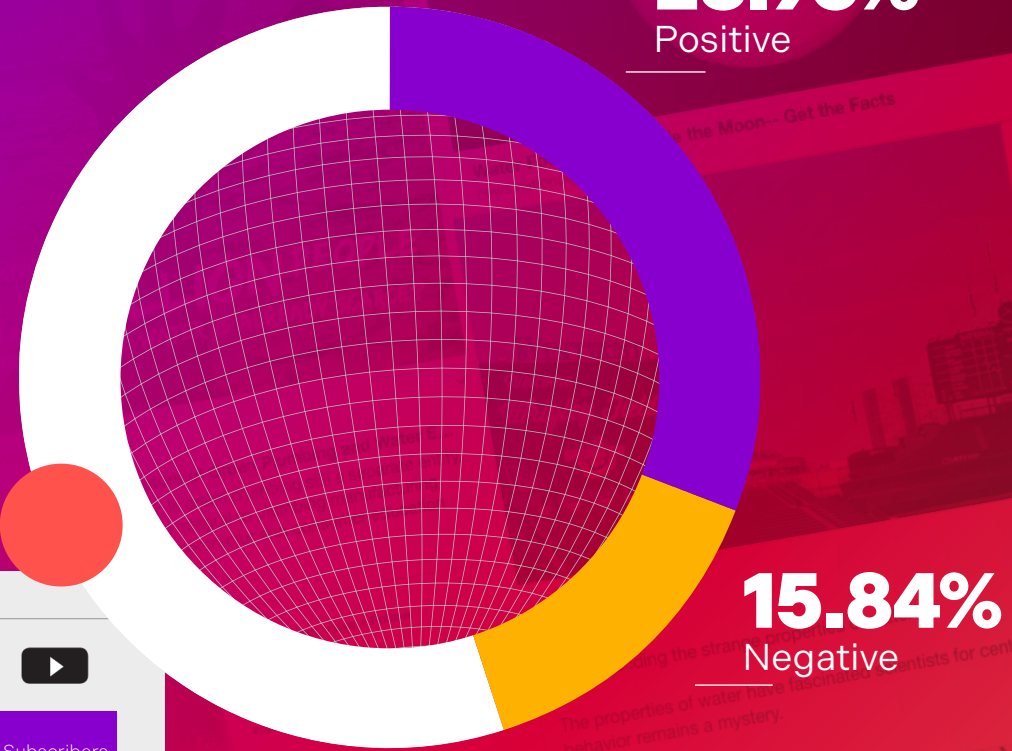
Sloan's leaders wanted to ensure that its business was discoverable on the most popular social media channels. A series of trial and error tactics on Facebook, Twitter, LinkedIn, Google Plus, Instagram and YouTube was launched, but after some time the company became unsure about the effectiveness of its social media presence, and wanted to find out exactly how to successfully leverage these important online channels to be top of mind for their prospects in the first phases of the buyer's journey. Sloan's leaders needed guidance on how to best utilize

social based on well researched findings to determine which platforms their target customers were most likely to be using.

Sloan engaged Elevation Marketing to analyze its social media activity and provide strategic recommendations on how to take the company's social messaging to the next level. Specifically, Sloan wanted to improve its social marketing to better support the company's wider business objective to tap into key new markets.



												
	Followers	Followers	Following	Tweets	Likes	Followers	Followers	Following	Followers	Followers	Monthly Viewers	Subscribers
Sloan Valve	59	353	2,874	8,943	2,051	2,000	5,293	390	415	6	1,000	831



55.20%  
Neutral

15.84%  
Negative

28.96%  
Positive



## STRATEGY

Elevation conducted a comprehensive social media audit to analyze Sloan's successes on social channels and uncover missed opportunities.

Elevation's team put together a comprehensive strategy for Sloan to reach the right prospects, on their preferred social platform and with the right message to establish a top-of-mind brand position. Elevation also recommended a series of strategic social media tactics to continue to nurture prospects over the course of the buyer's journey. The social media strategy was created to also increase traffic to Sloan's website, boost awareness among key personas, showcase the company's corporate social responsibility efforts and unique personality.



## STRATEGY

### PHASE 1: DISCOVERY

#### Brand immersion

The first phase centered on a comprehensive analysis of industry activity and engagement on social media along with a detailed look at Sloan's social media

presence on preferred social platforms, and also analysis of competitor social media presence and activity, to identify what's working and uncover new opportunities for success. Elevation also reviewed client-provided research reports, positioning statements, communication strategies and marketing materials to understand how the Sloan brand was implemented through specific marketing channels. This comprehensive assessment of where the brand had been enabled Elevation to understand how future social content should resonate with prospects across targeted industries and effectively differentiate Sloan from its competitors.

### PHASE 2: VALIDATION

#### Internal stakeholder interviews

Qualitative interview questionnaires were developed to drive research involving key stakeholders at Sloan. Elevation conducted 10 in-depth internal

interviews to uncover insights into previous social media activity, target audiences and their specific pain points, customer journeys, competitors and to determine goals and objectives for social media marketing.

The interviews uncovered that Sloan's account managers call on architects and building designers long before they require the company's products, and that they leverage social media to educate prospects about the Sloan brand and product differentiators. The sales cycle can begin anywhere from 6 months to 1-3 years before products get ordered. Social media posts consist of an 80/20 mix of teasers for new product launches, archival photographs and light-hearted content which aims to show the personal side of the business—which gets the most engagement, like Sloan's becoming a Legacy Partner of the Chicago Cubs Major League baseball team. Respondents said that they especially needed help identifying best performing platforms, content and segmenting followers, and in developing content for nurturing customers and prospects.

# 10 IN-DEPTH INTERNAL INTERVIEWS



### PHASE 3: EVALUATION

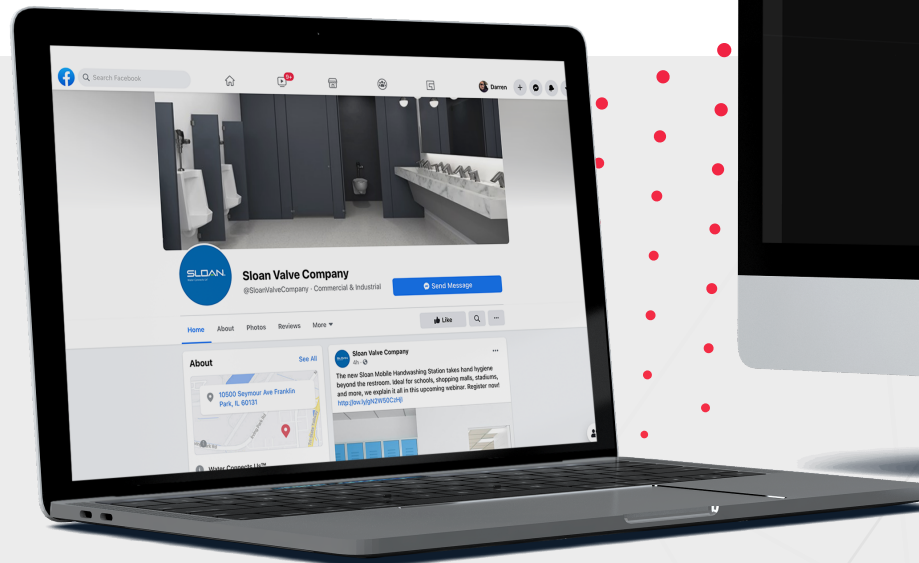
#### Bringing it all together

The insights revealed during the first two phases revealed it is critical for Sloan to begin diversifying social content across platforms to ensure each platform is focused and targeted to its particular audience and delivering business value. There will be crossover, of course, where certain content items will be shared across all platforms, but in these instances, there should be unique copy, language and visuals that capture the platform's tone of voice nuances.

Elevation provided detailed recommendations for each social media platform, including tailored content recommendations to improve engagement with users of each of the most popular social platforms, and best practices to boost the number of followers and continue to regularly engage with followers. Elevation also guided the company on how to identify and engage with influencers to help improve engagement, increase followers and drive traffic to the company's website.

Elevation also recommended that Sloan continue sharing the historical legacy of the company, and the personal side of the business, so that prospects and customers

get an inside look at the operations. Humorous posts, especially on Facebook, build personal rapport as long as they are professionally presented, and people love to support companies that represent themselves candidly and well.





### PHASE 3: EXECUTION

#### Engaging content on social media platforms

Making sure that Sloan is top-of-mind when prospects seek quality commercial plumbing systems for their buildings, arenas and mixed-use

facilities requires targeted communication that consistently aligns with the needs and expectations of Sloan's audience.

Elevation created an integrated social media strategy and plan for Sloan which focused on how to improve brand awareness, drive web traffic and better target and engage Sloan's key B2B audiences. The strategic plan provided tactical advice and examples of how to leverage existing content and provided recommendations on content creation that will drive the business towards its social objectives.

#### Tactical recommendations included:

- Platform hierarchy – which social channels are best poised for success within Sloan's industry.
- Content strategy – insight into the keywords and themes that resonate best with Sloan's key audience across different platforms.
- Refined social tone of voice – clarified brand voice, tone and characteristics for each social channel.

- Advertising recommendations – analysis of the requirement of advertising across all social media platforms and recommended approach.
- Influencer engagement opportunities – identified potential influencers and engagement campaign recommendations.

#### Tone of voice recommendations included:

- Detailed description of Sloan's social brand voice
- Breakdown of nuances on tone of voice across each social platform
- Examples of how to correctly and incorrectly implement tone of voice
- Final report to act as a 'brand voice manual' for Sloan social media

Finally, Elevation delivered a customized, social media content calendar for Sloan to plan and track bi-weekly social content. The template was linked to platform-specific goals, tone of voice and topics of focus and with placeholders for each social media post to plan and track performance as it relates back to content in the overarching strategic social plan.

### Deliverables

- Social Media Audit and Report
- Brand Voice Report
- Social Media Content Strategy and Plan
- Social Media Content Calendar





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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