



## Engineering Firm Increases LinkedIn Audience 319% With Targeted Organic Strategy

*YoY increase in total followers: **319%***

*YoY increase in total engagements: **274%***

*YoY increase in total impressions: **315%***

### The client

A North Texas engineering firm approached Cowtown Creative in April 2019 for help with strategic industry networking within the DFW Metroplex.

The client's goals included:

1. Increasing visibility and credibility within the local engineering community, and
2. Establishing a network of industry professionals, with an eye on future company growth.

### Building industry-specific brand visibility

Headquartered in the Dallas/Fort Worth area since 1987, O'Brien Engineering, Inc. (OEI) provides a wide range of engineering and design support services to private and public-sector clients nationwide. The company needed a content and posting strategy that focused their goals and provided branding and credibility within the engineering industry.

### Outlining client goals and building strategy

Cowtown Creative social media strategists developed a plan to maximize the company's exposure and network on LinkedIn, a proven gateway to engineering professionals. Using existing page analytics and competitive industry assessment,





Cowtown experts crafted a strategy built on high-performing industry content. The campaign was entirely organic, presenting OEI expertise in an authentic campaign aimed at increasing followers, impressions, and engagement within a niche engineering community on LinkedIn.

#### *LinkedIn Strategy Overview:*

- Organic posts
- Posting strategy based on existing page analytics
- Content strategy crafted from industry analytics
- Target audience professional engineers and firms in DFW Metroplex

“

...Cowtown Creative knows their business and has helped us tremendously with ours!”

#### *Bringing the pieces together*

"We were recent arrivals to developing a professional social media presence," said OEI President Jim O'Brien. "We had a lot of questions and frankly were in the dark about what to expect. Over the past year we have learned that there is a ton of constant, thoughtful work that goes into developing a successful presence! Thankfully, it has not been a ton of work for our company; Cowtown Creative carried the load and really delivered for us."

Year over year analysis of the OEI LinkedIn page statistics shows a dramatic shift in target audience. In May 2019, OEI had only 328 followers, a high percentage of whom were international and in the construction industry. One year after implementing the Cowtown Creative organic strategy, OEI followers were overwhelmingly entry- or senior-level engineers based in the Dallas/Fort Worth Metroplex.

Sarah Cole, OEI Vice President of Business Development, said the increased volume and quality of followers on LinkedIn has greatly improved the business' positioning in the industry.





"Within a year, the number of our followers has quadrupled," Cole explained. "It gives us a tremendous platform to share updates – contract wins, new hires, open positions, and company developments – with existing and potential clients. And a surprising and very welcome benefit: it helps so much in attracting and recruiting fabulous new team members."

O'Brien agreed, giving the credit to Cowtown Creative's unique ability to educate and empower clients with results-driven strategy and content.

"At the beginning of this process, we did not have defined expectations other than we wanted to 'increase our social media footprint,'" O'Brien recalled. "We didn't have a good baseline of what or how developing this presence would help our company. But we have been blown away by the results."

"Cowtown Creative knew what to do and led us the whole way. We thought our company (engineering design services) might be too technical and it might be difficult to develop content, but Cowtown Creative knows their business and has helped us tremendously with ours!"

Top countries by lifetime followers				Top regions by lifetime followers			
Country	Total followers	Organic followers	Paid followers	Region	Total followers	Organic followers	Paid followers
United States	792	792	0	Dallas/Fort Worth Area	369	369	0
India	45	45	0	Houston, Texas Area	50	50	0
Brazil	13	13	0	Greater New York City Area	23	23	0
Algeria	12	12	0	Austin, Texas Area	20	20	0
United Arab Emirates	11	11	0	Greater Chicago Area	16	16	0
Turkey	10	10	0	San Francisco Bay Area			
Pakistan	8	8	0	Greater Atlanta Area			
Egypt	8	8	0	San Antonio, Texas Area			
Qatar	8	8	0	Greater Los Angeles Area			
Canada	7	7	0	Washington D.C. Metro Area			

Top functions by lifetime followers				Top seniorities by lifetime followers			
Function	Total followers	Organic followers	Paid followers	Seniority	Total followers	Organic followers	Paid followers
Engineering	309	309	0	Entry	461	461	0
Operations	72	72	0	Senior	217	217	0
Research	52	52	0	Director	33	33	0
Program and Project Management	49	49	0	Manager	28	28	0
Business Development	49	49	0	VP	27	27	0
Human Resources	44	44	0	Training	27	27	0
Information Technology	34	34	0	Owner	12	12	0
Sales	33	33	0	CXO	11	11	0
Education	27	27	0	Unpaid	4	4	0
Arts and Design	23	23	0				

