



CASE STUDY ROOFTOP ANCHOR

Many people tell us that their target audience is NOT on social media. We set out to prove that they are!

If you're a business trying to target other businesses, social media can be tough. However, if you know how to run effective campaigns you CAN find your audience.

Rooftop Anchor is a stand-up company, keeping workplaces safe while working at elevated levels. They also help companies keep OSHA compliant. Traditionally, they found their clients by attending trade shows. Because of the costs of attendance, booths, travel and accommodation, and shipping their large product samples, these shows were an expensive investment. While getting just one new client could have potentially paid for these expenses, their cost per lead was in the hundreds, if not thousands, of dollars.

CAMPAIGN

Even though they were originally averse to testing a social media campaign, we at Marketing Videos Club analyzed their clients. Through our research we found almost 2 million safety and facility managers online that we could target through Facebook alone.

So, we offered these targets a free download of key information they needed about upcoming OSHA changes. These ads

resonated well with potential clients and started relationships with new contacts.

WHAT MAKES US DIFFERENT

When it comes to running a social media campaign, Marketing Videos Club helps you from start to finish. We specialize in producing effective, quality videos and in putting getting them in front of the right people through Facebook, YouTube, and Instagram marketing. Because we are a video production studio, we have all the equipment, know-how, and experience to create top-of-the-line social media videos. But, our real specialty is in teaching you how to script and film your own videos right on your smart phones. This approach offers you more bang for your buck—enabling us to produce more videos on the same budget, increasing your overall ROI.

Additionally, our expertise in digital marketing means that we can take care of the entire marketing process from creation of the ad to getting the campaign up and running and even capturing leads, freeing you up to focus on your business.

Bottom line? Don't make the mistake of running a social media campaign without video! The stats show clearly that videos enhance and make a campaign more effective. To learn more, please visit <http://www.marketingvideosclub.com>.

Learn how to get your first campaign for 50% off!



15,000

People Reached



\$8.00

Lowest Amount
Per Lead



\$1,500

Amount Spent



187

Leads Generated



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