



Schneider Associates / Liquid Wrench Social Media Campaign

Challenge

Create and foster interaction among a community of DIY, home improvement, and auto enthusiasts and engage the community through social media. Position Liquid Wrench as an expert in its category and cultivate awareness of the brand and product line. Drive traffic to the new Liquid Wrench website and increase the brand's Search Engine Optimization (SEO). Create an educational campaign to explain to consumers why Liquid Wrench has "a wrench for every job."

Strategy and Action

SA first leveraged research to develop a social media strategy that integrated seamlessly with the current conversations taking place online and developed a complimentary Community Manager Guide for the brand. SA then developed accounts on Twitter and Facebook, and engaged with top target influencers in the automotive, DIY and home improvement channels. SA then produced how-to videos featuring DIY guru Danny Lipford on YouTube, and developed Solution Finder on the Liquid Wrench website.

Results

Engagement with influencers and celebrities, such as Jay Leno of NBC's Tonight Show, helped build excitement, generate awareness and drive traffic to the Liquid Wrench website. SA helped create organic SEO by building a network that includes more than 2,750 followers on Twitter, more than 180 fans on Facebook, almost 6,000 video views on YouTube and more than 18,000 link clicks on bit.ly. This flourishing community continues to grow under the client team.





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0:17 / 0:45 CC 360p

1,644

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