

Case Study High Tech Social Media Marketing

Helping You Understand & Reach Customers
JEM 9 Marketing Consultancy



<http://jem9.com/>

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Situation

SynapSense Corporation is a leading provider of energy efficiency, wireless environmental monitoring and cooling control solutions for Data Center Infrastructure Management.

With customers around the world in industries including finance, technology and healthcare, SynapSense users benefit from data center resiliency, and reliability.

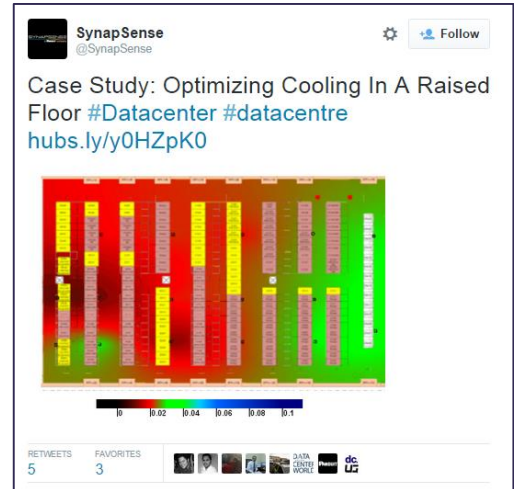
While the data center market has seen consolidation into a small number of conglomerate organizations, SynapSense, originally a startup from University of California – Davis, wished to highlight their unique patented technology and customer case studies.

Previous investment in social media was minimal. In-house resource constraints called for working with expert outside resources.

Objectives

With existing lead generation landing pages in place, Patricia Nealon Wright, Director of Marketing at SynapSense Corporation wished to:

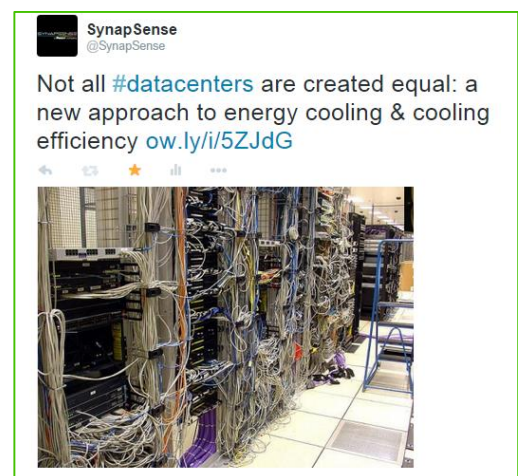
1. Communicate “Thought-leadership”
2. “Best In Class” Social Media Presence (Versus Benchmark Organizations)
3. Achieve “Best In Class” Engagement
4. Generate Website Traffic
5. Generate Sales Leads



Sample Twitter Status Update



Sample LinkedIn Post



Sample Twitter Status Update

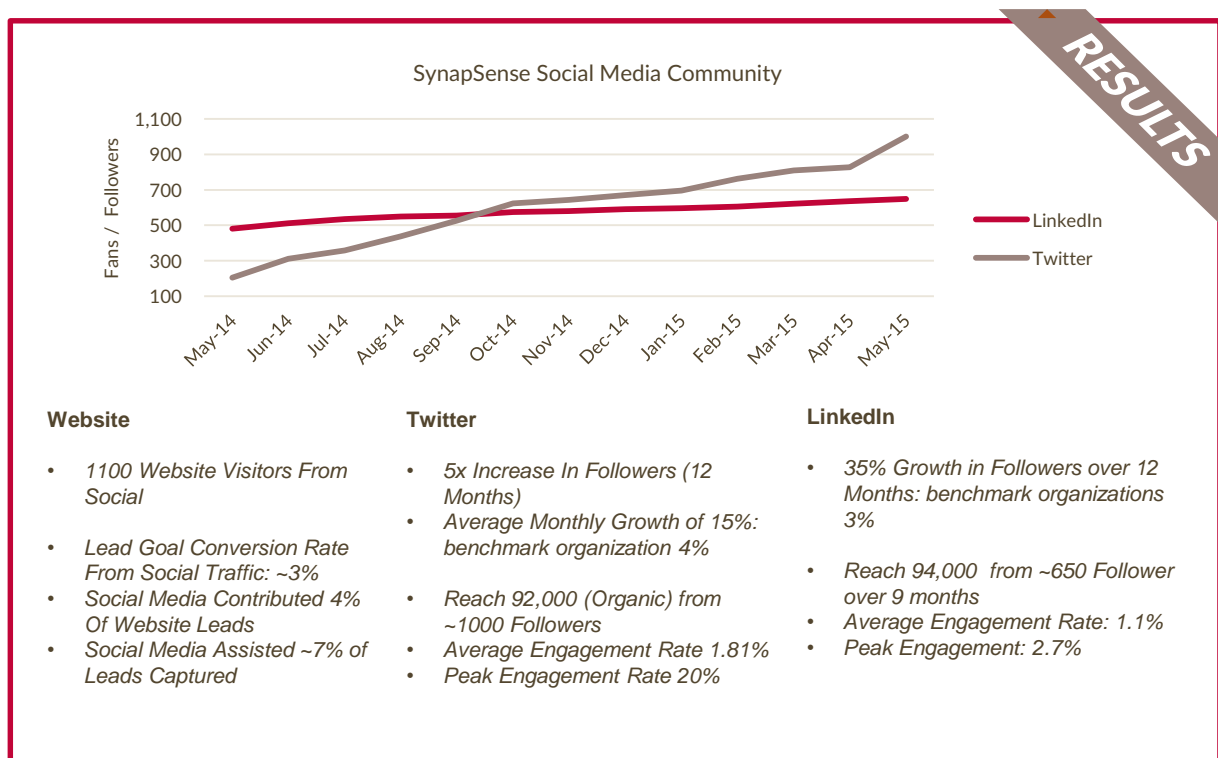
Actions

- Developed Social Media Content Plan Aligned to Marketing & Event Plan
- Optimized Social Media Presence on Twitter, LinkedIn, Facebook, Google My Business & YouTube
- Created & Published Social Media Content; Imagery, Copy, Call To Action
- Monitored SynapSense & Competitor Mentions
- Results-Based Focus Using Google Analytics & Native Analytics
- Select Tools Used: Hootsuite, Canva, Hubspot, Salesforce

Results

“ Jane increased our leads from social by 400%. She is very easy to work with, has great judgement, discretion, and gets results.”

Patricia Nealon Wright,
Director of Marketing





“Among the hundreds of millions of people on social media ,you want to reach => Your Prospects.”

Jane Morgan JEM 9 Marketing Consultancy

Jane is a **resourceful, passionate and organized** technology marketer with 20 years experience and [previous work](#) in; market research, product and strategy development.

Having worked with teams from Boston to Billund, Paris to Providence (RI), and Berlin to Bengaluru, Jane founded [JEM9.com](#) to assist organizations in understanding and reaching customers.

