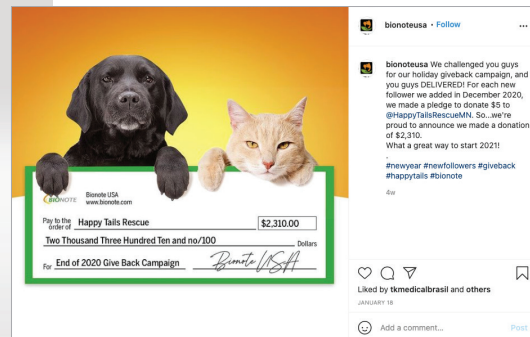
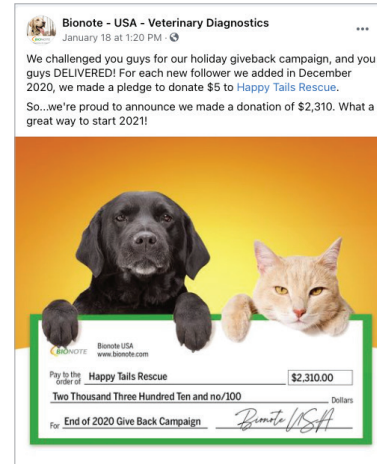
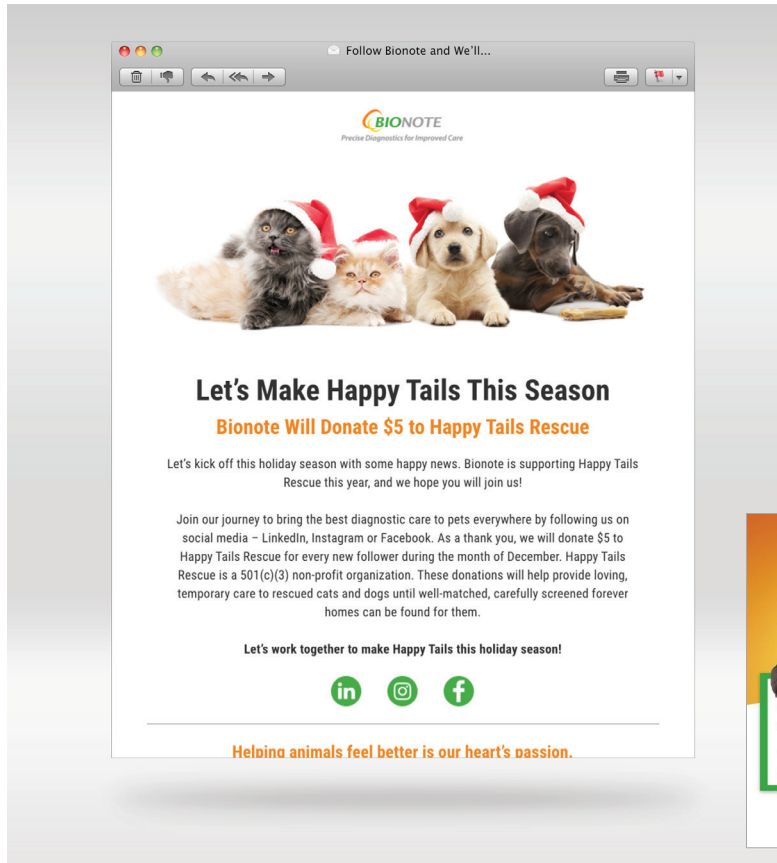


From Zero to Hero

Building a social media following from the ground up



Company | Bionote

The Goal

Bionote, a veterinary diagnostic company, needed to rapidly increase their online presence and generate interest in its new product introduction to the United States market.

The Execution

Using the framework of the brand's social media accounts, LePoidevin Marketing curated content calendars for Facebook, Instagram, and LinkedIn to communicate the importance and unique potential of their products. An eblast was created along with numerous posts in a campaign aimed to increase followers by making a donation in their name.

The Results

A dramatic increase was seen in follower count; Facebook numbers increased by 46% over a 2-month span. Organic website traffic also increased by 32% over the same period. And the charity of choice received a sizable donation.