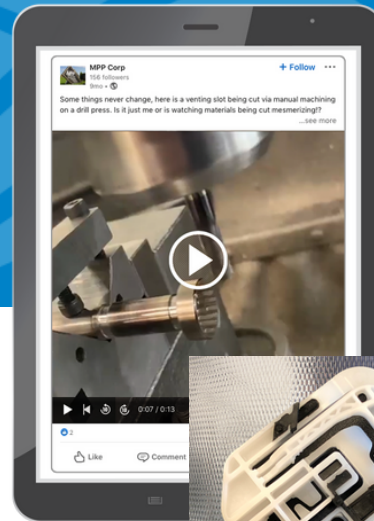


Increasing social media interactions 800% for MPP Corp.



CLIENT

Massobrio Precision Products (MPP)
mppcorp.net

INDUSTRY

Plastic Injection Molding

CHALLENGE

MPP lacked a strong social media presence on LinkedIn.

SOLUTION

Inbound 281 devised and executed a strategy of weekly LinkedIn posts with strong calls to action to grow MPP's presence. We also provided social media training to MPP leadership.

ROAD MAP TO OBJECTIVES

- Keyword research
- Content writing
- Compelling calls-to-action (CTAs)
- Graphic design
- Automated publishing
- Training



Background

Massobrio Precision Products (MPP) is a custom injection mold manufacturer providing rapid delivery, competitive pricing and superior customer service for prototype and production molds across a wide range of materials and industries.

Challenge

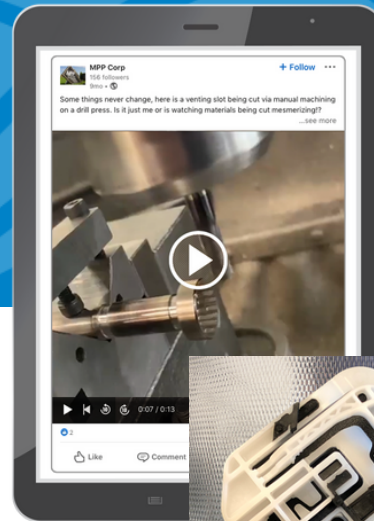
MPP did not have a strong social media presence. Company executives were not active users of social media and lacked the time to devote to social media.

Solution

Inbound 281 implemented a plan to grow MPP's social media presence. We conducted keyword research and wrote content for twice-weekly LinkedIn posts highlighting MPP's products, services, and skills. We created clear calls-to-action. We designed brand-consistent imagery. We automated the publishing of posts using HubSpot's bulk social media tool. We also trained MPP's leadership to grow their connections and publish personalized posts to add variety to the MPP LinkedIn feed.



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Road map to objectives

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RESULTS

117%

Increase in social audience

866%

Increase in monthly social interactions

2,423%

Increase in monthly social impressions

