## sснѿсо

## Best Use of Social Media

## **Project outline**

- + A fast moving, agile campaign that is constantly tested and refined to maximise results.
- + Carefully targeted content based on audience profiling and research.
- A/B testing on all promoted content, using a combination of images, videos, infographics and animations.
- + Engagement and web traffic continues to go up while cost per result continues to go down.

## **Project results**

8.1 million Total impressions

**194k** Number of clicks

90%

increase in the number of people surveyed who had heard of Schüco



Spinsored (demo) • 3 The latest premum bi-fold door from Schüco combines lasting quality, energy efficiency an its slimmest frames yet. Choose maximum views and seamless indoor-outdoor living. Choose Schüco. Click to get a quote for your dream bi-folds.



Sleek design, high performance





ridgemount.uk