

BE UNIIC | HIGHLANDS PUBLICATIONS

SMM CASE STUDY



BE UNIIC



INTRO

HIGHLANDS PUBLICATION

Highlands Publications is the parent company of three publication companies: Modern Worktruck Solutions, Modern Contracting Solutions, and Modern Pumping Today. Their CEO, Tim, was looking to crack the code of social media as they've been running small bits of content with no luck...

Now, they want to move into the digital space so they can offer advertising there instead of just through digital print...

We're excited to share the story of "zero to hero," and Highlands Publications' implementation of a digital footprint

CHALLENGES & STRATEGY

Rough Starting Point

Challenge: It seemed that HP had someone else managing social media before us that implemented strategies such as follow & unfollow, like across everywhere, etc.

Strategy: Populate the new feed with relevant content and weed out any followers, likes, etc. that aren't a part of what HP stands for

General Lack of Inspo.

Challenge: Within their industry, it seems many construction companies, trucking companies, and more don't focus heavily on social media, so a lot of the strategy was fresh

Strategy: Make sure everything is unique to HP. Make sure content was promoting them as well as their advertisers

Becoming Digital-First

Challenge: For many years, HP has been publishing content through physical and digital magazines. Usually, when something like this is done, it's hard to shift to another channel.

Strategy: Help the transition by making social media posts informative, but not too informative so some one doesn't have to click through to read

PERFORMANCE

These numbers are from all the publications combined for Instagram and Twitter over a 3 month span (and compared to the previous 3 months)

Organic Impression Increase

+1,873%

Organic Follower Increase

24%

Organic Interaction Increase

+1,481%

Reach ⓘ

160,173

Accounts reached

Impressions

171,239

+6,330%

Conclusion

The collaboration between Be Uniic and Highlands Publications (HP) has been a transformative journey in establishing a robust digital presence. Overcoming the initial challenges of an uninspired social media strategy and a heavy reliance on traditional print media, HP, under the guidance of Be Uniic, has successfully pivoted to a digital-first approach.

The strategic shift involved a meticulous overhaul of HP's social media content, ensuring it resonated with their brand identity and appealed to both their readers and advertisers. This approach was crucial in an industry where digital engagement is not typically prioritized. By focusing on unique and engaging content, HP was able to differentiate itself and capture the attention of its audience.

The results of this partnership speak volumes. In just a three-month span, HP witnessed a staggering 1,873% increase in organic impressions and a significant 24% rise in organic followers. More impressively, the organic interaction skyrocketed by 1,481%. These metrics not only demonstrate the success of the new strategy but also highlight the untapped potential of social media in the contracting, trucking, and pumping industries.

In conclusion, the case of Highlands Publications is a testament to the power of digital transformation and strategic content creation. By embracing change and adopting a digital-first mindset, HP has not only expanded its reach but also set a new standard in its industry for digital engagement. The partnership with Be Uniic has been pivotal in this journey, turning the "zero to hero" aspiration into a tangible reality. This case study serves as an inspiring example for other companies in similar sectors, showcasing the immense possibilities that arise from embracing digital platforms and innovative social media strategies.

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