



CASE STUDY

Manufacturing a Social Media Presence

Gray Manufacturing is a manufacturer of heavy-duty truck lifts, jacks and other maintenance equipment headquartered in St. Joseph, Missouri. Gray Manufacturing has an exceptional reputation in the trucking industry, but the company recognized the need for social media marketing in order to promote the longevity of their brand by connecting with audiences online. Knowing the social media territory was new to their in-house marketing team, Gray Manufacturing hired SJC Marketing to establish Gray's social media presence and manage the daily social media content creation, distribution and engagement.

Challenge

Gray Manufacturing knew their word-of-mouth recommendations and person-to-person relationships were strong. The leadership at Gray has been intentional about creating a company culture that yields quality, reliable equipment; motivated employees who are passionate Gray advocates; and satisfied, loyal customers. Gray Manufacturing needed to transfer these discussions and interactions to social media, in order to build an online reputation that reflects their brick and mortar success. Aware of digital marketing trends and the movement among younger audiences

toward primarily online communication, Gray's leadership decided to proactively expand their online presence to social media, maintaining their competitive edge in the heavy-duty truck lift and jack industry. The Gray Marketing team recognized that they needed the guidance of social media experts to create the same community online that Gray employees have fostered offline for the past 60 years.



Solution

SJC worked directly with Gray Manufacturing to identify the platforms popular among the trucking industry audience, the appropriate content frequency and the industry segments with which Gray Manufacturing hoped to engage on a regular basis. After the development of a social media marketing strategy, SJC established a Gray Manufacturing X account, and updated Gray's Facebook and LinkedIn presences with customized profile and cover images, added and optimized details about the company to capitalize on SEO opportunities and updated key marketing

team employees' LinkedIn profiles to create additional touchpoints with consumers.

Once Gray's social media profiles had been polished and consistent branding established, SJC Marketing rolled out regular social media content distribution and began developing visual media campaigns to further educate and engage consumers. SJC used a combination of branded and industry hashtags to promote these visual media campaigns. In response to higher engagement with the visual content, SJC continued to focus efforts on image-based campaigns and video marketing.

Aware of Gray's offline strengths, SJC Marketing used customer reviews, facts about Gray's trustworthy equipment and employee testimonials to drive the expansion of their online reputation. As a result of concentrating

social media marketing content on Gray's already trusted reputation, the trucking industry audience is actively promoting the brand and engaging with their posts on social media.

Results

Gray Manufacturing's willingness to invest in cutting-edge marketing tactics combined with SJC Marketing's experience achieved quick, steep results. Facebook reviews have increased substantially since SJC Marketing began managing Gray's daily content, providing even more resources for future visual marketing pieces. After just six months, followers increased 143% on Facebook, 162% on X and 587% percent on LinkedIn.

Thanks to SJC Marketing's consistent, close analysis of performance, campaigns have been tailored to the audience's evident preference for video marketing, as well as visuals that feature Gray Manufacturing team members. Over a six-month time period, images earned 100 percent more impressions and videos 200 percent more impressions than Facebook posts without images or video. Intentional interaction

with fellow industry brands, particularly during key industry events, has also increased engagement from these entities, driving greater reach for Gray Manufacturing.

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About SJC Marketing

SJC Marketing is a full-service marketing agency specializing in strategic solutions for small- and mid-size businesses and nonprofit organizations. Whether a business requires a comprehensive marketing plan or simply requires consultation for a specific campaign, SJC Marketing has the expertise to deliver measurable growth. With a team of social media specialists, web developers, graphic designers, photographers and writers, clients gain a whole team of talent for less than what they would pay to hire a full-time marketer.

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