

## Case Study

# London Graphic Centre



**Project:** Community engagement through social media, digital marketing and events

The leading retailer for Graphic, Art and Design Materials, serving the UK's design and arts communities since 1973.

## The Brief

Increase national awareness, build profitable relationships with key influencers and drive footfall to stores and website.



## Activities

- Key influencers and blogger outreach
- Community engagement & social listening
- Promotional messaging and online campaigns
- Social media event support

## Successes

- 565%** Increase in Instagram Engagements
- Increased Social Traffic by **24%**
- 363%** Increase in Facebook Engagements
- 3.5 Million** Facebook Impressions

“Thank you for the support and hard work that your team have given us over the years which have certainly been a fundamental factor in growing the social media accounts to where they are today. The commitment your agency has given to us as a brand and the eagerness of your staff to help the business succeed have been nothing short of impressive, so many thanks once again.”

**Michael Want**  
General Manager



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