

Case Study

Platform

PLATF9RM

Project: Social media, digital marketing and lead generation

Brighton & Hove's largest independent coworking community of businesses and creatives, known for its lively and collaborative culture. 850 members enjoy access to 30,000 sq foot of space, spanning two sites across the city.

The Brief

Increase awareness of PLATF9RM within the Brighton business community, generate new leads and provide cross-channel exposure of events and partnerships.



Activities

Community engagement & social listening

Lead generation through targeted engagement

Live streaming of key events using advanced tech such as 360° cameras

Email template design and A/B testing of subject lines

Successes

26% of all web traffic attributed to social media

18% of all leads generated attributed to social media

779K impressions from social media content

22K engagements with social media content

“Rose Media Group has developed an online strategy to build awareness of our brand locally and delivered business leads through effective digital channels. The agency is one of the best I’ve worked with in terms of knowledge, approach, regular communication and results – it’s a pleasure working with them.”

Seb Royle

Founder & CEO