

## Case Study

# Tracmaster



**Project:** Marketing, PR and social media

Since 1984 Tracmaster has been successfully supplying lawncare, groundcare, and conservation machinery to a wide variety of customers across the United Kingdom.

### The Brief

To raise profile within the landscaping industry and hire markets

To build social media presence

To create and execute a content marketing strategy to generate news leads



### Activities

Developed a strategic PR and marketing plan to position Tracmaster as the authoritative voice in the landscape machinery industry

Wrote a content marketing strategy and developed this into social media campaigns

Set up Twitter and LinkedIn company pages, developed tone of voice and key messages

Managed video production using our own team of video experts

Maximised news coverage to gain share of voice in the industry

Worked with Tracmaster's customers to secure testimonials, press releases and case studies

Represented Tracmaster at industry events, arranged interviews with journalists

Joined-up all PR, marketing and social media activities with one overall strategy working towards clear goals

### Successes

1738% increase in **Twitter** followers and 85% increase in **YouTube** views resulting in a 46% increase in **website traffic** in first 6 months

**Secured 52 pieces** of media coverage in the first 6 months including Horticulture Week, Local Government News, Premises & Facilities Management, Professional Builder, International Rental News, Practical FM and FMX

**Managed ITV's Love Your Garden** product placement opportunity to secure national TV coverage

**Regular interviews** at all trade events; journalists now approach Tracmaster as the 'go-to' source for industry news

Created **42 new leads** in first **24 hours** of content marketing campaign going live.

“Rose Media Group are top of their game, clearly know what they’re doing and proven to be such an asset to us. They also understand Social Media in finite detail and have grown our online presence exponentially.”

**Alex Pitt**

Managing Director



Rose Media Group Ltd Highland House, 14 Albert Drive,  
Burgess Hill, West Sussex RH15 9TN

01444 241 341 | [hello@rosemediagroup.co.uk](mailto:hello@rosemediagroup.co.uk)