

Founded in 1973, Newarc are well respected engineers who pride themselves on British Design & Manufacture.

Their welding power sources are active around the globe and are built to withstand harsh climates & environments.

Based in the North East, Newarc are owner managed with a healthy balance sheet.



SUMMARY

Welding equipment manufacturer Newarc required a social media strategy to help raise the company profile.

The goal was to increase sales and assist the marketing department in creating content aimed at a relevant audience.

CHALLENGE

Newarc rely heavily on the commercial team to engage with their customers and contacts to increase sales. The limitations are the size of the team and the ability to communicate with their global client base.

It can be a congested marketplace with competitors actively engaging with their audience. The requirement was to raise the Newarc profile of the business through social media channels and also engage with current and potential customers.

APPROACH

Far North initially assessed the 'as is' social footprint of the organisation. Areas researched were the current website, social media channels and the subsequent impact on website traffic via Google Analytics.

This gave an understanding of the level of interaction that has taken place, the rankings of the website and the number of new visitors to the Newarc website.

INTENDED OUTCOMES

The outcome required was to create a targeted and relevant audience through social media channels. This ever increasing audience was then to be engaged with, to learn potential client movements. The audience were to be made aware of Newarc products and services and driven to the website.



INTENDED OUTPUTS

- Social Media followers, likes, shares
- Website Visitors
- Social channel scoring
- Become an influencer within Engineering and Manufacturing

OBSTACLES AND ISSUES

Difficulties encountered in such a project is the nature of outsourcing and being at arms length. Far North were not within the business day to day and could potentially miss out on content to share.

Far North avoided this by regularly contacting sales, marketing and the senior management team to pick up news to share.

Photographs were taken of equipment and of the shop floor to share on social media channels. The aim was to humanise the company.

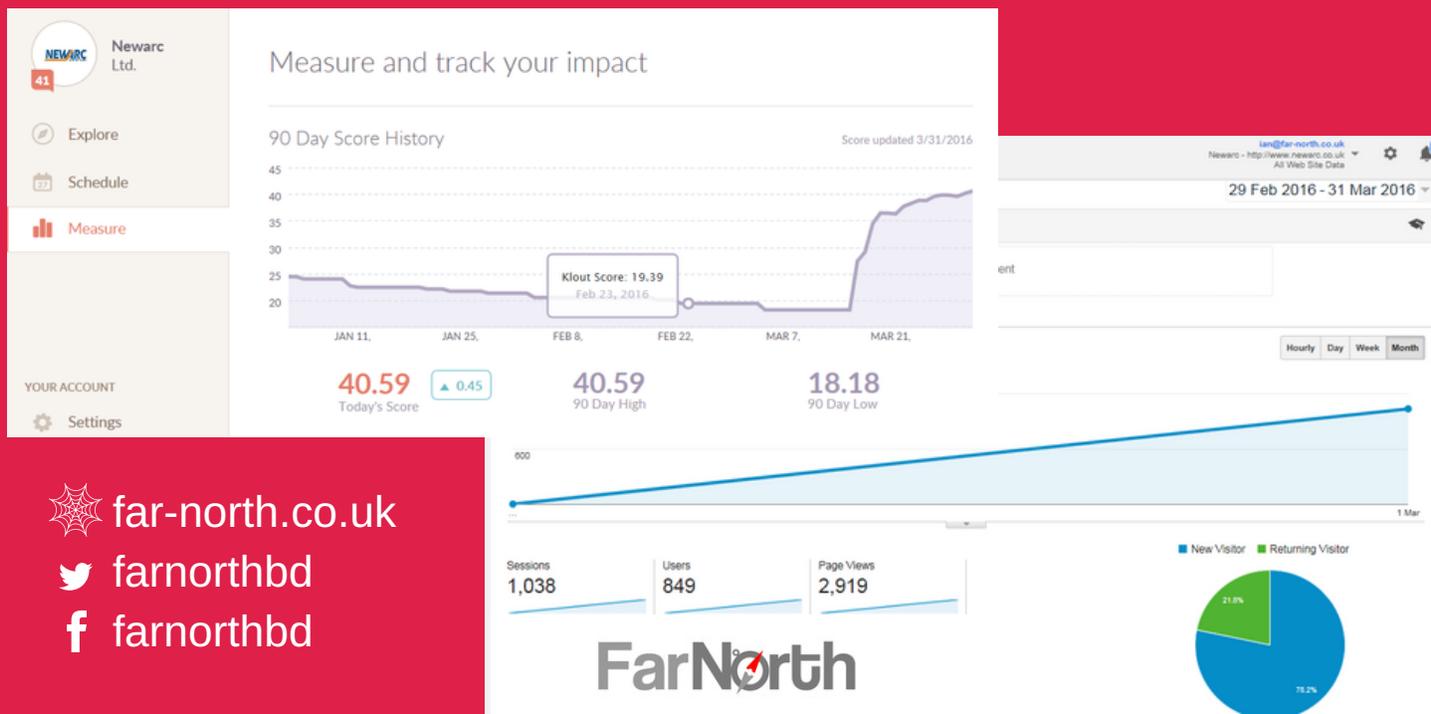
ACTUAL OUTCOMES

- Monthly increase in Followers, Shares, Likes, Re-Tweets
- Achieved 'Expert' status in Engineering & Manufacturing
- Continually driven 1.5k new followers to the website monthly
- Sales enquiries generated
- Organic growth of target audience

"I would strongly recommend the team at Far North. We presented the challenge of developing a social media strategy & identity for the business, pretty much from the ground up. Far North delivered exactly what was requested ahead of time, within budget and far surpassing expectations.

When it came to identifying the right organisation to lead and manage the social media strategy, Far North were the obvious choice."

David Kerr, General Manager, Newarc.



far-north.co.uk

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