

Social Media Management Case Study



The Project

In an industry where data drives decisions, JCI Marketing was tasked with elevating the social media presence of Carrier Details, a leader in aggregating crucial transportation industry data. Rather than relying on paid ads to increase page value, JCI Marketing created a turnkey social media content solution.

The Company

A unique company, Carrier Details is a wholesale distributor of transportation industry data used by freight tech companies, freight brokers, transportation suppliers, and others.

They specialize in transforming complex data from FMCSA and other sources into reliable, consumable datasets that transportation applications and AI run on.



TARGET

Build a high-quality production process for Carrier Details' LinkedIn page and increase total page followers by 20% or more.



DEVELOPMENT

We began by creating social posts for new blogs that were in production. JCI also started tracking performance of the page.



INTEGRATION

JCI Marketing took the steps to collect data from Carrier Details and create social posts based on the data.

OVERVIEW

Our mission was to translate their data expertise into a compelling social media narrative, enhancing their online engagement and establishing their authority in the logistics sector.

- Conducting a full social media analysis of current content and trends.
- Discussing potential posts and opportunities with the client within the data.
- Rethinking data use to create unique posts that draw in attention and new audience members.
- Providing completed posts to the client for review.
- Reviewing the data to better understand responsiveness.



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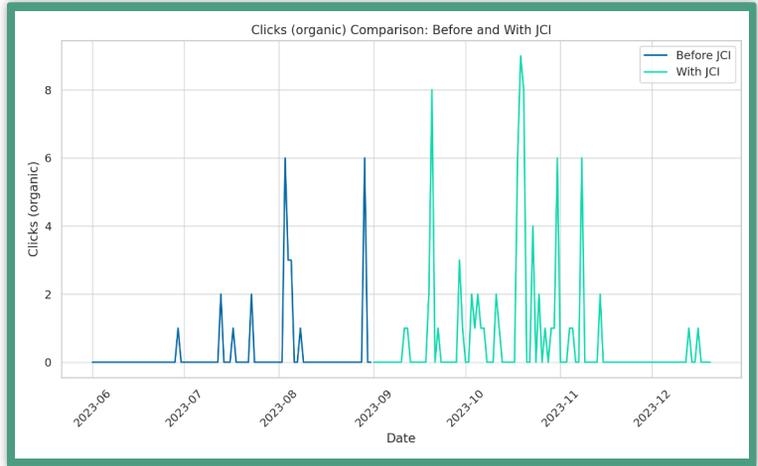


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San Antonio, TX 78205

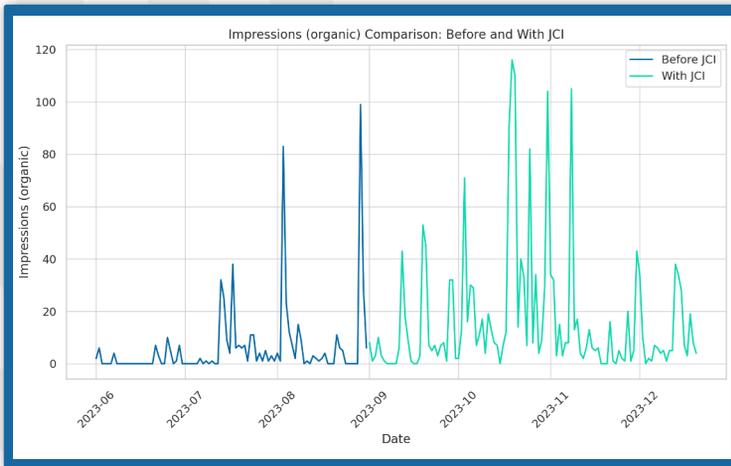
The Results

The results demonstrated that a modest posting plan, once per month, was associated with increased results across LinkedIn.

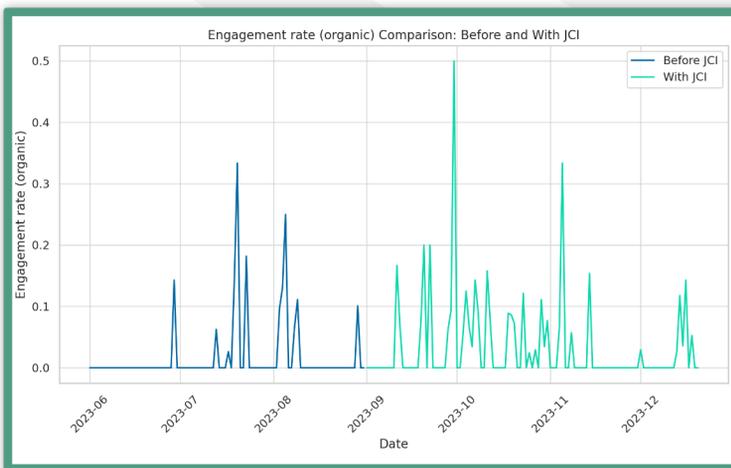
- **New Followers:** 93
- **Impressions:** Increased 198.71%.
- **Clicks:** Increased 395%.
- **Reactions:** Increased 383.33%.



Source: LinkedIn Data Showing Click Variations Before and After Working With JCI



Source: LinkedIn Data Showing Impressions Variations Before and After Working With JCI



Source: LinkedIn Data Showing Engagement Rate Variations Before and After Working With JCI



Kathy Sardelli,
VP of Business Development
Carrier Details

"Working with the team at JCI Marketing helped us to transform our industry knowledge into a format to build out our brand. We definitely look forward to future growth together."

Summary

Typical LinkedIn Ads costs per click or follow will range from \$5-\$10 each, and with this project, our client realized an ROI of 59-318%, depending on the LinkedIn ad cost variance. This doesn't include additional likes, shares or comments. JCI Marketing's strategic approach with a modest posting schedule has successfully positioned Carrier Details as a thought leader and source in their field.