



Seed Company's Social Media Yields New Followers

LG Seeds
Social Media Campaign

1,096,154
Impressions

1,315
New Followers

Optimized CTR over
4.1%
through content
analysis

THE CHALLENGE

AgReliant Genetics is a seed research and production company. Among its branded products is LG Seeds. Traffic on LG Seeds social media platforms, Twitter, Instagram and Facebook, was performing well compared to competitors in the seed industry, but all channels had room for improvement. BLNKPG was challenged to grow followers on LG Seeds social platforms while maintaining engagement through a thoughtful content-driven approach.

THE IDEA

BLNKPG analyzed LG Seeds' Facebook followers and determined that the best growth potential was among agriculture and seed industry professionals, to align with other digital tactics. Since most LG Seeds loyal customers and AgReliant associates likely already followed the page, it was important for BLNKPG to target a broader scope and create larger awareness in the seed industry. BLNKPG then created static and animated owned and paid digital advertisements highlighting LG Seeds research, field trials and performance data, and encouraging viewers to click on the posts to learn more on the LG Seeds website or reach out to their sales representative. High engagement ads were optimized to generate additional traffic. Topics were changed every 3 - 4 weeks to keep content fresh and align with trending topics throughout the planting season. As the Facebook ads continued running BLNKPG added the LG Seeds Twitter and Instagram pages to the campaign.

THE PAYOFF

The social media campaign yielded LG Seeds 3,654 new Facebook followers, 571 new Twitter followers and 487 new Instagram followers – a 20% increase among the three platforms. Total digital ad impressions exceeded 1 million. Through consistent content and tactic optimizations throughout the course of the 3-month campaign, paid social media ads performed 3 times the industry average click-through-rate. BLNKPG experimented by adding a dynamic follower ad and tracked a 4.5% click-through rate, uncommonly high for digital ads.

Let us tell your success story.

With a team of ag-centric agency veterans, BLNKPG has a passion for all things rural and sharing the stories that help support both its legacy and growth. Developed with a client-partnership mentality, BLNKPG is dedicated to driving results based on fresh ideas.

A BLANK PAGE IS THE BEST PLACE TO START.

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