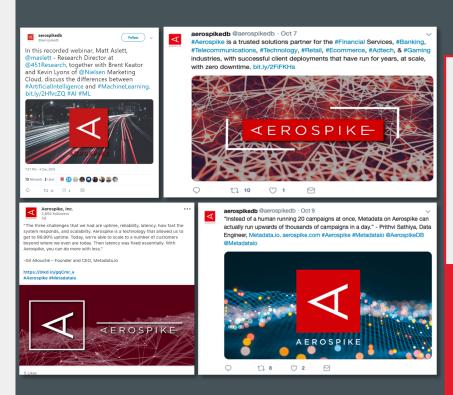
# **∢EROSPIKE**

# aerospike.com



Aerospike is the global leader in next-generation, hyperscale data solutions. Aerospike's clients overcome seemingly impossible data bottlenecks to compete and win with a fraction of the infrastructure cost and complexity of legacy NoSQL databases.

### **\$1** OUR STRATEGY:

Content Development, Blog Strategy, Posting and Engagement Schedule, **Employee Advocacy** 

Ongoing monitoring of social media platforms, including engagement of industry thought leaders and users, content creation. posting, tracking, management, follower growth across Twitter & LinkedIn. (Events / Live Streaming / Social Selling through GaggleAmp - Employee Advocacy.)

## IIII RESULTS:

#### Follower Growth



in +82.17%



+109.4%

#### **Engagement Growth**



in +51.2%



389.9% ^

#### Social Traffic to Website:

+904% Optimized Traffic

### **SUMMARY:**



Through strategic posting and organic engagement tactics we increased the number of followers, engagement and social traffic to the website monthover-month, in addition we used Employee Advocacy programs to engage the sales team and allow Social Selling. We partnered with an active Social Media strategy to support events, including Pre-Event Promotion to increase attendee numbers along with on-site live posting. We increased Social Traffic from an average of 42 clicks to 422 clicks, follower growth on LinkedIn by 82%, and Twitter by 109%. Engagement averages were nearly doubled on LinkedIn and more than quadrupled on Twitter. The average monthly traffic to the website was also increased by more than 10x.

