

AEROSPIKE

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.

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.)

RESULTS:

Follower Growth

in +82.17% t +109.4%

Engagement Growth

in +51.2% t 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 month-over-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.

