



The Story: Rebranding

Wight's objective was to use social to help build its reputation in the highly competitive architecture, engineering and design industry and better position them for growth. With greater authority comes greater new business opportunity. A new social strategy was designed to:

- Leverage the firm's investment in earned and branded content
- Help position its executives as influential thought leaders in the space
- Reinforce its brand attributes and positioning (*"Connecting innovative design with next-gen delivery"*)



ComBlu Deliverables

- Created social assets on Twitter, Facebook and LinkedIn; initiated a blog
- Mapped out role of each asset and how to engage on those networks
- Served as initial Social Media Manager to model best practices
- Trained employees on the firm's social policies and ways to develop their own social presence
- Trained internal marketing staff to assume responsibility for social community management



Impact

- Grew homepage visitors by 20% as a result of content syndication and new social channels
- Increased SEO significantly with the addition of optimized content for the blog
- Used social listening to identify and engage influencers to syndicate content