Industrial Media Case Study

Social Media and Messaging Strategy

Client: Industry Today Media
Scope: Social media, messaging, content structure, positioning, and execution

CONTEXT

Industry Today is an industrial publication covering manufacturing trends, market shifts, and technology innovations shaping the future of the industry.

Content is delivered to a global audience of executives, decision-makers, and industry professionals through a mix of executive interviews, company profiles, sponsored content such as case studies and whitepapers, targeted e-newsletters, digital advertising, and industry-focused podcasts.

Through these channels, Industry Today connects solution providers with buyers, partners, and influencers, driving industrial growth.

During my time supporting social media and content efforts, the focus was on improving clarity, increasing consistency, and aligning messaging with how an industrial audience reads, interprets, and engages with content across these formats.

WHAT CHANGED

A structured, intentional approach improved consistency and performance across platforms. Posting increased to a near-daily schedule, while content formats, messaging, and timing were continuously tested and optimized based on engagement data. This created a more focused, repeatable strategy. Boosting was used selectively, with most reach remaining organic. Profile elements including descriptions, links, and contact information were refined to ensure consistency and a clearer experience across all touchpoints.

RESULTS

LINKEDIN

ACROSS ONE YEAR

- 55,000+ impressions
- 376 new followers
- 50+ reposts
- 10–15% engagement

3 MONTH SNAPSHOT

- Reach increased from ~3,200 to over 15,000 impressions during peak months
- Engagement remained consistently strong, averaging 10–15%
- Follower growth increased steadily from ~2,547 to ~2,645+
- Performance improved alongside increased posting consistency and structured content delivery

CONCLUSION

This work made it clear that consistency is only part of the equation. The real impact came from making content easier to understand, navigate, and engage with. As that improved, performance followed, and results became more steady and repeatable.

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