

ASK AGSENSE[®]



AGSENSE[®] Social Ad Campaign



THE CHALLENGE

AgSense's social media presence existed but didn't bring with it the brand awareness and follower counts that the company desired in its key markets.



THE GOAL

Improve on the company's existing fanbase and the company's status as an industry leader through enhanced strategies on Facebook.



THE IDEA

Taking over the page a year into its life, we employed strategies that included determining best-performing posts like quotes, promoting posts and paid aids and capitalizing on peak posting times – 4,300 of the total fans earned came from the same hour of the day.

The branding of the social presences embraced the Power of Knowing[™] philosophy of the company, depicting agricultural operations and showcasing the actual growers, agronomists and farmers who make use of AgSense products in their element.



VIEW
RESULTS





THE RESULTS

**Gained 8,432 LIKES in its FIRST YEAR alone
in very niche demographic market**

- Spent less than \$0.05 per like or engagement
- Maintained an average 500-900 page likes monthly
- Maintained an average 40,000-plus post engagement monthly
- Maintained an average 60,000-plus reach monthly
- Maximized fan count in key cities – Houston (75), Huron, S.D. (54) and Chicago (34)
- Topped a total of 45 countries with fans



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

LET'S TALK!

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