

Improving brand awareness and affinity using social media

# PAYROLL

Our client was a leading payroll outsourcing company, in operations for more than 15 years

## Business Challenges

With the growing interest and participation the client wanted to adopt a robust social media strategy to engage with their prospects, customers and industry community with shared interest. Their main objective was to increase affinity towards the brand by engaging on social media.

## Solution

The social media marketing team at Xenia crafted a social media strategy and execution plan to improve their brand affinity.

- Across relevant social channels created profiles with distinct profile and background image with unique business description.
- Built social infrastructure by connecting with decision makers, influencer from industry
- Regular interesting posts from social profiles related to industry update, expert comments, infographics
- Monitoring social engagement and continuously improving the performance.

## Benefits

- Increased affinity towards brand as more and more people started engaging and interacting on social platform
- 30% rise in visits to website due to social media exercise.

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Consistent presence across LinkedIn and Facebook helped us connect better with our potential target audience and helped accelerate the sales process

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Head of Sales,  
for a leading HR outsourcing  
company

## Contact Us

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## About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels. We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.

