



Social Consultancy Case Study

SPECIALIST MANUFACTURING BUSINESS



CASE STUDY - SPECIALIST MANUFACTURING BUSINESS

Turning technical manufacturing expertise into content people want to see

THE CHALLENGE

A specialist manufacturing business partnered with Social Consultancy to establish a more consistent digital presence across Facebook and Instagram.

The challenge was to make technical manufacturing expertise, product benefits and local production more accessible and engaging online, while maintaining a professional B2B brand presence. The strategy needed to showcase quality, durability and manufacturing expertise without relying solely on traditional product promotion.

OUR APPROACH

Social Consultancy developed a content strategy built around four core areas:

-  **Manufacturing & craftsmanship**
Making the manufacturing process more visual through behind-the-scenes content and storytelling.
-  **Product education**
Communicating product ranges and applications in a way that was accessible to the target audience.
-  **Quality & durability**
Highlighting product performance, corrosion resistance and the practical benefits of quality manufacturing.
-  **Local & human storytelling**
Connecting the business to local manufacturing, people and the wider value of supporting South African production.

Targeted paid support was introduced during September and October 2025. Results from these periods are therefore reported as paid-supported rather than purely organic performance.



THE RESULTS

10.7K

Peak Facebook
Views

11.9K

Peak Instagram
Views

+ 552%

Instagram
Reach Growth

+ 87

Followers
Gained

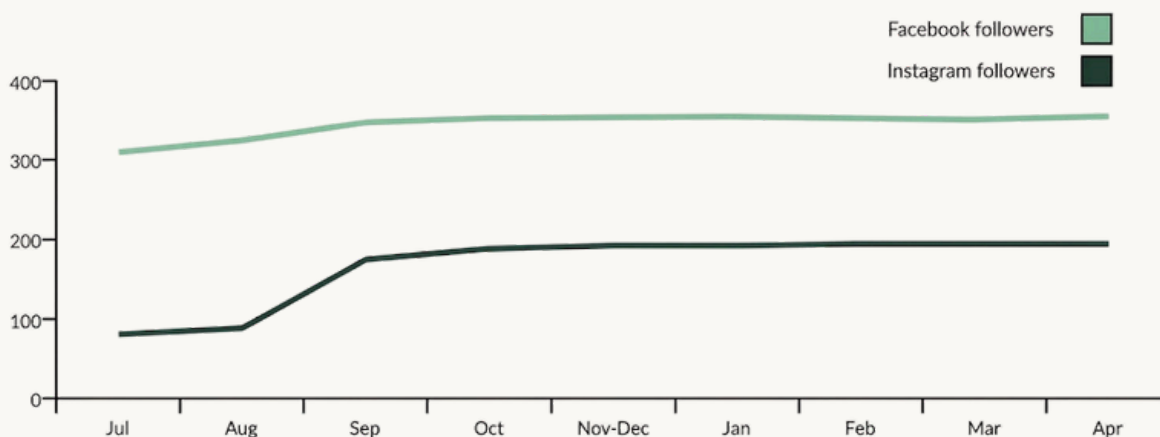
WHAT THE DATA SHOWED

September and October were the strongest periods in the reporting cycle, with Instagram reach increasing by **552%** in September before reaching peak monthly views in October.

Content centred around manufacturing processes, local production, product education, durability and visual storytelling consistently gave the audience more reasons to engage with the brand beyond straightforward product promotion.

Paid support was introduced during September and October, so these results reflect a combination of organic content and targeted paid activity.

Follower base over the reporting period





THE NEXT OPPORTUNITY

With a stronger digital foundation established, the next opportunity is to connect high-performing social content more directly to commercial activity through product-specific landing pages, tracked website traffic and measurable enquiry pathways.

THE TAKEAWAY

This case study demonstrates the value of turning technical expertise into accessible, visual content. By showcasing the people, processes, products and knowledge behind the business, Social Consultancy helped create a stronger digital presence and give the audience more meaningful reasons to engage with the brand.

READY TO PUT YOUR MARKETING TO WORK?

Whether you need a stronger digital presence, a clearer marketing strategy or content that connects with your audience, we can help you turn your business goals into meaningful marketing action.

Let's Start A Conversation ABout Your Goals:



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