

# SOCIAL MEDIA

## AT



Taylor O'Brien  
Brand Inspiration

STRATEGY | CREATE | COMMUNICATE

**A B2B CASE STUDY FROM:**



## **INTRODUCTION**

Taylor O'Brien (TO'B) is a creative consultancy providing brand and business inspiration to a wide variety of clients across multiple industry sectors and geographies. Headquartered in Manchester, England, TO'B is uniquely focused on strategically developing brand messaging that is directly aligned with business strategy. Projects have ranged from expanding brands into global markets, evolving the business conversation to drive increased sales, invigorating a heritage brand for future markets and creating brand inspiration.

Taylor O'Brien has recently added clarity to its brand and positioning. With an updated website and initial foray into social media, TO'B is expanding its online reach and sharing best practices with current and future clients.

## **ABOUT MAD PERSPECTIVES LLC**

MAD Perspectives (MAD) is an independent consultancy providing strategic planning services to help B2B companies align, define and coordinate their use of digital media solutions. With the increasing volume of online solutions for storytelling, MAD helps clients sift through the myriad of online video, presentation sharing, micro-blogging and social networking platforms to select the platforms that help them fulfill their business goals.

MAD is collaborating with TO'B for a blog series discussing the relationship between brand and social media. MAD has not been engaged by TO'B to facilitate or advise on its social media strategy.

## Getting Started

Taylor O'Brien's social media effort is led by Christina Brusendorff, Account Executive. Christina has a multi-faceted role at TO'B, but has embraced social media as a way to expand market awareness of the company. As a brand agency, TO'B prioritizes client engagement in its core proposition. Christina has full support for TO'B's social efforts from Managing Director, Keith Taylor.

When first thinking about how to use social media, TO'B considered social platforms most relevant to their audience of existing and potential clients. Their goal in setting their strategy, was to use those platforms that were the best fit for TO'B. As a result, they are pursuing a cross-channel social media marketing strategy and making use of free tools to simplify posting and monitoring activity.

As Taylor O'Brien defined the relevant platforms they also considered how they would engage, socially, for the long term. As a result, they looked at tools to simplify sharing and tracking social activity. TO'B is using TweetDeck to:

- Manage & schedule posts on Twitter and LinkedIn
- follow hashtag activity
- track new followers

In addition, TO'B uses Bit.ly to track activity (e.g. clicks, referrals), Google Analytics to measure traffic and creates QR codes for use in marketing materials.

As Taylor O'Brien initiated their social media activities, they focused on ensuring that there were links between each of their social platforms and their website. From any site, a visitor can navigate to their blog, Twitter feed, LinkedIn, or website. The website homepage features the latest TO'B blog posts and twitter feeds and invites visitors to "connect with us" through a link in the menu which brings them to a social media page. The links on this page ensure that visitors can easily follow TO'B on any platform(s) they desire.

Latest Blog 	Latest Twitter 
<p>Parading Your Corporate Identity 11th May, 2011</p>	<p>Do you recognise this brand? <a href="http://bit.ly/lfqDxv">http://bit.ly/lfqDxv</a></p>
<p>A Social Media Plan to Ensure Brand Consistency 4th May, 2011</p>	<p>RT @MarketingWeekEd: Can Mary Portas solve the plight of the high street? David Cameron thinks so... <a href="http://bit.ly/kddkzj">http://bit.ly/kddkzj</a></p>
<p>Brand Strategy 28th April, 2011</p>	



Our story  
What we do – Brand Inspiration  
Clients

Contact  
Connect with us  
Friends of TOB

### Connect with us



Do you recognise this brand? <http://bit.ly/lfqDxv>



**Latest:** Parading Your Corporate Identity



**Latest:** Mindshare Worldwide names Armitage European head of business planning



Join us on LinkedIn

As Taylor O'Brien focused on their clients and partners and prospective clients, they elected to use the following platforms:

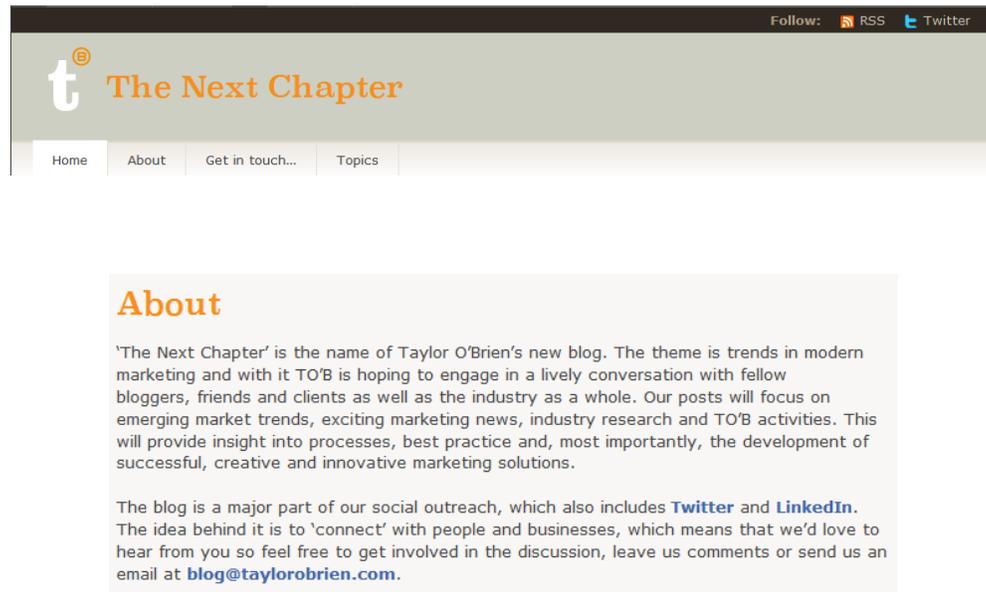
### Blog:

Taylor O'Brien initially established their blog, "The Next Chapter" on WordPress, independent of its primary website. They have since migrated the blog to their website in order to more closely align the it with their brand. TO'B's goals for the blog are to provide insight into marketing, communication, branding, strategy, design and creative industry issues and trends. Christina manages the editorial calendar and every department at TO'B contributes: Design & Creative, Production, Business Development and Account Management. The involvement of the full TO'B team provides a 360° perspective on industry topics. Christina also seeks guest bloggers who can bring complementary insights to the table. TO'B blog posts incorporate personal and professional reflections and apply them to the business of being a brand agency; they are interesting and memorable.

Christina has provided TO'B staff with social media guidelines to:

- share the vision behind TO'Bsocial media efforts
- Guide authors in their choice of blog topics, aligning them with TO'B's overall business goals
- encourage individuality and creativity in topics
- ensure consistency of their brand voice across all channels
- establish blog posting timelines

The blog is explicitly branded as Taylor O'Brien and reflects a consistent brand image. It can be accessed directly, via the link on the TO'B website, and is imported into their LinkedIn Company Profile using the WordPress app for LinkedIn. The blog is clearly identified in the "about" section as the official blog of Taylor O'Brien. It also encourages visitors to check out TO'B's other social sites.



TO'B imports feeds from their favorite blogs. This is a great way to feature a broader range of content and drive traffic to the blog. The blog feeds reflect complementary content and provide readers with further insight into the daily happenings of the marketing industry.

### Twitter:

Taylor O'Brien's twitter presence, @taylor\_obrien, is branded using the corporate logo and a purpose designed background. As with most Twitter identities, there is a link to the website and while they do not foresee using Twitter for lead generation it is clear that it forms part of a larger communication effort. Their goal, for Twitter, is to complement their website, blog and offline business activities as well as to engage with people and clients. The tweets share articles and insights about global brands, brand strategies and social networks. TO'B's personality shines on Twitter. Mixed in with the "business" tweets are reflections on current interests, neighborhood activities and invitations to stop in for a visit! TO'B is clearly succeeding in its goal to engage and personalize their brand.



**Taylor O'Brien**

**@taylor\_obrien** Manchester

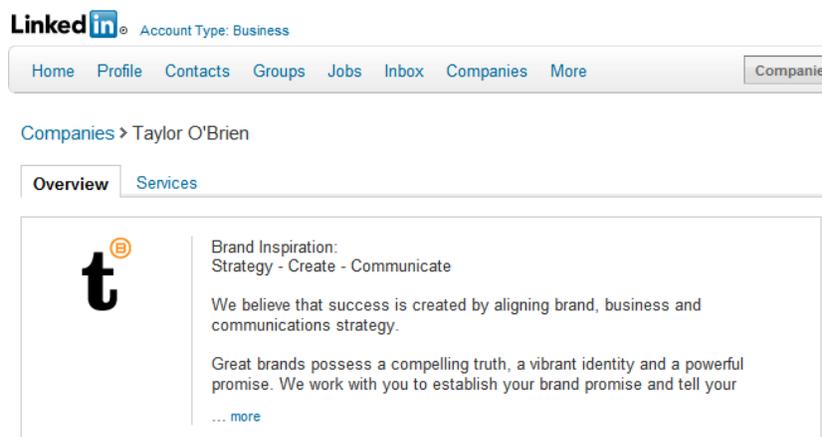
*Taylor O'Brien is a creative consultancy based in Manchester. We pride ourselves on delivering great ideas and design with fantastic customer service.*

<http://www.taylorobrien.com>

## LinkedIn:

Like Twitter, LinkedIn is seen as a complement to the website and blog. Christina posts updates, consistent with their brand and their industry, on behalf of Taylor O'Brien. The TO'B focus is professional networking and Taylor O'Brien will be investigating participation in LinkedIn Groups.

TO'B has established a company profile, which is branded as much as LinkedIn allows and includes an explanation of their services. Consistent with their goals to integrate across platforms, the profile reflects their company website and incorporates their blog feed.



## LESSONS LEARNED, THUS FAR

Taylor O'Brien is creating engaging content through their Blog and Twitter feeds. Each outlet has given them a way to express their personality, as a business, in a meaningful way. Their primary goal is to initiate conversations and debates, while providing deeper insight into TO'B and who they are. On this front, their mix of personal perspectives on subjects related to their business is excellent. TO'B see their Twitter feed as an opportunity to uncover blog topics. This is a great way to leverage their social community.

When speaking with Christina Brusendorff about social media, her attitude and engagement with it is positive. She has the bandwidth to manage Taylor O'Brien's social media efforts in addition to her primary activities. Fortunately, she has the support of the full TO'B team – perhaps this is the mark of a united team.

## SUMMARY

Taylor O'Brien is an example of a business taking its first steps into the social media arena. They have limited resources, yet they are making time for social media, along with their every day responsibilities and priorities. There is room for further effort and engagement, but time and relevance to market are the key issues affecting the future. Some suggestions for TO'B include:

- Join relevant LinkedIn groups and initiate or respond to questions within the groups
- Consider posting examples of projects on LinkedIn company profile page
- Consider providing answers to questions posted on LinkedIn

Taylor O'Brien has succeeded in sharing its personality through use of social media. They truly provide the transparency and authenticity that is demanded, but not always achieved, by social media pundits. TO'B will only continue to enjoy the experience. As its clients follow their efforts, they will be reminded why they selected TO'B as their creative partner – their keen interest and focus on understanding their clients to inspire the best brand messaging!