



CASE STUDY

Brooks Bros

www.brookstimber.com



Brooks Bros are one of the UK's largest timber merchants with over 70 years of experience within the industry. They offer a nationwide service from five strategically located customer service and distribution sites up and down the country. They have a true passion for sourcing the best materials from around the world, as ethically as possible, whether it be hardwoods, softwoods, flooring or decking.

 Construction  Maldon, UK

The Challenge

Brooks Bros social media accounts were not a true representation of the materials they provided. Our challenge was to change this, at the same time as growing their social following and reach to increase the brand name, build a reputation, and to be able to give credit to some of their client's work.



Social Media

The Process

The key platforms we focused on growing were Instagram, Facebook and LinkedIn. However the type of content Brooks Bros want to push is very visual and so we found it is better suited to other platforms.

In order to grow the accounts, we post two times a week sharing a mixture of UCG and original

content, as well as consistently engaging with their key audiences.

In order to keep the content fresh and relevant we hold regular content days at both of their sites. Taking our own original photos and videos allows us to give their clientele and potential customers behind the scenes insights.

Key Metrics

In **18 months** we have: Organically grow the Instagram account by **331.7%** - from **498** followers to **2,150**. We also increased their Instagram reach from an average of **296**, to an average of **2793** in, an increase of **843.5%**.



331.7%

Increase in Instagram Followers

843.5%

Increase in Instagram Reach