

Social Media Management Case Study



Florida Living At It's Best!



WHITWORTH
BUILDERS, INC.

Table of Contents

1. Executive Summary
2. About Whitworth Builders
3. Marketing Challenges
4. How Captevrax Helped
5. Customer Results/Testimonials
6. Results

Executive Summary

The Marketing Director, Larry Hoffman, was using another company to manage his social media. He did not have time to manage it, nor did he want to with all of the changes. At the time no one else in his industry that was in his area was utilizing social media. He liked that; therefore, he wanted to continue and stay ahead of his competition. Many of his issues with the past company were:

- Lack of communication
- Unclear strategy
- Unable to prove ROI (Return on Investment)

Within the 1st month we showed Larry that many of his followers were from out of the country and didn't speak English and this seemed to be the trend across all of his social media platforms.

We then explained how we were going to clean that up and how we were going to move forward.

About Whitworth Builders

[Whitworth Builders](#) has been building new construction homes in the Northwest Florida area since 1964. Whitworth Builders social media did not represent the company. Hoffman researched to see if other builders were encountering the same issues. Much to his dismay he did not find many answers. That is when he began searching for a new company.



About Whitworth Builders

While building New Homes in the Northwest Florida area since 1964, **Whitworth Builders, Inc.** has remained a Premier Home Builder by offering new home buyers custom home features at production home builder prices.

Our continued success has been built on a foundation that is never resistant to change and is always "looking forward". We listen to our customers and our Experienced Team designs homes for diverse family lifestyles, such as 3 car garages, more baths, adult family suites, covered outdoor living areas and more parking. One of our newest construction designs is the addition of our energy savings E-Package.

With the highs and lows of past real estate markets during our 45+ years of building new homes Whitworth Builders has been successful in navigating through these market changes. This is because no matter what the market conditions are we have remained true to one simple philosophy: "We Build Every Home as if it were a Custom Home." Nothing makes us prouder than our customers saying **WOW!** Stop by to take a look at our homes today and see if you notice the added details **Whitworth Builders** puts into every home we build.

Marketing Challenges

Before Whitworth Builders began using Captevrix's services they knew something had to change and the current company they were using was not working for them.

1. The biggest problem Hoffman faced was the lack of communication and accountability he had with the current company. This is what we discussed in our first meeting. He wanted to avoid this and have an open dialogue instead.
2. Hoffman recognized with the lack of monthly reporting he was unable to justify accountability.
3. Hoffman was willing to do whatever it took to get the company on the right track.

How Captevrix Helped Whitworth Builders

The first thing the Captevrix team discovered was that many of Whitworth's platforms were not complete and had false followers. We cleaned up the accounts and ensured their platforms represented the brand and were in sync with the website's message.

We began watching how the new followers interacted with the brand and built on that. We continued to reach out to the online community to find quality followers.

As the years continued we added blogging to Whitworth's online strategy as his competition was beginning to use Whitworth's best practices. Hoffman had noticed his rankings were increasing prior to blogging but now, his rankings stay consistent and he's very happy with the progress.

Captevrix adopted and implemented the capability to provide virtual tours at the client's request and this has resulted in nearly 80,000 views of tours created of their model homes as well as their for sale homes.

What Whitworth Has to Say

“The Captevrax team is always willing to help and guide us in our marketing strategies and continue to grow our social media presence in a healthy way. Quick tricks don’t work”

~Larry Hoffman, Marketing Director, Whitworth Builders



“One the main things I love about working with the Captevrax Team is that they are always researching The latest marketing trends and coming up with great plans. Not only do they come up with a plan, they make sure it is well Executed. “

~Crystal Gray, Realtor, Whitworth Builders

Results

The clean up efforts of Whitworth Builders social media truly paid off as they only have quality followers now. After a two-year success with their social media campaigns Hoffman decided to add blogging to the mix which keeps his rankings steady.

Their social media engagement and reach had increased by 175% as the campaign stayed steady and their blog had increased their website traffic by 55%.

Hoffman understood that the online world will always be changing and is confident that the Captevrix team will keep him informed and up-to-date with his marketing plan and efforts.

Ready to See the Results?

Captevrix currently has a 96% client retention rate and we would love to talk to you about joining us in an endeavor to conquer the web! Currently, our full-service digital marketing clients use the affordable all-in-one marketing platform that allows us to execute the perfect marketing plan for your unique business.

Request A Consultation

