

BTerrell Group – Driving Awareness and Credibility through Content Marketing and Social Media

Situation – BTerrell Group is an accounting software VAR that specializes in creating custom solutions for SMBs. The unique challenge of this company is that the software customization team was a separate entity for a little more than a decade. Both companies needed a way to show their expertise and make others aware of the services of the companies. However, they had not made inroads into any social media platform despite creating accounts in almost every platform.

How we helped – Michelle Tanner Communications focused our efforts on creating awareness and extending credibility in the marketplace.

We trained the BTerrell teams on the details of the social media program and explained how their knowledge was invaluable to the success of the campaign -- and eventually the company – as well as the nuances of various platforms (LinkedIn, Twitter, the company blog).

We created an ambitious schedule to ramp up the content on the targeted platforms and worked to grow their followers organically. We created original content on an aggressive schedule to gain momentum and increase their following on these sites.

Results – The results were impressive:

Blogs -- Increased website traffic **more than 3,000%**. Certain blog posts boast more than 5,000 views.

Twitter –Organically increased followers by 575% and 457% in one year



LinkedIn –Increased followers by 477% in two years, while the other profile doubled followers in just one year

Company leaders were asked to present on building successful social media campaigns for VARs.

The program was so successful that we were able to scale back the publishing schedule without a drop in unique website visitors, retweets, etc.

For more information on how we can help you with your content marketing needs, contact michelle@tannercomm.com.