

bam! B2B Case Study

OVERVIEW:

ElectricMan Inc. came to Splash Media to build a social media presence that would help them achieve first page rankings in Google and other search engines which would then turn into sales.

MILESTONES:

- Engaged with Splash Media in December 2010
- Built awareness from December – February 2011
- ElectricMan blog postings start showing up on the front page of Google in February 2011

FEATURED SUCCESS STORY:

During a snow storm in Dallas in early February, Red Cross lost power to their refrigerators, which meant that blood units were no longer being stored at a sustainable temperature. After calling multiple electricians in the Dallas/Fort Worth area, Red Cross did a Google search for “**24-hour electrician Dallas**” and landed on ElectricMan’s web site through their blog. They called and ElectricMan came to the rescue at 1:30 am. After an hour or so, power was restored and the blood units were saved.

HIGHLIGHTS:

- ElectricMan Blog and Press Release optimized for the key phrase “**24-Hour Electrician Dallas**” appears on first page of Google accounting for three organic results on the first page
- The Dallas Chapter of the Red Cross Tweets to their 1,250 followers that “The ElectricMan is their hero”

RESULTS:

- ElectricMan received initial job followed by two other jobs shortly thereafter from the Red Cross
- ElectricMan received terrific exposure from the Red Cross Twitter Page
- Total revenue generated from the two jobs was **\$1,200**



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Ice, Snow, and Wind Are No Match for Dallas 24 Hour Electrician ElectricMan, Inc.

PRWeb

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– Tue Feb 22, 4:15 pm ET

Electrical Service Company Rescues American Red Cross-Dallas during Super Bowl Storm; Social Media Tells the Story

Dallas, TX (Vocus/PRWEB) February 22, 2011

EXTRADE

When the Dallas chapter of the American Red Cross found itself without power on the night of January 31, they called [ElectricMan, Inc. to help restore power to their refrigerated blood supplies. In the end, over 2,000 units of blood were saved, and ElectricMan was recognized for their efforts through social media.

“ElectricMan’s actions during the recent ice storm tie right into the principles that make social media thrive,” said Paul Slack, principal and co-founder of Splash Media, ElectricMan’s social media marketing agency. “Social media truly is ‘word of mouth advertising on steroids.’ When you do a remarkable job for your customers, they will, in turn, make positive remarks about you - but instead of telling one person, they are telling more than 1,600 in this case.”

Press Release

CLIENT PROFILE

Electric Man Inc.



Background

ElectricMan Inc. has been in business since 2004 and serves the majority of DFW residents and businesses

Website:

www.ElectricManInc.com

Social Sites:

 Facebook.com/ElectricManInc

 [@Electricmaninc](https://twitter.com/Electricmaninc)

 Youtube.com/electricmaninc

 Blog.ElectricManInc.com



Red Cross Dallas
[@RedCrossDallas](https://twitter.com/RedCrossDallas) view full profile →
DFW, Texas

Get instant information on weather alerts, disaster responses and upcoming events from Anita Foster, PIO, American Red Cross Dallas Area Chapter <http://www.redcrossdallas.org>

2,805 Tweets 894 Following 1,599 Followers 153 Listed

Following

Recent Tweets

 **RedCrossDallas** Red Cross Dallas
Our Hero! RT @ElectricManInc: When power failed at 1:30a @RedCrossDallas & storage was at risk, who'd they call? ElectricMan to the rescue!
5 minutes ago

Twitter Page
from Red Cross



Google Results

24-Hour Electrician Dallas



Search

About 97,500 results (0.24 seconds)

[Advanced search](#)

[#1 Electrician In Dallas - Need An Electrician On Wednesday?](#)

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[+ Show map of 2903 National Dr., Garland, TX 75041](#)

www.arroelectric.net/24-Hour

[Dallas Electricians](#)

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jfiveelectric.com

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