

**OVERVIEW:**

AVocation Systems wanted a social media environment that not only provided a way to actively engage with product dealers in the audio-visual industry, but also would complement their soon-to-be redesigned website.

**MILESTONES:**

- Engaged with Splash Media since January 2011.
- Through February 2012, Splash Media:
  - > Posted 50 blogs, which drew 3,457 visitors to the blog.
  - > Increased Facebook fans from 30 to 300.
  - > Built up Twitter following to 523.
  - > Sent 235 people from social media to Contact Us and Support pages on AVocation Systems website.
  - > Created and built up industry LinkedIn Group to 319 pro audio/visual members.
  - > Added over 350 connections to Sales and Marketing Manager Trent Mulligan's LinkedIn profile.
- As of February 2012:
  - > Blog traffic and social media referrals account for 70% of all traffic to the AVocation website.
  - > LinkedIn is the No. 1 referrer to the website and the third highest source of all web traffic, behind Google search and direct traffic.

**FEATURED SUCCESS STORY:**

AVocation Systems provided Splash with a wealth of audio-visual information that residential and commercial installers would find valuable, including tips, guides, and trends. We then used that technical voice to create optimized articles which were published on their blog and distributed through Facebook and Twitter. However, the real traction came within LinkedIn. We posted each article in relevant industry Groups, and concluded each post with an open-ended question designed to solicit responses from Group members. Each article included a link to drive traffic back to the AVocation blog. Every article (and question) we posted received more discussion comments and web traffic than the previous article/question.

**HIGHLIGHTS:**

- CEPro, a trade publication with a circulation of 40,000 professionals who sell, install and support technology-related products for residential and commercial customers, approached AVocation Systems about republishing a blog post on their website.
- Commercial Integrator Magazine has featured AVocation Systems in several articles, interviewing A/V experts about current topics.
- Dealers have approached the AVocation Systems team at industry trade shows to commend their social media engagement.

**RESULTS:**

- Our most popular question, asking installers about wiring issues, has received over a hundred responses and still continues to generate comments.
- Since we started posting blogs in LinkedIn Groups, blog traffic has increased 133%.
- LinkedIn is now the No. 1 referrer to the AVocation Systems website.
- The LinkedIn Group moderated by AVocation Systems has 319 members as of February 2012.

## CLIENT PROFILE

### AVocation Systems



AVocation Systems was started in 2005 by industry veteran Richard Reisbick. An engineering, design, and manufacturing expert, Reisbick has taken his 24-plus years of experience in the field to achieve his vision with AVocation Systems. Manufacturing professional grade audio/video distribution products for a wide variety of applications, AVocation prides itself on its dedication to quality and outstanding customer service. AVocation is about:

- Complete control of the manufacturing process with everything built locally in Broomfield, Colo.
- Stringent testing and a 100% money back guarantee to ensure the brand name on the products represents the level of quality put into each piece of equipment.
- Connecting with A/V pros to discuss best practices and provide resources for installers at any level.

**Website:**

[www.avocationsystems.com](http://www.avocationsystems.com)

**Social Sites:**

 [facebook.com/AVocationSystems](https://facebook.com/AVocationSystems)

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

 [youtube.com/AVocationSystems](https://youtube.com/AVocationSystems)

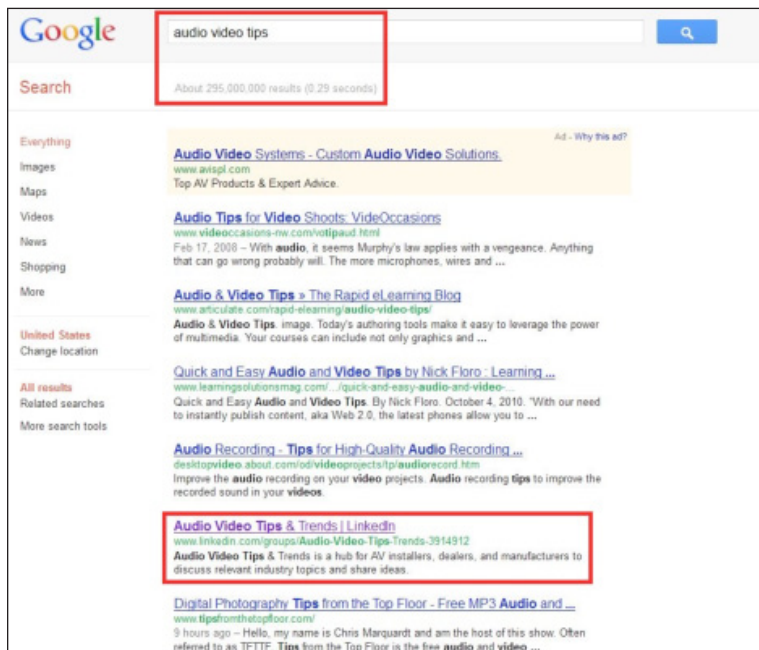
 [blog.avocationsystems.com](http://blog.avocationsystems.com)

# Details

CEDIA is an industry leader that has found the blogs relevant and shared them with their followers.



Excellent used of LinkedIn to facilitate an optimized blog post.



Blog traffic has increased steadily over a twelve-month period due to a well thought out key phrase strategy, posting blogs on a weekly basis and sharing them with LinkedIn Groups.

