



CASE STUDY

20
24

PREPARED BY
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ABOUT COMPANY

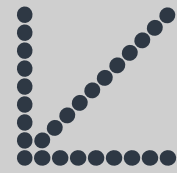


TriDelta Systems is a multi-faceted company consisting of highly skilled professionals whose ultimate goal is to meet and exceed our customers ambitions. This is achieved through innovative design and interactive collaboration ensuring the appropriate technological fit is utilized for our customer's applications.

At TriDelta Systems we combine automated systems, software, processes and regulatory requirements when preparing our proposals. We always treat our customers as we would like to be treated. And, we include this ethic with what will be needed to meet the necessary requirements of our customer's process.

It's a small world and the Industrial manufacturing segment is even smaller. We develop and build strong relationships with our customers and use our expertise in the field to accommodate their needs. We are committed to our customers and ensure the delivery of innovation in a timely manner. Many of our customers come to us by form of recommendations from previous projects.

01



INTRODUCTION

A close-up photograph of a computer keyboard. A prominent blue key with the words "Social Media" in white, italicized font is the central focus. Other keys like "shift" and "e" are partially visible around it.

Introduction:

Tridelta Systems is a leading technology company that specializes in providing innovative solutions for businesses. Their services range from research & development, engineering to the fabrication of various industrial machine's for the food, lumber and energy sector. Despite their cutting-edge offerings, Tridelta Systems faced a challenge in effectively utilizing social media platforms to drive traffic to their website and generate leads. To overcome this, they decided to implement a comprehensive social media analytics strategy on Facebook and Instagram.

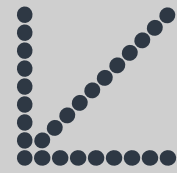
02



OBJECTIVES

Tridelta Systems set clear objectives for their social media analytics initiative:

- a.** Increase Website Traffic: The primary goal was to drive more qualified traffic to the Tridelta Systems website, ultimately leading to increased leads and conversions.
- b.** Identify Engaging Content: Tridelta Systems aimed to understand the types of content that resonated most with their target audience to optimize their content strategy.
- c.** Improve Customer Engagement: They wanted to boost engagement metrics on their social media platforms, such as likes, comments, and shares, to foster a strong online community.



IMPLEMENTATION

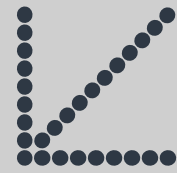
Social Media Analytics Implementation:

To achieve their objectives, Tridelta Systems employed the following steps:

a. Data Collection and Integration: Tridelta Systems utilized social media management tools that allowed them to integrate data from both Facebook and Instagram. They gathered data related to user interactions, reach, impressions, and demographics. Additionally, they integrated this social media data with website analytics to gain a holistic view of their performance.

b. Audience Segmentation: Using the collected data, Tridelta Systems segmented their social media audience based on demographics, interests, and behavior. This segmentation helped them tailor their content to specific audience groups, increasing engagement and click-through rates.

c. Content Strategy and Optimization: By analyzing their social media analytics, Tridelta Systems identified the content that received the most engagement. They discovered that visual content, such as dynamic photography and short videos, performed exceptionally well. Consequently, they optimized their content strategy to focus on visually appealing and informative posts.



IMPLEMENTATION

Social Media Analytics Implementation:

d. Posting Schedule and Frequency: Analyzing the timing of their posts' performance, Tridelta Systems determined the most active times for their audience. They adjusted their posting schedule accordingly to ensure maximum visibility and engagement.

e. A/B Testing: Tridelta Systems conducted A/B tests to compare the effectiveness of different content formats and messaging. This experimentation allowed them to refine their content and tailor it precisely to their audience's preferences.

f. Social Listening: Incorporating social listening tools, Tridelta Systems monitored mentions of their brand and products across social media platforms. They used these insights to respond promptly to customer inquiries, address concerns, and gain a better understanding of their customers' needs.

RESULTS & IMPACT

Results and Impact:

4. Results and Impact: Tridelta Systems' implementation of social media analytics had a significant positive impact on their website traffic and overall digital presence.

a. Increased Website Traffic: Through data-driven content optimization, targeted posting, and audience segmentation, Tridelta Systems observed a substantial increase in website traffic. The click-through rates from their social media platforms to their website improved significantly.

b. Improved Customer Engagement: The engagement metrics on both Facebook and Instagram surged. Likes, comments, and shares on their posts increased, indicating a higher level of interaction with their audience.

c. Enhanced Content Strategy: By analyzing the most engaging content, Tridelta Systems could fine-tune their content strategy to align with their audience's preferences. This led to more meaningful interactions and stronger connections with their target market.

d. Better ROI Measurement: By integrating website analytics with social media data, Tridelta Systems gained valuable insights into the ROI of their social media efforts. They could attribute specific website actions, such as form submissions and purchases, directly to their social media campaigns.



GRAPHS & NUMBERS

TIME PERIOD

AUG 8, 2022- AUG 8, 2023

Site sessions

4,188 61% ↑

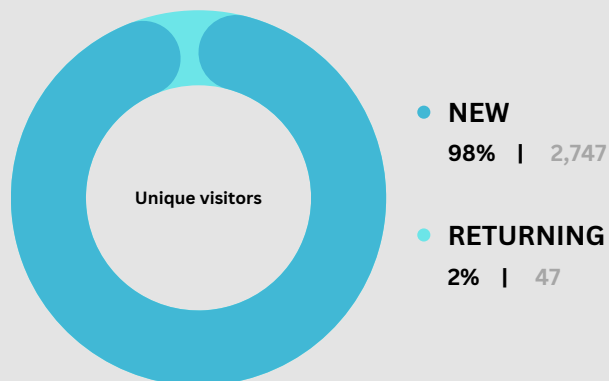
Unique visitors

2,794 53% ↑

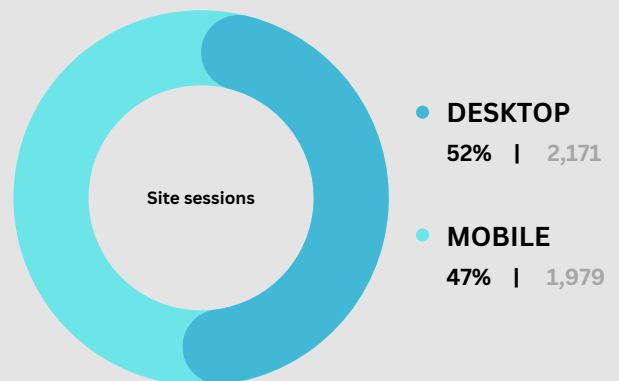
Avg. session duration

3M 39S 3% ↓

New vs returning visitors



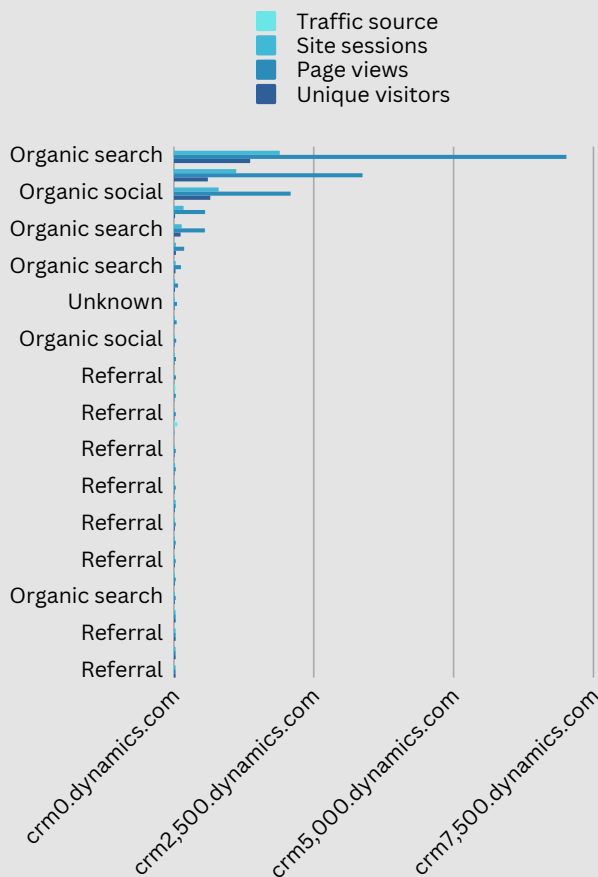
Sessions by device





GRAPHS & NUMBERS

Sessions by traffic source



Top traffic source

Organic search	Google	1,885	6,987	1,358
Direct	Direct	1,105	3,342	602
Organic social	Facebook	788	2,057	641
Unknown	Unknown	164	527	20
Organic search	Bing	131	524	113
Organic search	Yahoo	31	154	30
Organic search	Duck D Go	25	96	22
Referral thomasnet.com		14	44	12
Unknown		7	25	5
Referral e fleets		6	19	2
Organic social LinkedIn		3	11	3
Organic social Instagram		3	8	2



CONCLU SION

Tridelta Systems' successful implementation of social media analytics on Facebook and Instagram demonstrated the importance of data-driven decision-making in digital marketing. By leveraging these insights, Tridelta Systems achieved a notable increase in website traffic, improved customer engagement, and a more effective content strategy. This case study underscores the power of social media analytics as a crucial tool for businesses to reach their target audience and achieve their marketing goals.