



CLIENT:

Pinpoint

Twitter
impressions
jumped from 614
to 6,700 in three
months

Client Description

[Pinpoint](#) is a User Experience Design group that seeks to answer complex business questions using design methodologies. Pinpoint delivers deep insights through research, then applies those insights through prototyped solutions for their clients.

Project Description

Pinpoint approached A.wordsmith with the goal of raising its social media profile to reflect the team's expertise. A.wordsmith conducted a social media audit and provided recommendations based upon the findings. A.wordsmith then managed Pinpoint's LinkedIn and Twitter accounts, which included researching, drafting and curating content for 9+ posts per week.

Key Results

The social media content curation increased engagement, following and post impressions on both accounts.

- Twitter: In August, Pinpoint's Twitter had 614. In September the impressions increased to 3,082. By October the tweet impressions were 6,736.
- LinkedIn: Most companies report an average engagement rate of 0.054%. Pinpoint's post engagement for one month was an average of 1.56%