



CLIENT:

**Pinpoint**

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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 one month, Pinpoint's Twitter impressions increased from 614 to 3,082. In three months, the tweet impressions were up to 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%