

# MEDIAFORCE CASE STUDY:





## THE EUROPEAN UNION NEEDED TO GENERATE SOCIAL, ECONOMIC, AND POLITICAL AWARENESS ON SOCIAL MEDIA PLATFORMS.

### THE COMPANY

*The European Union (EU) has a Strategic Partnership with Canada, a special and close relation that the European Union only has with nine other third countries worldwide. Their shared values are rooted in common cultural and historic experiences. Together, they are promoting and defending democratic principles, human rights, the rule of law and good governance around the world. Both bilaterally and multilaterally, they are seeking solutions to global problems.*



### IMPLEMENTING & EXECUTING SOLUTIONS

Mediaforce created and managed social media channels for the EU. For one month and a half, Mediaforce managed a Facebook campaign for the European Union. For each post, Mediaforce selectively targeted an audience and focused specifically on posting quality content that would start a conversation: monitoring amplification rate, applause rate, and engagement rate.

**“I HAVE WORKED WITH THE MEDIAFORCE TEAM FOR NEARLY TWO YEARS AND I APPRECIATE THEIR PROFESSIONALISM DAY IN AND DAY OUT. RESPONSES TO REQUESTS ARE PROMPT AND THE COMPANY IS FLEXIBLE IN MEETING SPECIFIC NEEDS... OVERALL, EXCELLENT SERVICE.”**

**-DIODORA BUCUR, EUROPEAN UNION DELEGATION TO CANADA**

## RESULTS

To showcase the success of the campaign, one specific post announcing the launch of the EU’s Twitter feed will be used as an example. 12,000 people were specifically targeted and given the budget, the campaign reached 4,400. From those 4,400, 1,700 people were engaged. It achieved a click-through-rate of 3.045% and a relevancy score of 9/10. In this one post, Mediaforce’s social media strategy clearly drove awareness and engagement.

<p>The screenshot shows a sponsored Facebook post from 'European Union in Canada'. The post text reads: 'Have you heard the news? We are on Twitter! Today we are launching @EUinCanada and hope you will follow us for updates on our activities and events, opportunities for travel and study in Europe – and lots more! Start by checking our feed regularly in May for events marking Europe month – stay tuned for details! See you on Twitter! Rendez-vous sur Twitter! ... See More'. Below the text is a photo of a group of people holding a banner that says '@EU in Canada'. The photo also shows the European Union flag and the Canadian flag. At the bottom of the post, it says 'Unlike · Comment · Share · 696 · 42 · 27'.</p>	<p><b>Creative</b> <a href="#">Edit</a></p> <p><a href="#">Ad Preview</a></p> <p><a href="#">Create Similar Ad</a></p> <hr/> <p><b>Targeting, Placement and Optimization</b></p> <p>Targeting, Placement and Optimization are now in Ad Sets <a href="#">Click here</a></p>	<p><b>Performance</b></p> <p><a href="#">Actions</a> <a href="#">Clicks</a> <a href="#">CTR</a> <a href="#">Impressions</a></p> <p>Relevance Score</p> <hr/> <p><b>1,922 Total Actions?</b></p> <ul style="list-style-type: none"><li>651 Post Likes?</li><li>623 Page Photo Views?</li><li>531 Page Likes?</li><li>117 Other Actions?</li></ul> <p><a href="#">See full actions report</a></p>
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## **SINCE 1995, MEDIAFORCE HAS HELPED CLIENTS ACROSS NORTH AMERICA GROW THEIR BUSINESS.**

We provide solutions for businesses to compete, including:

- Social Media Campaigns
- Data-driven web content & design with cross-platform compatibility
- Web optimization for lead acquisition
- Pay Per Click Advertising

And more!

**We're available 24/7**

Contact Mediaforce, today

Phone: 613-729-0500

Fax: 613-729-7938

Web: [mediaforce.ca](http://mediaforce.ca)

Mediaforce is a digital marketing firm that uses data analytics as a driving force in helping its diverse clientele to grow their businesses. Using a holistic approach that puts data analysis at the forefront, Mediaforce strives to drive key metrics using customized strategies selected specially for each company. Known for our expertise in Google Analytics, Conversion Optimization, Search Engine Optimization, Social Media Marketing, Website Design, and Hosting and Development, Mediaforce is comprised of a team dedicated to understanding key drivers of growth, optimizing for the right user experiences, and retaining users for each individual client. We empower our clients to harness their data in making valuable business decisions for the future of their company.

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