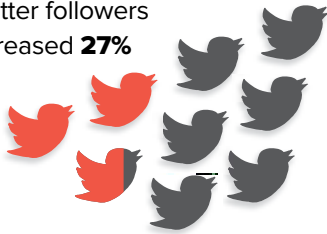


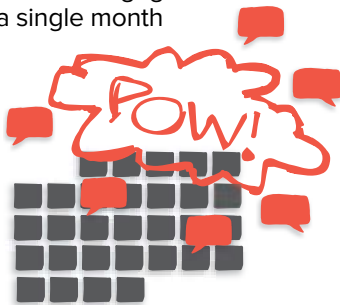
PINNACLE BUSINESS SYSTEMS SEES SUDDEN TWITTER ENGAGEMENT WITH SOCIAL CONTEST

HIGHLIGHTS:

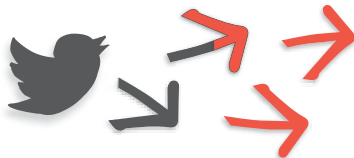
Twitter followers
increased **27%**



184 social engagements
in a single month



Social referral traffic grew **226%**



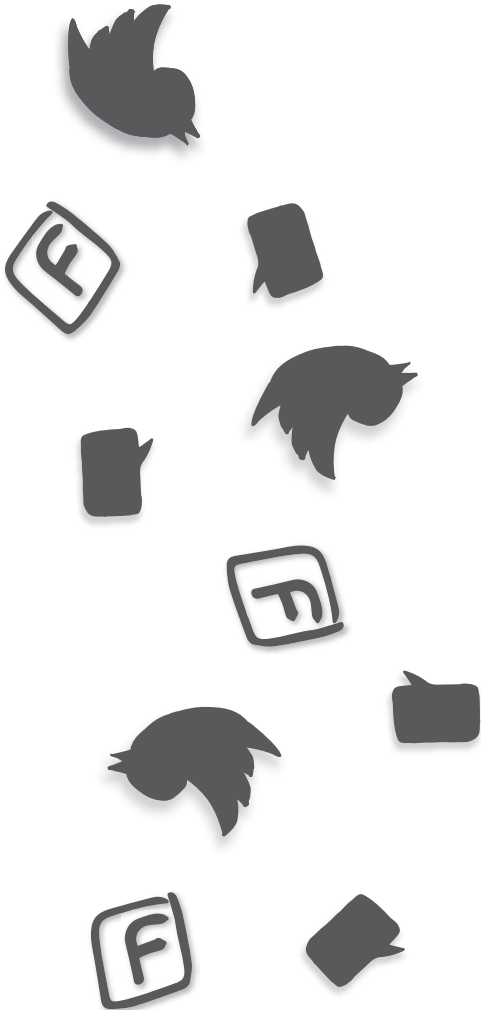
INTRO

Pinnacle Business Systems Inc. is an industry-leading provider of information technology solutions that designs and implements cost-effective, scalable solutions for customers across industries and has done so for more than 26 years. Pinnacle focuses on providing clients with the expertise needed to assess, architect, implement and manage information technology initiatives.

Based in Edmond, Okla., Pinnacle has offices throughout the Central U.S. to provide hands-on customer service to Fortune 1000 companies, private firms, local governments, healthcare providers and small to mid-sized companies.

In the process of strengthening its web presence, Pinnacle first partnered with Braffton for content services, but recently got a taste of the results a premium social strategy provides.

Marketing Programs and Event Manager Stacy Yates was already taking advantage of Braffton's basic social automation package, but she knew it would be valuable to invest additional time in a content-driven social strategy. She participated in Braffton's Social Media Madness contest and won - receiving a free month of premium social service on her network of choice. With a recommendation from the Braffton team, she selected Twitter - and the campaign increased the brand's followers, improved overall engagement and drove a swell of referral traffic from Twitter to the website.



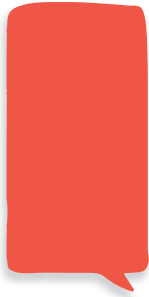
THE CHALLENGE

Share news content and industry resources to a wider social audience

Pinnacle Business Systems first partnered with Brafton in 2012 to fulfill its content needs. At the time, Yates was one of the few people on the company's small marketing team, working alongside Marketing and Partner Programs VP Amber Lawhun to update Pinnacle's website and build its social presence.

“Like most organizations, we struggled to take our knowledge and product information and turn it into social content. We started with the fundamentals like a Facebook page, but found it challenging to post regularly. We focused on strengthening our presence on additional channels, like Twitter, but still struggled with meaningful content and engagement.” —Yates

Because Pinnacle Business Systems already had a content strategy in place, it had plenty of information to share - it was a matter of distributing it on the right channels in the most effective manner.

HIGHLIGHTS:

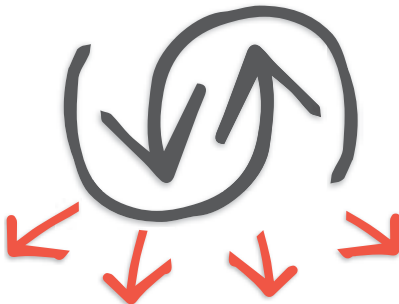
Grow its
social media
presence



Attract new
Twitter followers



Increase engagement
across networks

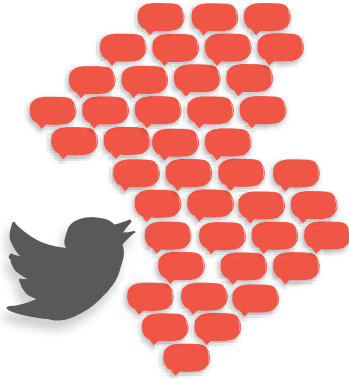
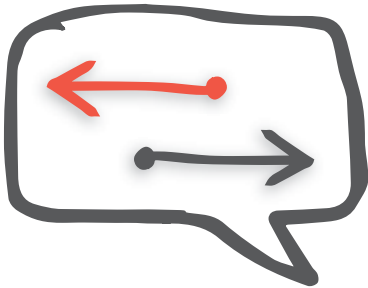
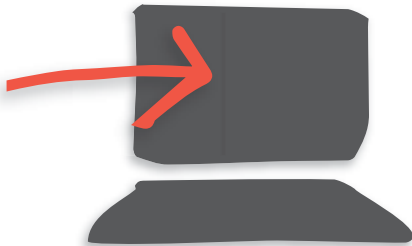
**THE GOALS**

Yates was looking to build up the company's social presence she had already established when she decided to participate in Brafton's Social Media Madness Contest. After winning, she chose to have a free month of premium service on Twitter (which was also the winning network of the competition) to drive traffic and engagement for her brand.

"I really do love Brafton. So, when little things come through to me - whether it's informational (like the latest Google changes, webinars, etc.) or something just for entertainment, I enjoy looking it over. When I saw it was a contest, I thought what the heck and decided to participate." —Yates

"I believe Twitter is the best all-around social media network. At this time, it's not (yet) clouded by all the information that Facebook has and it also allows users to see everything from who they follow without changing settings." -Yates

"By only allowing 140 characters, Twitter ensures the precise message is getting out and still allows some creativity. It's my favorite social network from a B2B and personal side." -Yates

HIGHLIGHTS:**40-50** interactive Tweets per week**Social interactions** including
Reweets and replies**Shares** of Pinnacle Business
Systems news stories, tips and
tricks for industry pros and
related tech news**THE STRATEGY**

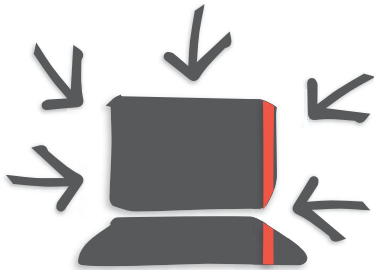
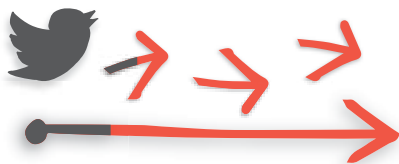
Brafton's social team established a significant social presence for Pinnacle Business Systems, drawing content from the company's blog, as well as sharing relevant industry tips.

Brafton began managing Pinnacle's Twitter account to promote the brand's content and engage a wider social audience. The overall strategy was to target industry insiders, thought leaders and knowledgeable readers in the commercial IT space. It also aimed to build a community around the brand's expertise to foster engagement and discussions with interested users and thought leaders.

“What really amazed me was our social media strategists’ ability to repurpose the content. They would take one article and find ways to Tweet it out two or three times, and depending on what was said, people interacted with it differently. It showed how various approaches really do get people engaged. I was impressed to see how they took our social media to the next level by interacting with others and sharing content.” —Yates

The social strategists working with Yates also focused on building Pinnacle Business Systems' total followers to give the brand a larger (and more relevant) audience. Posting consistently throughout the day is one of the best strategies for expanding a social audience and driving more traffic to a company's website.

“I've always known that you have to really set time aside to make these strategic Tweets and Facebook Posts. But it was great to see how that time and precision pays off.” —Yates

HIGHLIGHTS:**27%** more followers**5%** engagement rate for posts**6.5%** more website visits**226%** more referral traffic from Twitter**THE RESULTS**

More followers, stronger audience engagement

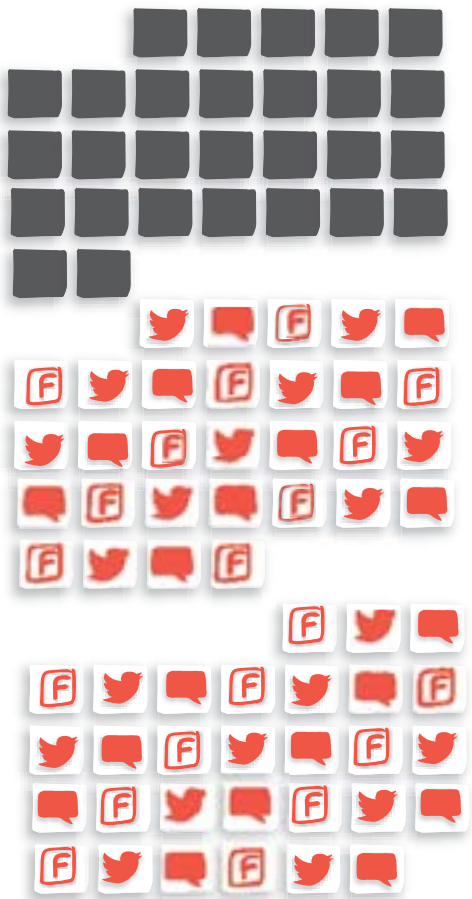
Pinnacle Business Systems saw impressive results over the course of just a single month. Braffton's Twitter strategy took the company's social presence to the next level of success with daily brand posts and social engagements. In fact, a single Tweet received over 180 clicks - well above the average of 16 per Tweet that most brands with under 100,000 followers get.

“It was worth our time just to see how the team would execute something and how quickly they were able to ramp it up in a month.” —Yates

The social media strategists responsible for Pinnacle's accounts increased the company's online footprint substantially, putting the Pinnacle Business Systems brand name in conversation with industry leaders. The company's Twitter engagement rate of about 5 percent is on the upper end of what Twitter projects for Promoted Tweets, posts that brands have sponsored to increase visibility.

The social content also drove more traffic to Pinnacle's website, as sessions that began on Twitter increased over 77 percent. The average number of pageviews for referral traffic from Twitter exploded, growing over 2,000 percent in a month, as interested audience members looked at the company's content.

“I always knew social media was important, and Braffton's team really showed me how social media can be used to engage people. Right now, we don't track sales from social, but we did see that social showcased our thought leadership and increased our brand awareness.” —Yates



WHAT'S NEXT

Pinnacle wants to maintain the social momentum it built in just one month. There's still a lot of data to pore over, but it looks like Pinnacle Business Systems has room to grow on Facebook and other social networks besides Twitter. Companies can always increase their influence online, and Pinnacle is poised to drive even more traffic to its social profiles.

“It used to be about continuing the status quo - that's where we were set. We were just trying to get the information on our social networks - and we're still getting the information out there - but it was kind of at a minimum. We want to continue beefing up our social strategy and engaging followers from the growth we experienced with Brafton.” —Yates