



OVERVIEW

We amplified Lamin-Art’s social media presence through increased engagement on Twitter, and created Instagram and Pinterest pages to put the Lamin-Art brand in front of designers and architects. Within one year, we were able to increase Lamin-Art’s social media followers and engagement by 2000%.

- Facebook engagement ads
- By promoting Lamin-Art’s Facebook page, we increased users’ exposure to the page, and increased their chance of viewing Lamin-Art products
- Twitter engagement
- Pinterest boards to increase inspiration
- Instagram to appeal to a visually-oriented audience