



Overview

Red Iron, a promotional products company focused on USA-made, eco-friendly items, hired McKay Creative Solutions to improve declining engagement and inconsistent social media performance.

Challenge

Red Iron faced a serious engagement crisis despite increasing follower counts. Their social media presence suffered from irregular posting, weak calls to action, and a large gap between impressions and meaningful interactions.

Solution

Content Strategy Overhaul with Brand Value Integration

Developed a varied content lineup highlighting Red Iron's USA-made and eco-friendly product values.

Platform-Specific Optimization Roadmap

Developed tailored strategies for each platform, along with consistent B2B thought leadership targeting LinkedIn's professional audience.

Data-Driven Diagnostic Framework

Conducted comprehensive performance analysis, offering actionable insights and establishing monthly tracking protocols.

Paid Advertising Integration for Reach Expansion

Deployed a strategic Facebook advertising campaign that generated 86,429 impressions, 64,808 reach, and 15,109 page engagements.

Result

1,109.84%

Instagram impression growth

35.54%

Facebook impression increase