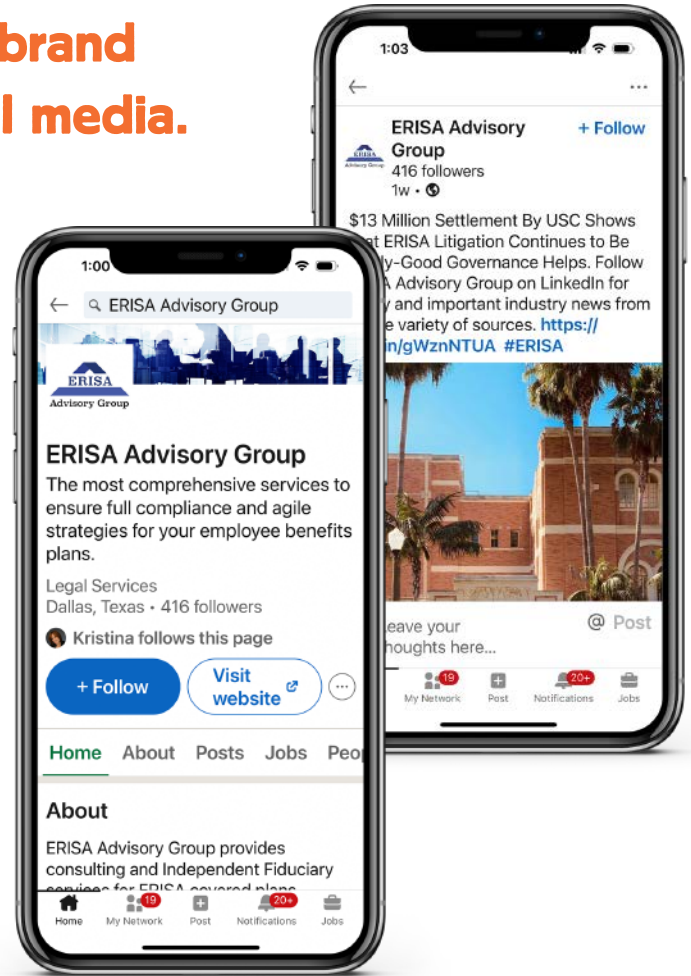


CASE STUDY

ERISA
Advisory Group

How Witmer Group helped an Independent Fiduciary gain better brand awareness through consistent social media.

William J. Kropkof is President of ERISA Advisory Group, in Dallas, Texas. Since 1995, his team has been helping businesses across the United States stay ERISA compliant. Organizations which offer Retirement Plans or Health & Welfare Plans covered under the Employee Retirement Income Security Act of 1974, benefit from the team of professionals qualified to maintain compliance with the law and assist Plan fiduciaries so that they stay pit of trouble with the DOL/EBSA.



THE CHALLENGE:

Increase Online Brand Awareness

Although ERISA Advisory Group had a loyal client following, the company lacked online brand awareness. The LinkedIn account was not being fully used to generate business growth or brand awareness.

Kropkof and team knew that their services were relevant and there was an opportunity to help businesses with ERISA compliant issues; however, to do so meant getting a boost to increase brand awareness.

THE SOLUTION:

Witmer Group provided a social media content plan that utilized LinkedIn to elevate the message and broadcast the services that ERISA Advisory Group offers. LinkedIn is a viable business-centric source that reaches the type of prospective clients they seek. As part of the ongoing effort, Witmer did industry specific research to find relevant and current articles related to their business.

“I have peace of mind knowing that content is being created and shared on a continuous basis. I realize that LinkedIn prefers continuity, and it helps knowing that content is well-planned

and scheduled out. We learned the value of social media when implemented with quality content, consistency, and focused application.”

Using Witmer Group, ERISA Advisory Group continues to publish LinkedIn social posts weekly using scheduling tools and hashtag strategies and a content plan.

RESULTS & SUCCESSES:

ERISA Advisory Group continues to be very satisfied with the progress generated by Witmer Group. The ERISA team has seen upticks in profile views and interactions with prospects and looks forward to a continued working relationship with Witmer Group.

“Witmer Group has proven a win for us with the ability to create the most relevant content and make a substantial difference in boosting brand awareness. The WG team has been a success in contributing to new, viable leads that result in new business.”

Ready to expand your social media footprint?

Your company can benefit from having an experienced marketing agency in your corner. Contact Witmer Group to learn how outsourcing can transform your strategy and deliver tangible results.

