



Launch Marketing Increases Social Media Engagement for Alert Logic

ABOUT ALERT LOGIC

Alert Logic has more than a decade of experience pioneering and refining cloud solutions that are secure, flexible and designed to work with hosting and cloud service providers. As one of the nation's leading cloud security providers, they have the tools and experience that set them apart from other cloud security companies. They focus on delivering a complete solution that lives in the cloud, but is rooted in real expertise.

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- Lisa Ochoa, Marketing Manager, Global Programs, Alert Logic

The Project

Alert Logic, one of the nation's leading managed security providers, needed a partner to support their social media management efforts to grow their follower base and increase their social media engagement metrics. Additionally, Alert Logic needed guidance and best practices to create a Social Media Employee Advocacy and Influencer Marketing Program to support their digital marketing efforts.

Launch Marketing managed Alert Logic's organic social efforts by leveraging social media management tools, and provided comprehensive monthly dashboards to track engagement metrics and understand performance to help make informed decisions. Launch Marketing also delivered key insights and recommendations based on industry trends and best practices and provided additional value by delivering data-driven summaries of industry social media marketing reports for B2B technology companies.

The Results

Alert Logic first came to Launch Marketing in 2014, because they needed support with various marketing activities. Then, in April 2016, Launch partnered with Alert Logic to manage their organic social media marketing efforts with the goal of increasing their engagement metrics (shares, clicks,

Launch worked with Alert Logic on:



STRATEGY



INTERACTIVE +
ONLINE



likes) on LinkedIn and Twitter as well as support each platform's follower growth.

As a result, Alert Logic's Twitter activity saw an average of 160+ retweets and an average of 230+ shares on LinkedIn per month. Additionally, Alert Logic experienced an increase in followers by 37% on Twitter and 52% on LinkedIn in 2016.

INCREASED SOCIAL MEDIA ENGAGEMENT

- *160+ increase in retweets per month*
- *230+ increase in LinkedIn shares per month*
- *increased Twitter followers by 37% and LinkedIn followers by 52% in 2016*

"What has been so great about working with the Launch team is seeing and knowing how far we've taken and can continue to take our social efforts," said Lisa Ochoa, Marketing Manager, Global Programs. "Launch helped us increase our engagement, expand content, and identified opportunities like advocacy programs and influencer campaigns that we are excited about including in our long-term social media roadmap."

