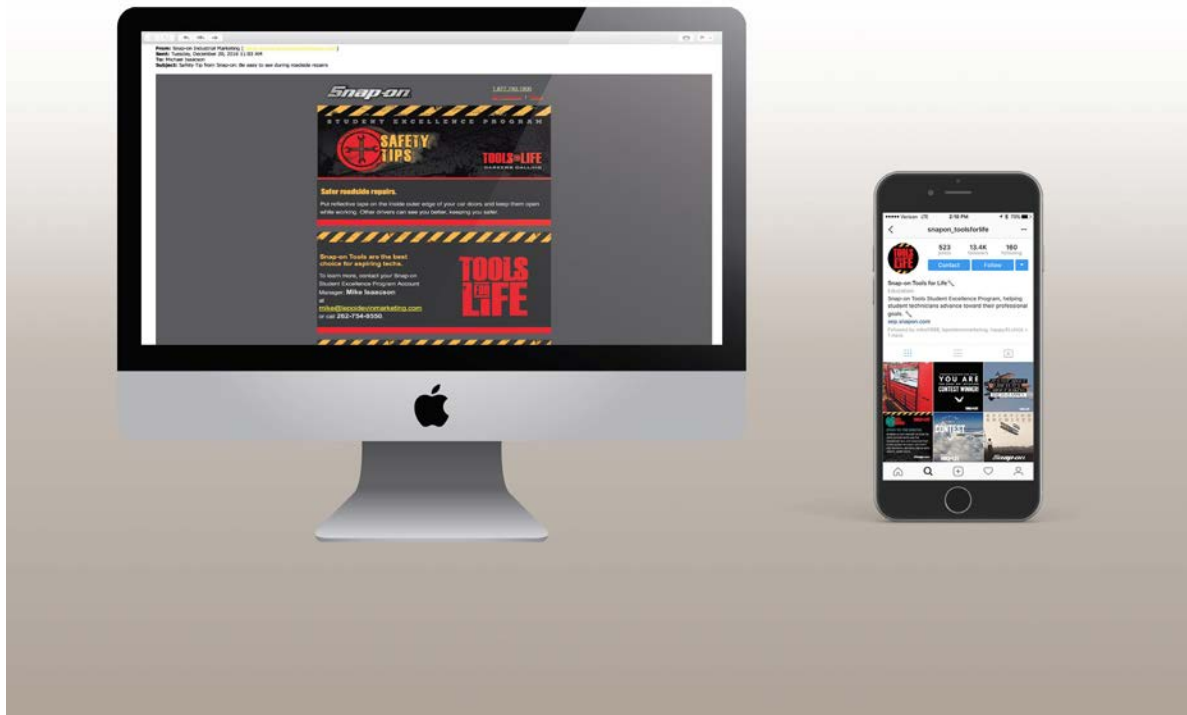


Snap-on gets social with tech students.

Turning a connected generation into customers with direct digital marketing.



Company | Snap-on Industrial

Challenge

Snap-on’s Student Excellence Program (SEP) gives students in technical and vocational schools preferred pricing. The company wanted to increase the social reach of the program to boost student participation and prime them to become lifelong Snap-on customers.

Solution

LePoidevin developed a direct marketing campaign to reach students with content relevant to their lives—like safety and tech tips—through the technology they prefer: mobile marketing and social media. We helped Snap-on engage with them through a combination of a resource-rich website, integrated mobile marketing and weekly social media engagement.

Results

Snap-on increased its Instagram audience from 187 followers to 10,000 in just nine months—four months ahead of schedule. Engagements grew by a similar percentage, and both continue to grow. More importantly, SEP enrollment also grew, and sales to the target audience rose by 16%.



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