



Elevating Digital Engagement Through Strategic Social Media Management



Client: ST Engineering MRAS
Industry: Aerospace Manufacturing
Platform Focus: LinkedIn, YouTube

Challenge

ST Engineering MRAS, a leader in aerospace manufacturing, sought to expand its digital reach, increase engagement, and establish itself as a thought leader in the industry. With an ambitious goal of driving higher impressions, interactions, and audience growth, the company needed a robust social media strategy to elevate its presence.

Solution

- Fluency Group implemented a data-driven social media strategy designed to boost visibility and audience engagement. Our approach included:
- **Content Strategy:** Crafted compelling industry insights, behind-the-scenes features, and engaging visual content tailored to the aerospace sector.
- **Community Growth:** Developed targeted campaigns to increase brand awareness and attract relevant followers.
- **Performance Optimisation:** Regularly analysed key metrics to refine content strategy and maximise engagement.

Impact

- The collaboration delivered outstanding results, including:
- 53.48% increase in overall social media followers.

- 431.66% boost in impressions, with LinkedIn impressions alone rising by 429%.
- 938.05% surge in post interactions, demonstrating enhanced engagement.
- 414.29% increase in content output, with 144 posts published throughout the year.
- Significant video growth, with YouTube views soaring by 5704.55%.

Key Takeaways

Through a strategic blend of content creation, audience targeting, and performance tracking, Fluency Group helped ST Engineering MRAS establish a strong digital presence. By leveraging industry-specific insights and data-driven tactics, the company saw remarkable engagement growth and strengthened its position as a leader in aerospace innovation.

Looking to elevate your brand's digital strategy?
Let's talk.

