

# Conversions through Organic Reach on LinkedIn

Leader in the agriculture and feed industry since 1952 looks to increase their digital footprint for a new generation.

## Objectives

Harris-Crane, Inc. has been a leader in the agriculture and feed industry since 1952. They continue to honor the original core values set by their founders, which has developed into an elite team focused on their clients to provide exceptional service.

With minimal visibility online, they reached out to Next Page to develop a digital footprint that would mirror their interpersonal relationships in the "real world." Their goals were to remain top of mind with clients and partners as well as appeal to college graduates for future open positions.

## Solution

Next Page worked with Harris-Crane, Inc. to identify their core values, services and team environment that would help create an online presence that provided meaningful content through the Harris-Crane, Inc. brand that clients and partners had come to trust. Next Page began implementing a content calendar for LinkedIn and Facebook that would establish a regular cadence of posts going out on both feeds.

## Wins: New Service Rollout

With the launch of a new service in late 2022, Harris-Crane, Inc. and Next Page developed LinkedIn posts to share the details of their new logistics branch including a call to action on how to reach their team to begin the conversation.

Within a few weeks of posting, Harris-Crane, Inc. received a phone call from the VP of a national salt supplier. This current client wanted to discuss their new logistics service after seeing it posted on LinkedIn.



## By the Numbers: First 90 Days



Over 3.6k impressions



Nearly 150 likes



Over 130 clicks



136% increase in followers



*John Clark*

Operations Manager

Next Page Brand Strategies has done a great job of sharing Harris-Crane's brand across different social media platforms. They help us tell our story and give some visibility that we didn't have before we worked with them.