

Leading Telecom Company Leverages BrandMuscle Social to Interact with Customers

Challenge

Dealers for the leading telecommunications provider were struggling with effectively leveraging social media at the local level due to a lack of time, resources, and expertise, leading to a major roadblock in the success of the brand as a whole.

Solution

With BrandMuscle Social, dealers saw a significant shift in social media success. Automated posting, unique content libraries, and detailed reporting gave dealers the social media presence they desire without the added pressure.

Results

260% INCREASE
in user engagement

207% INCREASE
in average monthly
interactions

70% OPTED-IN to
the automated
content delivery
solution



“There’s a reason we have one of the most loyal customer bases in America. Our dealers have the BrandMuscle tools to engage locally on social channels, with featured entertainment, anniversary rewards, courtesy plan checks, ‘just because’ perks, and new friends and family plans.”

*VP of Brand, Advertising & Social,
Telecommunications Company*