



How a Busy Marketing Influencer Uses B Squared Media's Done-For-You Social Media Management Services to Stay on Top

Michael Brenner, CEO of Marketing Insider Group, is a globally-recognized keynote speaker on leadership, culture, and marketing. Author of the bestselling book *The Content Formula*, Michael's work has been featured by *The Economist*, *The Guardian*, and *Entrepreneur Magazine*.

Michael founded Marketing Insider Group with the belief that strong leaders who champion their teams are the key to unlocking massive growth. Michael was an early adapter of social media and realized that in order to get his message across, it was important to establish thought leadership through social media and other digital channels.

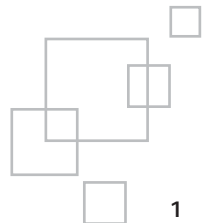
But as a busy marketing influencer, Michael needed help maintaining a constant presence on social media. His goal was to not only serve his growing communities but also to stay ahead of his competitors.

Michael Brenner has trusted B Squared Media with his social media presence since 2016 and we're proud to have helped him solidify his place as an influencer in his industry. Over the past 2 years, the team at B Squared Media has helped Michael grow his twitter following over 70% and respond in real time to hundreds of daily messages from his growing community. In 2017, Michael was named a Top Business Speaker by *The Huffington Post* and a top CMO Influencer by *Forbes*.

Along with Twitter activation, B Squared also works with Michael on his blog and email marketing strategy.

How we made it work

- **Established thought leadership through consistent content:**
B Squared curates and schedules over 50 pieces of content a week using Sprout Social's software.
- **Engaged with a growing community to build and establish relationships:**
Sharing content is important but following up and engaging with an audience is where the magic happens. Since we began working with Michael the team at B Squared Media has not only grown the size of his following, but we've helped increase the number of conversations happening. Over the past two years his twitter engagements have increased over 2,000%.
- **Utilized multiple digital avenues to bring content full circle:**
We've helped Michael and Marketing Insider Group build thought leadership through sharing original content via social media as well as using email marketing.



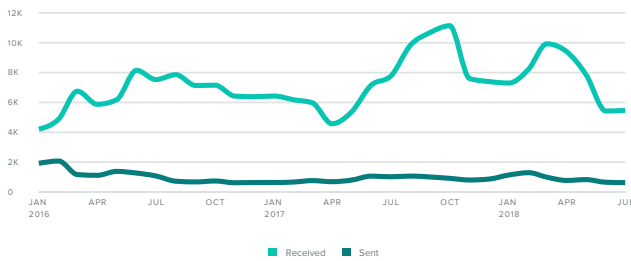
Results

Since starting Twitter management with B Squared Media:

- Outgoing Messages Increased 103.8% (14.4k vs 29.3k)
- Incoming Messages Increased 236.4% (65.9k vs 221.7k)

Twitter Posts & Conversations

MESSAGES PER MONTH



Sent/Received Metrics

Sent/Received Metrics	Totals
Tweets sent	29.1k
Direct Messages sent	172
Total Sent	29.2k
Mentions received	217.5k
Direct Messages received	3,997
Total Received	221.5k

The number of messages you sent increased by

▲103.9%
since previous date range

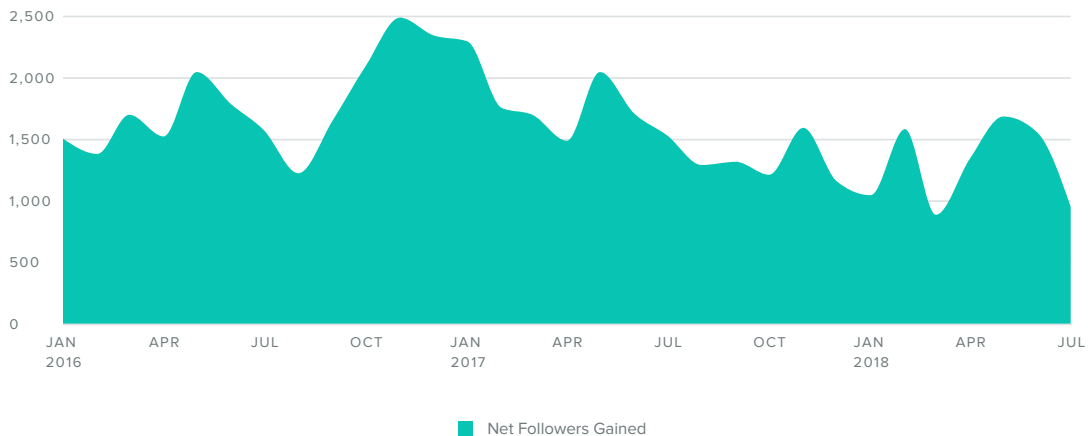
The number of messages you received increased by

▲236.3%
since previous date range

- Followers Increased 77.5% (64.1k vs 113.7k)

Twitter Audience Growth

AUDIENCE GROWTH, BY MONTH

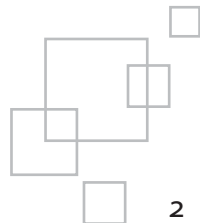


Follower Metrics

Follower Metrics	Totals
Total Followers	113.6k
Net Followers gained	49.4k
People that you followed	25.9k

Total followers increased by

▲77.3%
since previous date range





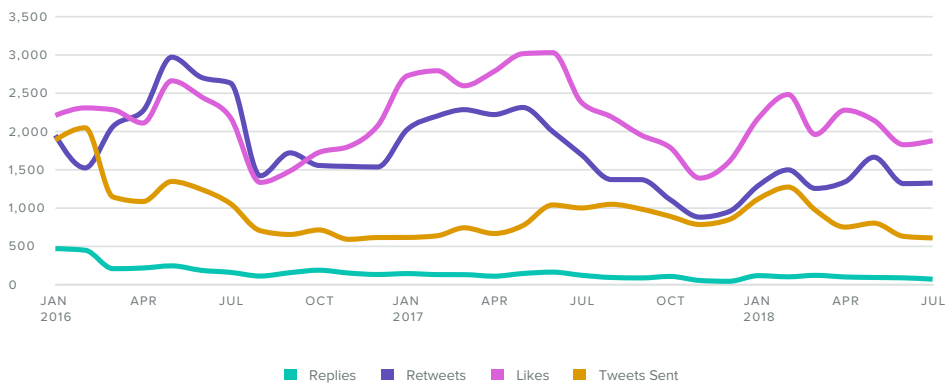
REAL-WORLD MARKETING EXPERIENCE:

CEO and founder Michael Brenner and his team are professional yet approachable, provocative yet practical. We bring you the real-world marketing experience to create programs that don't just make an impact. They matter to you and your business. Michael is a Keynote Speaker, appearing frequently at Marketing Conferences to share his knowledge and experience to help you find the inspiration to act.

- Engagements Increased 2,022% (15.9k vs 336.4k)

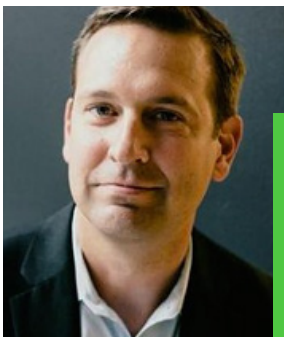
Twitter Engagement

ENGAGEMENT COUNT



Engagement Metrics	Totals
Total Engagements	336.1k
Replies	4,478
Retweets	53.8k
Retweets with Comments	5,576
Likes	67.4k

The number of engagements increased by **2,020%** since previous date range



"B Squared Media understands that an online marketing strategy needs to be ongoing to be effective, so it focuses on building conversations with audiences to provide the best possible interaction. Brooke and her team were launch partners for me here at Marketing Insider Group and I recommend her to all my clients."

Ready to Think Conversation with B Squared Media?

A simple hello can lead to a million things.
bsquared.media | info@bsquared.media

