

# Case Study: Facebook Campaign for ROSEN Group – Humanizing the Brand

Grow Your Brand, Day By Day

## At a glance

The ROSEN Group is a global leader in asset integrity management, offering inspection services and engineering solutions to industries like energy and infrastructure. Operating in over 120 countries, they focus on enhancing safety, efficiency, and compliance for critical industrial assets.

## Key metrics

The campaign boosted engagement by 33%, with more likes, shares, and comments on employee and community posts. It also drove a 26% increase in followers through targeted, relatable content.



**33%↑**

Social Media  
Engagement Growth



**26%↑**

Follower Growth



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GROW YOUR BRAND, DAY BY DAY



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## CHALLENGES



The primary goal of the Facebook campaign was to humanize the ROSEN Group by showcasing employee highlights and the company's community engagement. The challenge was to shift the brand's perception from a purely technical, corporate entity to one that values its people and gives back to the community.

## SOLUTIONS



Engagement was initially low due to the technical focus of ROSEN's content. We shifted to personal stories and visually engaging community activities to make posts more relatable. To raise awareness of ROSEN's efforts, we highlighted the company's and employees' involvement in the community, which boosted support.



**Increased  
Awareness**



**Growth in  
Followers**



**Community  
Impact**

## RESULTS



### Increased Awareness

1

The campaign achieved a 33% increase in Facebook engagement over three months, with a significant boost in likes, shares, and comments on employee and community-related posts.

### Growth in Followers

2

The Facebook page saw a 26% increase in followers, primarily from regions where ROSEN had an operational presence.

### Community Impact

3

Local initiatives featured in the posts garnered more attention, leading to increased participation and contributions from both employees and the public. Examples include tree planting and beach clean-up efforts.