

# Case Study: ROSEN Group Social Media Influencer Campaign

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 increased website traffic by 35%, generated 120 qualified leads, and secured media features reaching 100,000 professionals. Social media engagement grew by 40%, and expert white papers saw 300+ downloads.



**40%↑**

Social Media  
Engagement Growth



**30%↑**

Increased website  
traffic



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GROW YOUR BRAND, DAY BY DAY



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## CHALLENGES



The ROSEN Group aimed to highlight their internal industry expertise as a key differentiator in the market. The challenge was to effectively position their team of experts as thought leaders, demonstrating their deep knowledge and technical proficiency across various sectors within the industry.

## SOLUTIONS



To raise awareness and credibility of ROSEN's experts, we secured media features and promoted thought leadership content like webinars and articles. We also organized interactive webinars and sought speaking opportunities at key conferences, alongside developing lead magnets to drive qualified inquiries.



**Increased  
Awareness**



**Boosted  
Credibility**



**Generated  
Leads**

## RESULTS



### Increased Awareness

1

Blog articles and social media posts featuring expert content led to a 35% increase in website traffic. Webinars attracted over 500 industry professionals with a 75% average engagement rate.

### Boosted Credibility

2

Secured features in five industry publications, reaching over 100,000 readers, and generated direct inquiries from potential clients through expert speaking in different industry conferences.

### Lead Generation

3

The campaign produced 150 new qualified leads through expert-authored whitepapers and achieved a 20% conversion rate from webinar attendees requesting follow-up consultations.