Driving the change with Doepke's social campaign

About Doepke

Based in Daventry, UK, Doepke supplies electrical equipment, consumer units, switchgear and accessories as well as RCCBs, RCBOs & MCBs.

Spreading the message

Following a Government announcement that changed the rules to Electric Vehicles (EVs), extending the timeframe for charging point installations to April 2021, we reached out to Doepke if they wanted to share their messaging off the back of this. We decided social media was the best platform to share this message.

Social media support for Doepke

To help Doepke achieve the best possible results, E&T planned a 2-week campaign on Facebook and Twitter to reach the intended target audiences in EV, local government, renewables, hybrid and carbon footprint.

The social media campaign was a first for Doepke – and a successful one. Our E&T team were on-hand to offer help and advice throughout the entire promotion from launch to finish.

Results

From 5-19 June 2020, three targeted ads were launched across Twitter and one on Facebook.

Across both platforms, there were **374,048** total impressions of the posts promoting Doepke's products. This resulted in 907 clicks on Facebook, 595 clicks and 719 tweet engagements (likes, retweets, replies) on Twitter.

The campaign posts linked to Doepke's website, which resulted in a large increase in traffic for Publication 06; a downloadable pdf with information on their products relating to electric vehicles. This saw an increase from 235 visits per month to 1,696 whilst the campaign was active.

Another key success: the number of users to Doepke's website showed multiple visits by the same readers, indicating that the site was gaining recognition as well as engagement and interest.

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Want to find out how a bespoke E&T digital campaign could benefit your business?
Contact the E&T Team for further information advert@theiet.org or 01438 767351

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