

Category:

Social Media

Content Marketing



Established In: 2008

Background: G&M Direct Hire is a PCO car hire company that provides services at unbeatable prices.

Pain Point: A need to cement their online presence

The CDP Strategy: Custom daily social posts for Facebook, Twitter, Instagram, and LinkedIn to engage audiences.

RESULTS

137%

Increase In
Audience Reach

154%

Increase In
Engagement Rate

YEAR	AUDIENCE REACH	ENGAGEMENT RATE
2022	3677	1831
2023	8720	4654

