

ROTATION SOLUTIONS CONTENT MARKETING PROJECT

A multi-faceted brand strategy to drive recruitment.

OBJECTIVE

HUNTING FOR INDUSTRIAL A-PLAYERS

Rotation Solutions is an Oil & Energy service provider based in Perth, WA.

In a tight labour market, RS approached us for help in sourcing new and highly-skilled specialists for their growing team.

Over a three month initial period, we worked with RS to develop written and visual content, positioning the business as a preferred employer.

STRATEGY

To maximise what makes RS unique in the marketplace, we used suitable channels to highlight the brand's strengths and build engagement.

Our project deliverables included:



▶ CREATIVE COPYWRITING

Our central service: high-quality handwritten content to engage, inform and drive business results.



▶ SOCIAL MEDIA | TECH CASE STUDIES | JOB ADS

Managing all social media channels and publishing technical and candidate content to the website.



▶ DATA MONITORING + ANALYTICS


Perfecting the marketing strategy with adjustments based on performance data and analytics.

OFFERING AN INDUSTRIAL EDGE

We're not afraid to get our hands dirty as a marketing team.

Travelling to multiple work scopes allowed us to leverage our **blue-collar background** and build a portfolio of technical case studies.

These included interviews, photography, and video while incorporating detailed work-related documents.



*"Our project with Rotation Solutions was the **perfect combination** of industry experience, attention to detail and creativity, helping a local business shine."*

– JIM ROBERTSON, FOUNDER, WCC

GENUINE SOLUTIONS, REAL RESULTS

Our marketing campaign saw immediate and sustained uplift across the meaningful performance metrics.

Our **authentic and down-to-earth** material resonated with our target audience, significantly improving online brand awareness while attracting key candidates.

▲ 500%

ENGAGEMENT

Engagement rates are a true metric, used to measure the success of your content and marketing efforts.

▲ 1500%

AUDIENCE GROWTH

A steady increase in followers from related industries signals highly relevant content.

▲ 250+

CANDIDATES

Candidates specifically reported aligning with the values they discovered via the RS media channels.

RS continues to work with West Coast Content, **building on the success** of our projects so far.

Handcrafted content and marketing – at a human level – is allowing RS to improve its market position and keep up with demand for its services.



"Jim [West Coast Content] has done some amazing work for us as a technical content writer within the oil & energy sector.

Very friendly, dedicated and outcomes-focused. Highly recommend."

– DANE BALLE, ROTATION SOLUTIONS