

#### ROTATION SOLUTIONS CONTENT MARKETING PROJECT

A multi-faceted brand strategy to drive recruitment.

# BJECTIVE

#### 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 highlyskilled 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:

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#### 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 bluecollar 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. SUMMARY

## **500%**

#### ENGAGEMENT

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

### 1500% AUDIENCE GROWTH

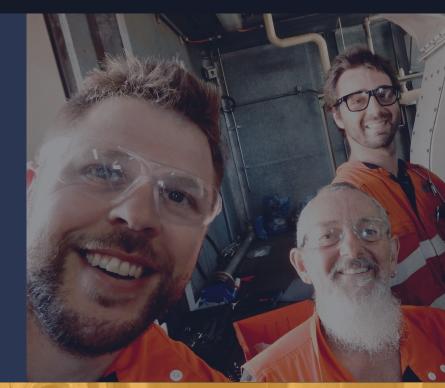
A steady increase in followers from related industries signals highly relevant content.



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.



Fotation "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

PAGE THREE | CASE STUDY W/C