





# Get rolling with great social media

Robert Glover Ltd, specialist purveyor of historic sports and competition motor cars engaged loop to change up its social media presence. Although Robert Glover Ltd had a presence on Instagram and Facebook, engagement was low, and posting was sporadic. A fresh and targeted approach was needed.

A comprehensive calendar of content was produced to maximise both reach and engagement on Instagram. Fresh, engaging and on-brand, the posts were tailored for each platform. A company profile was set up on LinkedIn, which was used as a forum for a range of thought leadership articles and photo galleries.

The results after 5 months were a 130% increase in followers, 930 % increase in engagement. Profile reach is now global and Robert Glover has now received serious sales enquiries via social channels.

*“We decided to entrust our online marketing and PR to loop last year. Since then our social media presence and followers have expanded exponentially. I’d highly recommend their services to other businesses”*

**Robert Glover, Robert Glover Ltd.**

