

How FireRescue1 Helped Globe Become the #1 PPE Brand on Facebook in 6 Months

Background

Globe has been manufacturing market-leading protective clothing for first responders since 1887 and is widely recognized as one of the preeminent brands among fire product manufacturers. Globe consistently seeks out innovative materials, designs and construction methods to produce its high quality protective equipment.

Challenge

As a highly-regarded, customer-focused manufacturer of first responder equipment, Globe understood the power that social media could have for them in actively engaging their customers, expanding their online presence, and increasing the popularity of their brand. However, building a social media presence from the ground up can be a very challenging, resource-intensive and time-consuming process, which led Globe to consider working with an outside expert to jumpstart their program.

In identifying a partner, Globe wanted someone with deep expertise both in executing successful social media programs as well as in developing content for the public safety market.

Solution

Globe turned to FireRescue1.com and the company's new Social Media Management program to launch their Facebook efforts. FireRescue1 has long been the leader in social media for the fire service, with more than 200,000 Facebook fans and a track record for creatively employing social media to drive interaction and results among a large audience of firefighters. FireRescue1's Social Media Management program provides companies with a customized, outsourced solution for both creating a Facebook and/or Twitter presence as well as ongoing operation, including moderating fan interactions, managing Facebook ad campaigns, and executing special promotions.

In January 2011, FireRescue1 met with Globe's team to tailor a social media program in line with the company's overall marketing objectives, including a special emphasis on using Facebook to solicit customer photos and testimonials as well as delivering updates about Globe product announcements and events. It was also very important to Globe that their Facebook page be a place that would give customers a platform to convey feedback – good and bad – about the company's products.

FireRescue1 and Globe established a formula for collaborative operation of the page, with Globe's team posting updates and photos from company events and programs, and FireRescue1 managing day-to-day posting, promotion and audience moderation.



Results

The program created by FireRescue1 has been extremely successful in reinforcing Globe's presence as one of the fire service's top brands. With more than 8,000 fans, Globe is now the leading PPE manufacturer on Facebook, generating more conversation, engagement and visibility than its closest rivals – many of whom have had a Facebook presence for years, rather than 6 months.

Of this fan-base, more than 7,000 fans were gained via advertising and promotions executed by FireRescue1 as part of the program. FireRescue1's strategy included Globe-specific promotional posts to the FireRescue1 Facebook base of more than 200,000 fans, allowing the company to reach an unparalleled firefighting audience on Facebook.

Overall, the social media partnership between FireRescue1 and Globe has helped the company quickly launch a successful Facebook presence, and in the process increase their online visibility, form a tighter connection with thousands of passionate customers, and generate valuable sales leads while positioning themselves as the leading PPE brand on Facebook.

For more information about FireRescue1's Social Media Management program, contact sales@firerescue1.com