

ENGINEERING GROWTH FOR A TRAINING LEADER  
RE: RELIABILITY SOLUTIONS  
SOCIAL MEDIA + SEO + CONTENT + WEB DEVELOPMENT  
REDEFINE MARKETING GROUP

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**redefine**



# ENGINEERING GROWTH FOR A TRAINING LEADER

## Client Name:

Reliability Solutions Training LP



## Services:

SOCIAL

SEO

CONTENT

WEB DEVELOPMENT

## Industry:

Education & Training Services

## Project Brief:

Reliability Solutions, a global leader in training for manufacturing process optimization, collaborates with clients on-site and through asynchronous video to enhance product quality, boost asset availability, and minimize maintenance costs.

In 2023, Reliability Solutions partnered with Redefine Marketing Group to enhance its social media marketing, content development, and organic search strategy. Their goal was to establish a consistent and impactful presence on LinkedIn, targeting reliability maintenance professionals in the manufacturing industry.

## The Challenge:

Lack of a consistent publishing schedule

Limited team bandwidth for social media marketing

Absence of a comprehensive social media strategy

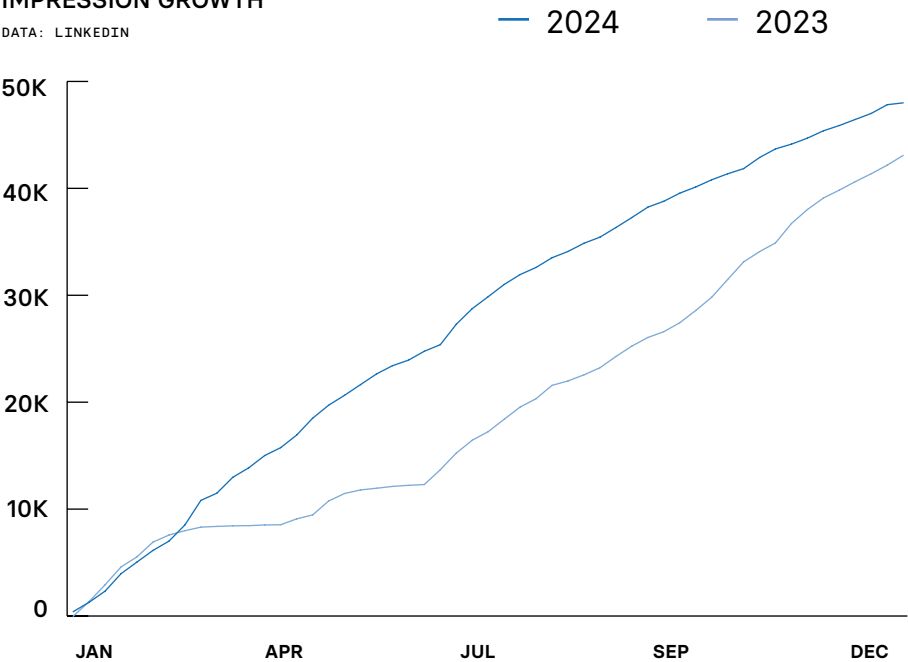


# The Resolution:

- + Designed a LinkedIn-focused strategy targeting operations and reliability specialists with engaging, technical manufacturing content.
- + Create high-quality branded graphics that were captivating enough to cut through the noise on LinkedIn.
- + Collaborate with the content marketing team, sharing feedback from social media analytics to inform future content development efforts.
- + Actively monitored and responded to social media mentions, showcasing customer testimonials and offering an inside look at training sessions.

## IMPRESSION GROWTH

DATA: LINKEDIN



**+8.8%**

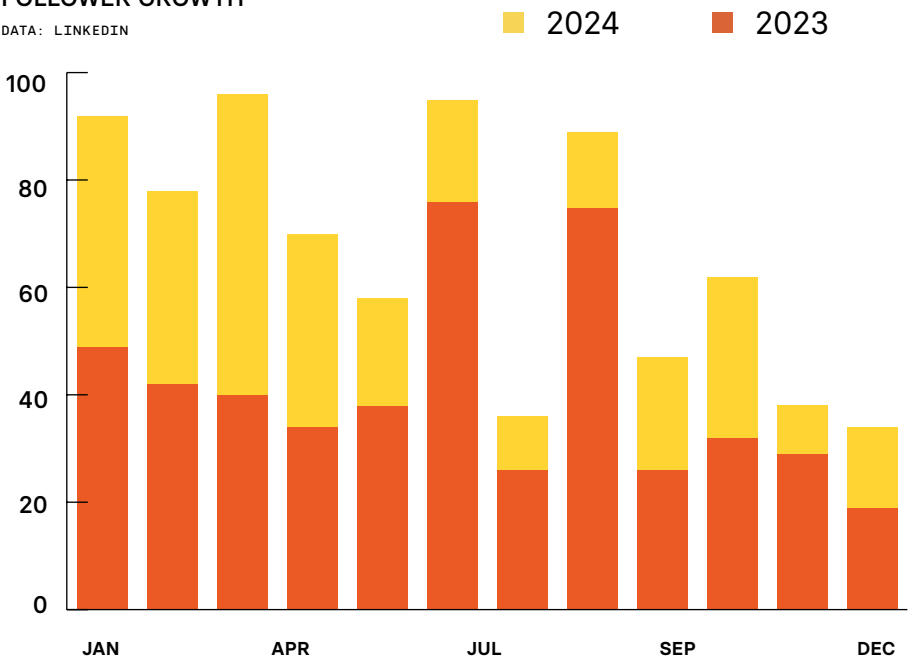
ORGANIC AUDIENCE  
GROWTH

**+48K**

IMPRESSION GROWTH  
IN 2024

## FOLLOWER GROWTH

DATA: LINKEDIN



**+78%**

ORGANIC POST SHARES  
IN 2024

**+5%**

ENGAGEMENT GROWTH  
IN 2024

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