

# California Surveying & Drafting Supply

HP Social Media Center supports social selling strategies



**“We hadn’t seen a return on social media, but that’s all changed since we engaged in HP’s social selling offer and started using the HP Social Media Center. We now have a whole new perspective on social marketing.”**

– Lori Gandelman, Marketing Manager, California Surveying & Drafting Supply

## At a Glance

**Industry:** Architecture, Engineering, and Construction  
**Business Name:** California Surveying and Drafting Supply  
**Headquarters:** Sacramento, CA  
**Website:** www.csdsinc.com

## Objective

Create a consistent social media cadence that offers value to current and potential customers; generate demand for color printing within the industry.

## Approach

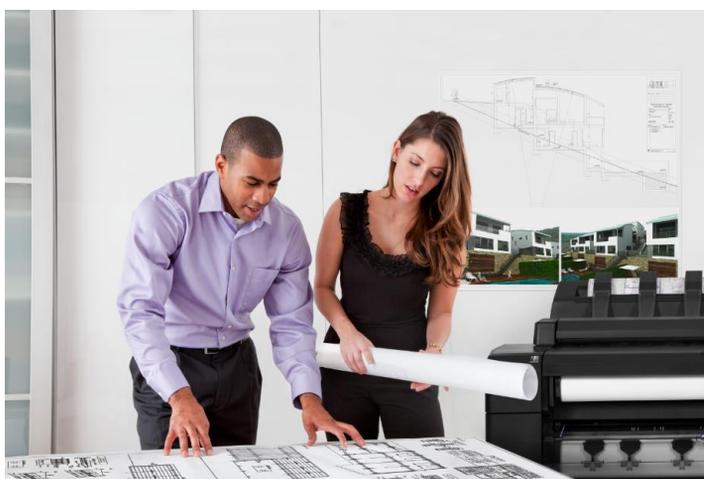
Develop a comprehensive plan to grow social media following, execute social campaigns, and develop a few strategic original content items by taking advantage of an HP offer for specialized training using Marketing Development Funds.

## Improvements

- Minimize time spent searching for content by pulling from customized, syndicated feeds updated in real time
- Weekly routines to guide the transformation of owned media channels
- Real time feedback and ongoing support from the training team
- Tailored social campaigns to meet the needs of your industry and customer base

## Business Benefits

- Develop a consistent and effective voice across social media channels to reach target audience
- Optimize employee efficiency by minimizing time spent gathering content
- Access reliable and up to date source for industry trends and articles
- Generate leads by sharing gated content
- Schedule content in advance to save time and effort



## Challenge:

California Surveying and Drafting Supply has been providing customers with the tools, training, and support they need to succeed in the AEC and Geospatial industries since 1986. While their mission remains the same, the modes of communication have changed. Over the past few years, it became clear to CSDS that social media was not a “nice to have”, but needed to become a central part of their strategy for connecting with customers. With a small marketing team of three to support their business, CSDS needed a feasible and sustainable solution that would allow them to deliver value to customers and prospects through social media.

Having served as the Marketing Manager for the past twenty years, Lori Gandelman knows the industry and her customers well. However, social media presented a new and unfamiliar challenge. “I didn’t grow up on social media, so my perspective is very different from someone who did,” Lori explains. “We had a presence, but it wasn’t thought out; it wasn’t strategic. Our activity was very limited. We lacked consistency because we were only posting when we had something coming up that we wanted to push, like an event or product promotion.”

## Challenge (cont.)

As a result, the content they did share out was always promotional. “I always thought that we should just focus on what we’re doing,” Lori added. Gandelman goes on to identify another common recurring challenge for small and medium businesses, generating original content. While Lori and her team

## Solution:

That perspective and the singular focus of self-promotion has changed dramatically since starting their training and using the HP Social Media Center. Utilizing Marketing Development Funds (MDF) from HP, Lori and her team took advantage of a six-week lock-step course to dramatically overhaul their existing profiles and their approach to social marketing. With the structured program, Lori and her team complete weekly routines that help develop their voice, cadence, and strategy behind their posts to social media. Through these regularly scheduled exercises and telephone calls, CSDS has learned to build a cadence for their various social network profiles, how to use social media tools, how to research and use hashtags that will identify CSDS alongside others posting on the same topic, and how to increase engagement through sponsored posts. They have also learned to effectively use filters and search for key phrases on LinkedIn and much more.

The Social Media Center puts syndicated content at their fingertips, allowing them to build up a buffer and make sure they are maintaining a regular cadence. The ease and efficiency of scheduling social media content through the platform frees up the CSDS marketing team to focus their energies on developing campaigns to educate customers and provide valuable resources. For instance, adoption of color printing in

## Results:

Since completing the training, Lori reports that they now have a plan for social media that is focused, purposeful, and integrates internal campaigns along with key messages to push to their audience. “We’ve realized that success in social media is based on being a trusted advisor, and that comes from being a Subject Matter Expert,” she says. CSDS is now sourcing content to address customer challenges, innovation opportunities, market trends, and other insights that will engage new prospects and current customers

would love to create their own, there are just too many other demands that must be met. A better social media and content strategy was one way CSDS believed they could differentiate themselves in a competitive market.

the AEC industry has been slow, largely due to lack of awareness around the associated benefits (fewer mistakes resulting in fewer additional expenditures). Because the training is completely customized, the exercises have all focused on their “Value of Color” campaign. We will integrate calls to action and other offers designed to gauge how successful we have been in sharing our message and educating people on the value of wide-format color printing. CSDS developed a campaign around these benefits and is currently working on a webinar they will offer to their clients to further educate them on the value proposition of printing in color for their workflows and bottom lines.

Additionally, the CSDS team has gotten more creative when it comes to their event promotion. Not only does the messaging start much further in advance of the event date, but it builds on the social content others are sharing by using common hashtags and provides valuable content to other attendees. For instance, at a recent annual conference, after promoting their attendance in the weeks leading up to the event, they offered attendees a map to the best cocktail locations in the area surrounding the convention center and held a raffle for gift certificates to some of those locations. Attendees were eager to enter the drawing, driving more traffic to their booth.

alike. Lori notes that while they are still in early stages and anticipate that the results will increase over time, that they are already noticing an increase in engagement in their number of followers across all platforms. So far there has been a 12% increase in LinkedIn followers and 8% increase in Twitter followers. Each time they post they gain new followers and their engagement is growing every week. The CSDS team is very excited to be taking their social media presence to the next level.