

# How CAD Micro took their social media to the next level

## cadmicro

Building on over 30 years of success, CAD Micro has now entered the 4th industrial revolution; digital technology is transforming the manufacturing industry, requiring manufacturers to be agile, innovative, and to make informed investments to remain competitive in an exponentially growing market.

### Key Outcomes

- Approximately 20% boost to key follower and engagement metrics has been realized since implementing ClickDimensions.
- Mireault saw a dramatic reduction in the time spent on her weekly process to curate and schedule social media posts: from the typical half a day effort to 1.5 hours on average.
- CAD Micro appreciates the more granular analytics available, and is using insight on the types of posts that resonate best with their clients to inform tweaks to their content strategy. The social team is sharing data on engagement with contacts in European geographies, so Sales can leverage in market expansion strategies.

Founded in 1984, CAD Micro is a coast-to-coast engineering solutions provider in Canada, passionate about enabling its clients to innovate and compete. The CAD Micro team of certified professionals provides consultation, sales, training and support for a variety of 3D scanning, additive, CAD, simulation and immersive display software apps supporting manufacturing. Like many small to medium business, CAD Micro relies heavily on social media to increase brand awareness, which is central to their goal of being recognized across Canada as a leader in their niche.

### Challenge

CAD Micro was using HootSuite to support their social media presence. While LinkedIn is their largest channel, YouTube, Twitter, Facebook and Instagram all play a role in CAD Micro's social strategy. The process of organizing and curating each week's social media schedule was tedious and time-consuming, and the meager analytics Hootsuite provided were insufficient to provide the level of insight CAD Micro required.

### Solution

After a demo of the ClickDimensions social media module, digital marketing specialist Madeleine Mireault saw immediate upside from a productivity perspective in terms of her weekly social scheduling process. Knowing that ClickDimensions had a native integration with CAD Micro's CRM tool from Microsoft Dynamics opened the door to a new level of analytics and insights.

### Results

Leveraging the autoposter feature was a game-changer for CAD Micro, replacing guesswork with data-driven decisions. Combined with new insights into the type of content that resonates well with CAD Micro's audience, Mireault feels more informed and can cater her content strategy accordingly. Productivity across the small but mighty marketing team has improved, as Mireault is now able use her free time to pitch in with email marketing programs, as well as help the eComm team manage the online store. That's a win-win well beyond the traditional expanse of social media!



*"ClickDimensions' social marketing tool was a game changer for us."*

- Madeleine Mireault  
Digital Marketing Specialist,  
CAD Micro