

CASE STUDY

"THEY CREATED INNOVATIVE WAYS TO TELL OUR BUSINESS STORY"

RURO GROUP LTD



OVERVIEW

The need

"We wanted to build a stronger LinkedIn presence across the business and create bespoke content to market & promote multiple business lines"

Dipesh Majithia, CEO

The solution

RURO Group chose Networking Clout to create a LinkedIn strategy, branded media & corporate messaging.

This included:

- Overhauling existing team LinkedIn profiles & LinkedIn business pages
- Brand messaging, graphic design, product development
- Ongoing research and distribution of relevant third-party content

The benefits

- **Consistent look/feel** across all staff LinkedIn profiles & company pages
- **Fast turn-around** on content designs
- **Marked increase in website traffic**

RURO GROUP

Based in the West Midlands, The RURO Group first began trading as a small family business, today, they are one of the largest wholesalers of brand electronics in the UK with a further footprint globally.

RURO Group Ltd has a £30 million annual turnover and employs 20 full-time staff.

The verdict

CEO, Dipesh Majithia says:

"We couldn't be happier with the quality of work that Networking Clout has produced for us.

Our LinkedIn profiles look AMAZING and they've always taken the time to listen to what was required and create innovative ways to tell our business story.

A long-term business relationship "

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