

## CASE STUDY

# Elevating B2B Marketing: Grant Thornton Australia's Data-Driven Social Media Approach

## About Grant Thornton Australia

Grant Thornton Australia is a member firm of the Grant Thornton global network, one of the world's leading independently owned and managed accounting and consulting firms. The Grant Thornton brand is globally respected, recognized by capital markets, regulators, and international standards-setting bodies. Grant Thornton operates across Tarndanya (Adelaide), Meeanjin (Brisbane), Gimuy (Cairns), Naarm (Melbourne), Boorloo (Perth), and Warrang (Sydney).

Grant Thornton's business is based on transparency and independent governance of the highest standard, ensuring accountability right through from the Board to its clients and its people. The team's purpose and values drive all interactions, providing clients, the wider community, and people within Grant Thornton a remarkable experience through proven expertise, principled execution, and personalized experience.



Location  
**Paris, France**



Industry  
**Accounting**



Company Size  
**1,001-5,000**



Featured Solutions  
**Social BI**

## The Challenge

Grant Thornton Australia aims to provide clients with a personalized and proactive approach, requiring authentic relationships and trust. Their commitment to "Reach for Remarkable" is based on caring for clients, the team, and the community, delivering the best experience possible in everything they do.

The Grant Thornton Australia digital marketing team manages and executes a large number of social media campaigns annually. This requires a sophisticated and efficient approach to handle the volume and complexity of their campaigns.



**Managing our extensive social media presence is a significant challenge. We needed a solution that could handle our campaign volume and complexity efficiently.**

**Jasmine Deo**  
Senior Digital Marketing Manager,  
Grant Thornton Australia

## The Solution

Grant Thornton Australia uses Oktopost to manage and execute all social media campaigns. The platform's ease and ability to schedule and publish a large number of campaigns in one place is extremely helpful for the team.

Grant Thornton creates social campaign structures supporting their data-driven approach to social media management. Naming conventions match other campaign naming conventions, tags add service lines and content types (webinar, event, guide), and results are analyzed by campaigns and tags.



**Oktopost's scheduling and publishing capabilities are a game-changer for us. It simplifies our workflow and allows us to focus on what truly matters-creating engaging content.**

**Jasmine Deo**  
Senior Digital Marketing Manager,  
Grant Thornton Australia

# 68%

Increase in number of posts

# 40%

Increase in impressions

# 165%

Increase in overall engagement rate

The Social BI analytics dashboards are regularly used when reporting on campaign metrics and understanding audience engagement. Social BI is also used for tracking experiments to understand what performs well. They compare engagement between different social media platforms to see which posts were most impactful, even on the same topic. Key data in engagement and content reports, including campaigns and tags, are crucial.

Grant Thornton has integrated Oktopost with Marketo, using social engagement (likes, comments and shares) data to improve campaigns and understand lead engagement.



**Our integration with Marketo through Oktopost has been invaluable. It allows us to track activity, improve our campaigns and understand our leads based on engagement data.**

**Jasmine Deo**  
Senior Digital Marketing Manager,  
Grant Thornton Australia



**Setting benchmarks based on past results helps us continuously strive for better performance. It's all about understanding what works and building on it.**

**Jasmine Deo**  
Senior Digital Marketing Manager,  
Grant Thornton Australia

Social listening is used to monitor competitor activities across various platforms, ensuring their topics cover the right trends and platforms.

Setting up benchmarks for the next year or quarter is based on Social BI reports and understanding past results. Goal setting and benchmarking are informed by reviewing actual performance and understanding what can be improved.

#### **The 1%Challenge by Grant Thornton Australia**

Grant Thornton's team is committed to improving a metric by 1% every week.

They are encouraged to test on social or website platforms they can track, testing creative concepts, copy (short form, long form), and different platforms. This testing culture fosters reviewing numbers and posting the right content on the right network.

They test short video content versus static images, promoting podcasts with videos versus written posts, and even experimenting with CTA button placement, colors, and font sizes. Metrics for the 1% challenge include engagement and click-throughs to the website, showing weekly improvements.



**Experimenting with content types and seeing the results has been both fun and insightful. It pushes us to keep innovating.**

**Jasmine Deo**  
Senior Digital Marketing Manager,  
Grant Thornton Australia

### Extra Takeaways

The Grant Thornton team is encouraged to create social campaigns with impactful content. Assets like videos and animations for case studies or reports receive great engagement on social media and they are used frequently for campaigns.

The team dives into Social BI reports to look at engagement across platforms, learning which posts and content types get better engagement on each platform.

Oktopost's user-friendly scheduling and publishing make it easy for new team members to pick up and use the platform quickly.



**Our detailed analysis of engagement metrics helps us continuously refine our strategies and improve our social media impact.**

**Jasmine Deo**  
Senior Digital Marketing Manager,  
Grant Thornton Australia



**Seeing the impact of sharing podcast episodes with videos was a revelation. It showed us the power of visual content on social media.**

**Jasmine Deo**  
Senior Digital Marketing Manager,  
Grant Thornton Australia

The digital marketing team owns Grant Thornton's social media strategy and execution. The team manages the Oktopost platform together with additional Marketing Tech.

Through continuous testing and analysis, Grant Thornton realized that podcast episodes shared on social media have more engagement and impact when they include a video.

### Remarkable Results

- Grant Thornton executes over 1500 social media campaigns annually.
- Grant Thornton increased podcast engagement by 62% by promoting them on social media with a video.
- Grant Thornton executed a unique national social media campaign on "The Federal Budget" with 70 posts over 2 months, achieving 1.4 million impressions and a 9.89% engagement rate.
- Grant Thornton increased brand awareness with 60,000 new followers in the last year, achieving a 30% month-over-month new follower growth rate.



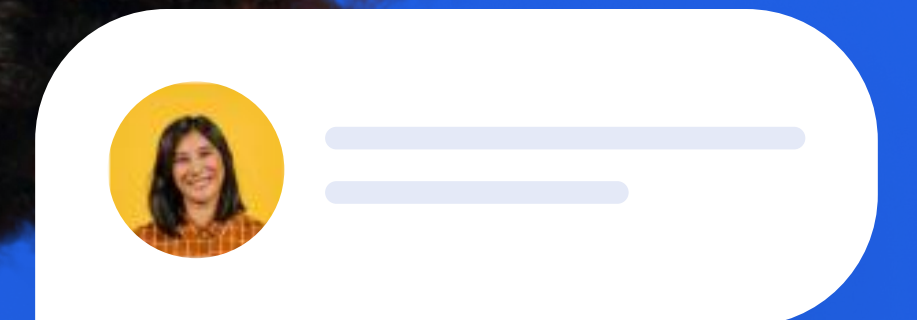
**The results speak for themselves. Our social media efforts have significantly enhanced our brand presence and engagement which has made a huge impact on our pipeline processes with sales.**

**Jasmine Deo**  
Senior Digital Marketing Manager,  
Grant Thornton Australia



# One single platform for social media

Contact us to learn how Oktopost can help you drive engagement, measure success, and link social media campaigns to revenue growth.



[www.oktopost.com](http://www.oktopost.com)