**Challenge**

With a growing business case for effective social media implementation, Hot Potato Social Media aimed to be a thought leader in the competitive social media space, and ultimately to attract brands that can benefit from social media marketing, search engine optimization and more.

**Solution**

First, Modern Marketing Partners established a search-optimized website for Hot Potato. Next, MMP positioned Hot Potato as a thought leader with an aggressive publicity and content marketing program, including a blog and whitepapers. The Way of the Potato blog posts frequent social media tips, how-tos, social media news, and more. Whitepapers are another resource for readers and allows Hot Potato to demonstrate their expertise. Finally, Modern Marketing Partners established and designed Hot Potato’s social media profiles on the “big 5” social networks: Facebook, Twitter, Google+, YouTube, and LinkedIn.

**Results**

MMP launched Hot Potato Social Media generating more than 46,753 impressions through a PR initiative. As a result, Hot Potato Social Media attracted clients quickly including Trikke Carving Vehicles, DuPage Habitat for Humanity ReStore, Norix Group Furniture, and My Lucky Elephant (a children's movie). Website traffic as measured by Google Analytics realized several thousand visits per month, with Hot Potato’s referral traffic growing from 15.96% to 42.53% from such sources as Facebook, Twitter, and LinkedIn. Website search engine optimization (SEO) increased search traffic from 1.83% to 45.79%.