

EYE Lighting Embraces Digital Media

EYE Lighting International

EYE Lighting uses Facebook, Twitter, YouTube Channels to engage with lighting experts.

Mentor, Ohio – EYE Lighting International, a leading manufacturer of lamps, luminaires, controls, and related lighting products, has taken its communications online through Facebook, Twitter, LinkedIn and YouTube videos to engage with its customers. Through its digital media strategy, EYE Lighting will build stronger customer relations and improve its ability to meet its client’s needs for both its commercial and utility lighting products. Customers can connect with EYE Lighting through its unique contact page at www.eyelighting.com/socialmedia [1].

“We have 13 YouTube videos that demonstrate our innovative lamps and lighting products. Every day we are developing new content for our social media channels to engage with our customers and garner valuable feedback to enhance the quality of our products. Our sales teams are also using LinkedIn, Facebook and Twitter to engage with our clients during industry trade shows. Since beginning our social strategy we have already seen a significant increase in followers and likes from new customers,” commented Rob Freitag, vp marketing for EYE Lighting.

While a majority of social media communications is direct to the general consumer, industrial and commercial industries are increasingly choosing social channels to communicate with its customers. A recent content marketing survey by the Content Marketing Institute and Marketing Profs confirms that 91 percent of B2B marketers now use social media.

“Our social strategy is flexible, always adapting content based on trends and feedback. We’ve made some interesting discoveries regarding which posts were shared more frequently than others. Keeping our followers interested and engaged has been key to our digital success,” added Freitag.

About EYE Lighting International

EYE Lighting International, with over 100,000 square feet of manufacturing space located near Cleveland, Ohio, is a leading provider of lamps, luminaires, controls, and related lighting products. For 21 years, the company has pioneered High-Intensity-Discharge lamp technology and introduced innovative luminaires to lighting designers, specifiers, and utility market customers.

EYE Lighting high performance products have earned a global reputation for excellent color rendering, long-life, reliability, and superior quality... testimony to its multiple ISO Certifications, including an ISO 17025 accredited lab.

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[1] <http://www.eyelighting.com/socialmedia>