



Targeted social strategy pinpoints key content areas for audience growth and engagement

Search insight boosts social performance for global weather forecasters

Builtvisible.



Client
Met Office

Industry
Information Services

Services
Digital PR

The Meteorological Office or Met Office is the UK's national weather service. They provide critical meteorological services and world-leading climate science, helping people make better decisions to stay safe and thrive.

Since their foundation in 1854, the Met Office has pioneered the science of meteorology and its application. To this day, they continue to push the boundaries of science and technology, to meet the demands of today and the future.

The challenge

Facing increasingly stiff competition around weather-based search results, Met Office – the UK's national weather service – needed a complete strategy refresh to organically grow their digital presence and visibility. In short, they wanted to reach a wider audience.

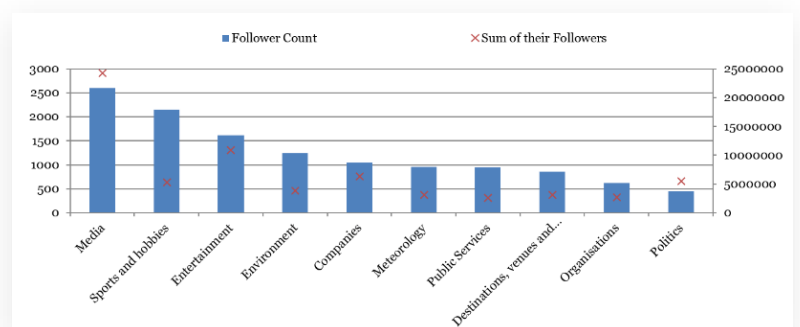
The solution

We undertook an in-depth social research project to analyse the client's audience and understand their interests. This in turn allowed us to identify the intersection between topics that would captivate them and Met Office's offering.

Follower interest categorisation

The Met Office has a broad audience with a huge range in social authority. We investigated the interests of their most influential followers, then overlaid the sum of their reach across each interest category. This insight gave the Met Office a quantitative understanding of how to most effectively plan their content and capture this audience.

Our work highlighted key trends in the competitive landscape, as well as the strength and weakness of Met Office's own content. Our analysis enabled them to develop pieces that resonated with both their key followers and a more expansive audience.



The result

Over a two week period:

- The content was retweeted **7,681** times
- Infographic was shared **4,480** times
- Tweets had **1.9 million** impressions
- We generated a **2,419** increase in followers

Don't just take our word for It!


"We hired Builtvisible to provide us with expert knowledge around content marketing. Specifically, we wanted to accelerate our keyword research to find new, uncontested content opportunities that would help us meet our company objectives of driving reach."

Simon Swan, Head of Digital Marketing

metoffice.gov.uk



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Builtvisible.com

sales@builtvisible.com

+44(0)207 148 0453