



# JETRIGHT

Case Study



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# Introduction

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**JetRight** is a leading Nashville-based company providing private jet charter, ownership consulting, and maintenance services

In the summer of 2018, JetRight sought assistance growing their social media community and implementing a consistent social media presence across Facebook, Instagram, and LinkedIn.

We were specifically tasked with creating social content around a few key topics:

- Portraying JetRight's commitment to and influence in the Nashville community
- Communicating the benefits of business aviation
- Highlighting JetRight's Nashville roots, including their role as the Official Private Aviation Partner of the Nashville Predators and Nashville Soccer Club, frequent flyers of Tennessee

Titans players and management, and flyers of Nashville's top country music artists.

We were also responsible for social listening and engagement within social platforms, which included responding to comments and actively creating conversations with Nashville-centric organizations and influencers.





## Solution

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With JetRight in Nashville and NerdBrand in Louisville, we knew the remote nature of the arrangement would present challenges for ongoing social media management. To head off these obstacles, we implemented weekly “standing meetings” between our content team and JetRight’s brand team, including their local agency partner. These short meetings served an opportunity to collaborate on social content ideas, exchange photography and other assets, plan for upcoming events, and review recently-posted content.

Social content was periodically prepared in bulk by our team, presented to JetRight for feedback and approval, then scheduled for publishing. On occasion, our content team attended JetRight’s community events in Nashville, such as their Business Aviation Expo, to provide real-time social coverage.

## Results

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Year-over-year from 2018 to 2019, JetRight’s organic Facebook presence experienced significant growth under NerdBrand’s management:

- **551% increase in organic reach (from 5,795 to 37,738)**
- **538% increase in impressions (from 8,663 to 55,296)**
- **439% increase in engaged users (from 828 to 4,877)**



**NerdBrand** has helped us greatly in launching and growing our social presence. I highly recommend them

*Chris Rakaskas  
VP Strategic  
Partnerships  
at JetRight*

Though LinkedIn and Instagram do not provide the level of historical analytics that Facebook does, we saw notable increases in community growth and activity on both platforms as a result of consistently posting high-quality branded social content.

Relationships with JetRight's local business and community partners were improved through ongoing content collaborations.

A few of these notable partners include the Nashville Predators, Nashville Soccer Club, Tennessee Business Aviation Association, Martha O'Bryan Center, Make-A-Wish Foundation of Middle Tennessee, and The Register Club.

**See for yourself on JetRight's Facebook, Instagram, and LinkedIn.**

 [facebook.com/jetrightnashville](https://facebook.com/jetrightnashville)

 [instagram.com/jetrightnashville](https://instagram.com/jetrightnashville)

 [linkedin.com/company/jetright](https://linkedin.com/company/jetright)