Success Story: First Edition Screen Printing

A Company Looking to Change the Way Screen Printing is Done

First Edition Screen Printing provides non-traditional methods of screen printing to the Kansas area. Updating the manual processes that puts workers in some of the worst imaginable environments, First Edition Screen Printing uses custom-made equipment to recycle 100% of their byproducts and waste.

The Challenge

Fast service, exemplary quality, and competitive pricing is the core of First Edition Screen Printing’s business model. Although First Edition Screen Printing is an established business in the Kansas area, they were having trouble conveying their brand to new customers online. Their social media presence and reach were underwhelming and not delivering the results they needed to grow their business.

Our Solution

To make it easier for First Edition Screen Printing to manage their various social media accounts and more effectively grow a professional social media presence, ThriveHive set them up with SocialSuite. Using our comprehensive platform, First Edition had the ability to post on multiple channels including Facebook, Twitter, LinkedIn, and Google+ from one convenient location. The platform also let them search for quality leads, manage their online reputation, and utilize quality reporting metrics to more effectively reach potential customers.

The Results

By using SocialSuite, First Edition Screen Printing was able to schedule, automate, and control their social media accounts to post to target audiences during peak traffic times. Working with ThriveHive’s social media experts, First Edition Screen Printing was able to utilize SocialSuite to optimize their campaign, resulting in a significant boost in Facebook reach, as well as an increase in new business.

“I manage four different social media accounts for the company through SocialSuite. I would not be able to maintain them like I do if not for ThriveHive’s SocialSuite.”

- Janet Kingman, Sales and Customer Service