



Wolfspeed Organic Social Media Content Strategy

Introduction, Overview & Case Studies

CASE STUDY



CHALLENGE

Wolfspeed aimed to solidify its leadership in Silicon Carbide (SiC) and semiconductor technologies, drive industry awareness, and enhance stakeholder relationships through strategic social media efforts.

SOLUTION

The approach centered around targeted platform strategies, branded campaigns, and innovative storytelling:

- Content Focus:** High-impact campaigns like #RaceToRoadInnovation and #TheWolfspeedWay showcased Wolfspeed's industry advancements.
- Platform Roles:** LinkedIn was prioritized for thought leadership, Instagram for visual storytelling, and Twitter for industry participation.
- Community Engagement:** Introduced polls and LinkedIn articles to foster employee and audience participation.
- Data-Driven Adjustments:** Branded hashtags and UTM's were employed to track performance and refine strategies.

RESULTS

- LinkedIn followers increased by 11,913, a 7% rise in average reach, and a 2% boost in engagement rates.
- Instagram saw a 9% engagement rate, with the Human Interest content bucket driving the highest platform-wide interaction.
- Social media contributed to 5,148 website referrals



Thank you



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