

The Pulse Effect

What Happens When Strategy Meets Execution

A case study featuring the transformation of RTS Vehicle Graphics' online presence



The Client

(Instagram profile before working with Pulse creative)



WHO ARE THEY?

RTS Vehicle Graphics is a family-owned, medium-sized business based in Kent, specialising in vehicle wraps and signage for commercial clients.

INITIAL CHALLENGES / FRUSTRATIONS

Before working with Pulse, RTS faced several key issues with their existing social media agency:

- Content was generic, outdated, and lacked visual impact failing to reflect the quality of RTS's work
- Communication was minimal, with little to no collaboration or strategic input
- The agency failed to visit RTS in person, resulting in a lack of fresh, on-site content and missed storytelling opportunities
- Their LinkedIn and TikTok presence was virtually non-existent
- Despite having an email list of over 600 contacts, no regular newsletters were being sent to nurture their audience or drive enquiries

The Brief



INITIAL SCOPE OF WORK

Pulse was brought in to overhaul RTS's entire social media strategy, manage day-to-day content creation, and drive engagement across Instagram, Facebook, and LinkedIn.

GOALS

The primary objective was to introduce short-form video content, aligning their output with current social media best practices and improving platform performance.

A key secondary goal was to implement structured, regular meetings creating a two-way content process where RTS could share updates, feedback, and insights to keep the content relevant and collaborative.

The third goal was to produce dynamic, modern content that would strengthen brand awareness and significantly increase engagement across all platforms.

TIMEFRAME

We partnered with RTS on a rolling monthly retainer, starting with quick wins such as profile optimisation and a complete revamp of the content plan. Measurable results were achieved within the first month.



The Strategy

Our approach started by identifying the core issues holding RTS back:

Uninspired content, weak platform presence, and a disconnect between marketing output and business goals.

Strategic Insight

We began by analysing RTS's target audience: fleet managers, trade professionals, and business owners to understand their needs, pain points, and what drives their buying decisions and what words/phrases made them tick. This informed every aspect of our strategy.

Business-Aligned Messaging

We worked closely with the RTS team to ensure content reflected real-time business goals, from boosting inbound leads to showcasing nationwide service capability. Every post served a purpose, positioning RTS as the go-to for commercial vehicle branding.

Data-Led Content Planning

Using analytics, we developed monthly content plans focused on high-performing formats and topics. This allowed us to prioritise value-led posts and double down on what actually drives engagement and enquiries.



The Strategy

Content Creation & Visual Strategy

We introduced regular content shoots to capture behind-the-scenes footage, transformation reels, and team moments, injecting authenticity and craft into every post. The brand's look and feel were updated to be more modern and masculine, aligning with RTS's target audience and core values.

Multi-Platform Execution

We implemented a platform-specific strategy across Instagram, Facebook, and LinkedIn, balancing education, social proof, and visual storytelling. Reels showcased installations, carousels broke down branding insights, and static graphics reinforced compliance messaging and service scope.

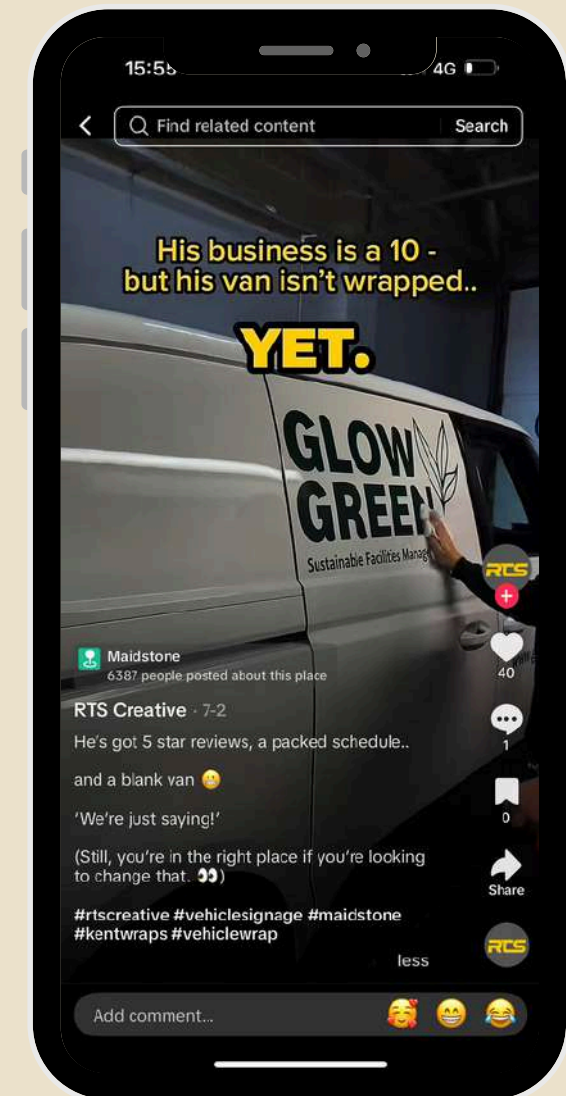
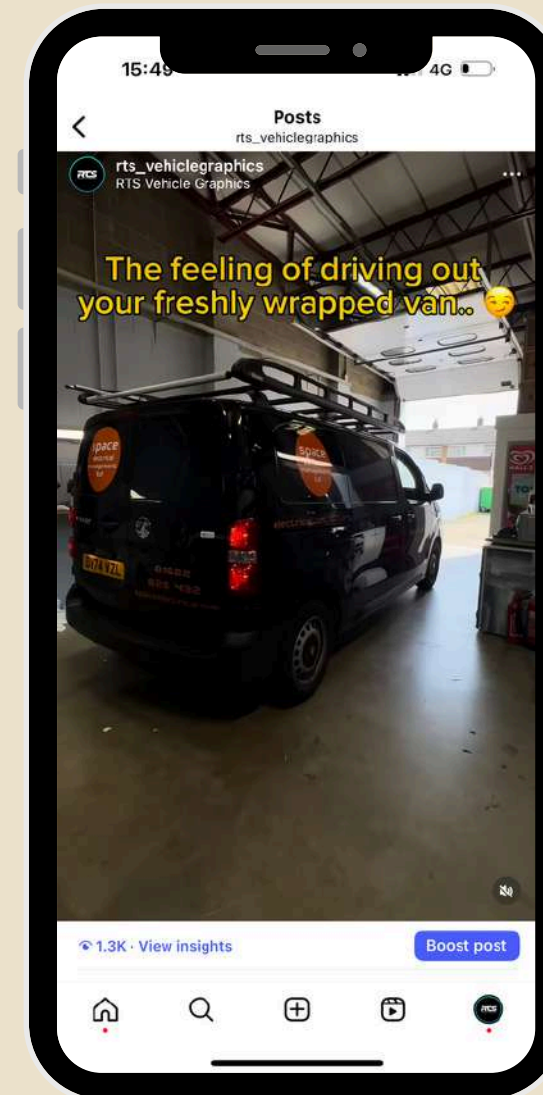
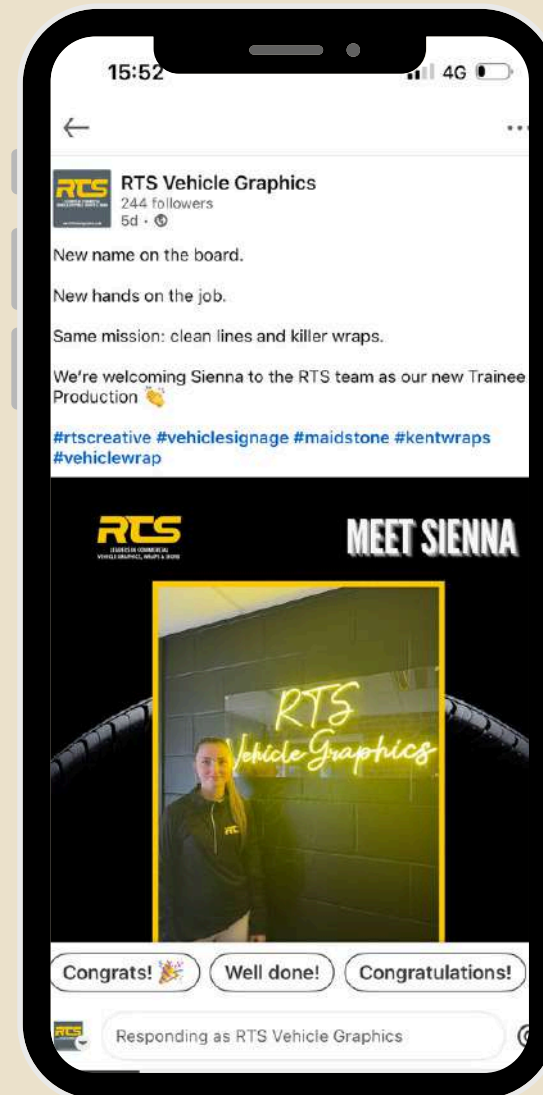
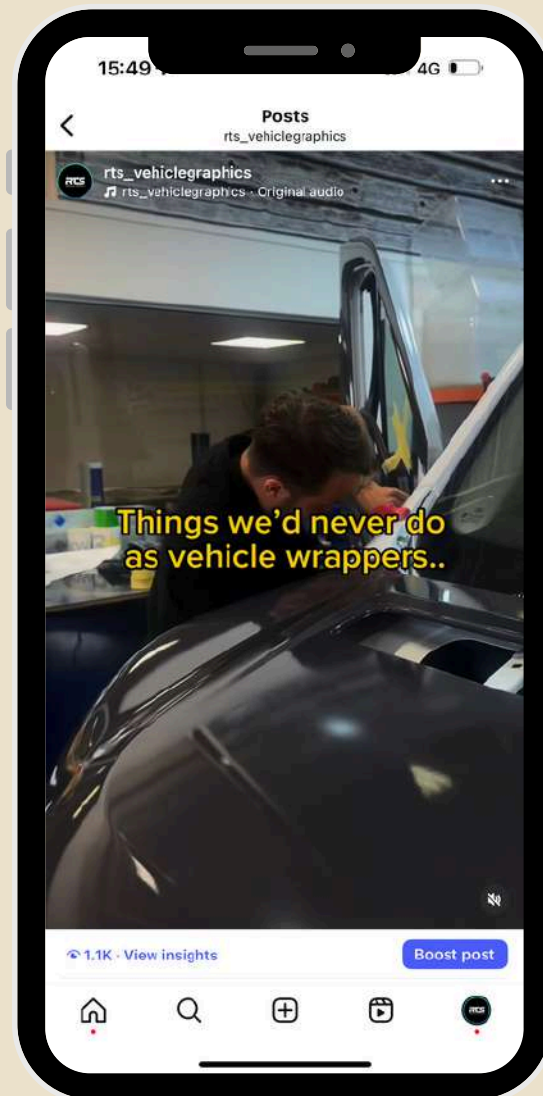
Community & Engagement

A new engagement strategy was rolled out, including polls, quizzes, DM follow-ups, and client features to build two-way conversations and a stronger brand community.



The Execution

Screenshots of profiles / Example Content from Instagram, Facebook, LinkedIn produced by Pulse Creative



The Results

Pulse Creative has worked with RTS Vehicle Graphics for over two years, providing ongoing strategy, content creation, and multi-platform management. The results below reflect recent performance data proving the long-term impact of a well-executed, evolving strategy.

RECENT PERFORMANCE HIGHLIGHTS

INSTAGRAM

+73%

Increase in followers

+47%

Increase in engagement

LINKEDIN

+116%

Increase in reach

+13%

Increase in followers

WHAT HAVE WE BUILT OVER TIME:

- A repeatable system: monthly content days, strategy reviews, and detailed analytics reporting
- Introduction of short-form video across all platforms, aligned with trend and algorithm shifts
- A high-performing monthly newsletter, nurturing a previously dormant 600+ contact list
- Consistent platform growth through data-driven content planning and evolving creative direction
- Positioning RTS as not just a local player but a national authority in fleet branding
- Successfully launched as a new channel, introducing a short-form video strategy tailored to trades

REAL-WORLD IMPACT:

- Consistent inbound enquiries via social DMs and email
- RTS's team is now involved in collaborative content creation, not chasing agencies for updates
- Pulse has embedded a marketing system not just a set of one-off posts



Why it worked

RTS needed a clear and aligned strategy

We built their brand personality and awareness.

We cleaned up the profiles, clarified their brand tone of voice, and made every platform look and sound like an industry-leading business.

We stopped posting just their work and developed content around education, brand and more.

- We created systems
- Monthly content days.
- Strategy-led planning.
- Detailed analytics.
- We experimented with the algorithm and the audience.
- Reels that created results.
- Captions that converted.
- Content that's actually worth engaging with.



Ready to breathe the
life into your online
presence?

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