

SMMS

CASE STUDY

How SMMS Reached Over 91 Million Impressions and 19 Million Video Views for **Line of Duty** S5 & S6

LINE OF DUTY



Collaborating with World Productions, SMMS crafted an incredibly successful campaign for the 5th & 6th series. Beyond the standard social media accounts, a highly engaged Facebook group was established and maintained. Our team also generated viral content and skillfully managed the community, leading to millions of highly engaged viewers.

Social Media Platforms



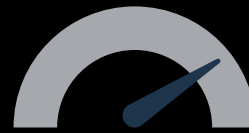
Engagement Metrics



Impressions
91 Million



Engagements
7 Million



Audience
622k



Video Views
19 Million

Campaign Content

GIFS - Stickers - Teaser Video Clips - Trailers - Countdown Quotes - Recaps - BTS Footage - Quote Cards - Social Banners - Static Images - Poles - Memes - Quotes - Pre/Post & TX Content - Key Moments

TOP PERFORMING POSTS

Line of Duty	
Total Engagem...	303,357
Reactions	51,639
Comments	38,110
Shares	10,309
Post Link Clicks	140
Other Post Clicks	203,159

bblineofduy	
Total Engagem...	21,338
Likes	17,408
Comments	2,919
Saves	1,011

Line_of_duty	
Total Engagem...	179,997
Likes	9,401
@Replies	550
Retweets	263
Post Link Clicks	1,176
Other Post Clicks	168,588
Other Engagem...	19

Freddie A'Brassard, World Productions

"World Productions brought on SMMS to take over the official Line of Duty social accounts for Series 5 of the hit series. We have been very impressed with the growth of the accounts since SMMS came on board and would highly recommend them."

