



**TMC MARKETING**

CASE STUDY

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# Iron Mountain Refrigeration & Equipment

Building a Digital Presence That Drives Real Business Growth

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## INDUSTRY

Commercial Refrigeration

## SERVICES

Social Media Management  
Content Production  
Paid Advertising  
Marketing Consulting

## ENGAGEMENT

Started Feb 2025

# The Starting Point

By late 2024, Iron Mountain Refrigeration & Equipment had a growing reputation in the commercial refrigeration space — but their digital presence wasn't keeping pace. Social media was handled in-house without a defined strategy, posting was inconsistent, and content wasn't designed to drive engagement or build brand authority. Meanwhile, their paid advertising campaigns had plateaued under a previous agency.

In December 2024, Iron Mountain brought in TMC Marketing in a consulting capacity. After two months of analysis, the leadership team transitioned full management to TMC — starting with paid advertising in mid-February 2025, followed by social media management in April 2025.

|                      |                             |                          |                |
|----------------------|-----------------------------|--------------------------|----------------|
| 3,843%               | 100%                        | 88K+                     | 168+           |
| FB Reel Reach Growth | Instagram Followers Doubled | Instagram Views (12 Mo.) | Reels Produced |

# What TMC Identified

## Social Media

- Posting cadence was inconsistent with no editorial calendar
- Content was not optimized for short-form video or Reels
- No strategy for growing followers or driving engagement
- Brand voice was undefined across Facebook and Instagram
- No on-site content production or professional visual assets

## Paid Advertising

- Google Ads conversion rate at just 0.24% with \$405 cost per conversion
- Meta Ads had strong CTR but conversions lagged behind
- Landing pages were generic and misaligned with ad copy
- Attribution was broken — UTM conflicts corrupting data

# Social Media: 12-Month Results

From April 2025 through February 2026, TMC Marketing transformed Iron Mountain's social media presence from dormant to dominant. A strategy built around consistent Reels production, on-site content shoots, and community-driven engagement delivered standout growth across both Facebook and Instagram.

## Facebook Performance (Mar 2025 – Feb 2026)

| Metric                   | Result   | YoY Change |
|--------------------------|----------|------------|
| Page Follows             | 4,211    | ▲ +14%     |
| Organic Page Impressions | 58,996   | ▲ +102%    |
| Reel Reach               | 21,844   | ▲ +3,843%  |
| Reel Views               | 33,040   | ▲ +4,688%  |
| Post Engagement          | 210,000+ | —          |
| Engagement Rate          | 14.58%   | —          |
| Reels Published          | 80+      | —          |

## Instagram Performance (Mar 2025 – Feb 2026)

| Metric           | Result | YoY Change        |
|------------------|--------|-------------------|
| Followers        | 1,364  | ▲ +100% (Doubled) |
| Total Views      | 88,925 | ▲ +255%           |
| Reel Engagements | 1,013  | ▲ +302%           |
| Reels Published  | 88+    | —                 |
| Top Reel Views   | 11,338 | —                 |

# Paid Advertising Results

Alongside the social media transformation, TMC Marketing rebuilt Iron Mountain's paid advertising infrastructure across Google Ads and Meta Ads. Within 60 days of taking over, every key performance metric improved dramatically.

## Performance vs. Previous Period

| Metric              | Meta Ads        | Google Ads      |
|---------------------|-----------------|-----------------|
| Website Purchases   | ▲ +272%         | ▲ +119%         |
| Conversion Rate     | ▲ +255%         | ▲ +119%         |
| Revenue             | ▲ +80%          | ▲ +42%          |
| Avg. Cost-Per-Click | ▼ -52% (\$3.24) | Stable & Lean   |
| ROAS                | Surging         | Surpassed 1000% |

## Additional Highlights

- GA4 Tracked Revenue: **\$1.13M during campaign period**
- Google Ads conversion rate increased **10×** in the first 60 days
- Meta Ads Revenue YoY: **▲ +19%**, Purchases YoY: **▲ +71%**
- Campaigns became budget-limited — not performance-limited

\$1.13M

GA4-tracked revenue during the campaign period — proving that a coordinated approach across social and paid delivers compounding results.

## Execution Timeline

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### February 2025

- TMC takes over paid advertising management
- Google Ads campaign restructure and Performance Max overhaul
- Optimization scores raised from 7.46 to 9.22

### March – April 2025

- Meta Ads refresh with new targeting and creatives
- TMC officially takes over social media management
- Content strategy and editorial calendar established
- On-site Reels production begins

### May – August 2025

- Attribution fixed (UTM & gclid conflict resolved)
- Consistent Reels cadence of 15+ per month across platforms
- Organic impressions begin surging — Facebook up 102% YoY
- Instagram followers hit major growth trajectory

### September 2025 – February 2026

- Instagram followers double to 1,364 (▲ 100%)
- Facebook Reel Reach surpasses 21,800 (▲ 3,843%)
- Instagram views reach 88,925 (▲ 255%)
- 168+ Reels produced across both platforms in 12 months

## Outlook: Organic Growth Meets Paid Performance

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Iron Mountain Refrigeration now operates with a fully integrated digital marketing system. A thriving social media presence drives organic brand awareness and engagement, while paid campaigns convert that visibility into measurable revenue. Together, these channels create a compounding growth engine built for the long term.

## Why TMC Marketing?

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TMC Marketing didn't just manage accounts — the team built a complete digital marketing engine from the ground up:

- Transformed social media from dormant to a consistent, high-output content machine
- Produced 168+ Reels across Facebook and Instagram in 12 months
- Doubled Instagram followers and grew Facebook Reel Reach by 3,843%
- Rebuilt paid advertising campaigns for 10× conversion rate improvement
- Delivered \$1.13M in GA4-tracked revenue through coordinated strategy
- Created a self-reinforcing loop between organic reach and paid conversions

*This is what happens when strategy, content, and paid media work together — not in silos.*

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*"When we brought TMC in, we knew our online presence wasn't matching the quality of our work. They completely transformed our social media, built a content system we never had, and the numbers speak for themselves. Our brand has never been more visible or more active online."*

— Iron Mountain Refrigeration & Equipment, Leadership Team

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## Ready to turn your social media into a growth engine?

Contact TMC Marketing to find out what a strategic, data-driven approach can do for your business.

[marketingtmc.com](https://marketingtmc.com)