



Hartman & Hartman and Powerhouse Planning – Building Social Media Presence Organically and Successfully

Hartman & Hartman is a Pennsylvania-based, family-rooted industrial construction firm headquartered in Eighty Four, Pennsylvania, with more than four decades of experience serving the energy and heavy industrial sectors. Drawing on integrated civil, mechanical, electrical, and automation capabilities, the company specializes in complex projects for natural gas, power generation, chemical, glass, steel, and other manufacturing facilities across the Appalachian region and beyond. Known for its strong safety culture and commitment to self-performing key trades, Hartman & Hartman combines field-tested expertise with a continuous-improvement mindset to deliver efficient, reliable, and cost-effective project execution for its industrial clients.



Challenge

The client needed social media support both to manage and to grow its outreach and online footprint. Through the use of Powerhouse's total remote team solution, the client received social media support with posts, graphics, and communication designed to improve the company's online presence and grow its brand recognition. The goal was to achieve greater consistency in posting on LinkedIn and Facebook to foster growth across both platforms and substantially increase shareability of content.

Solution

The Powerhouse total remote team solution comes alongside clients to provide services and skills that may fall outside the normal scope of their everyday mission. This solution provides expertise and specialized skills to clients who may lack the time, resources, or internal capacity to bring projects to fruition. For Hartman & Hartman, this meant engaging with Powerhouse Planning to bring social media expertise to its business model.

Case Study



Business Name: Hartman & Hartman, Inc.

Website: hartman-hartman.com

Industry or Business Type: Industrial Construction

Powerhouse Services:

- Marketing Specialist/Thought Partner
- Team Manager
- Social Media Specialist
- Graphic Designer
- Quality Assurance Specialist

Benefits:

The client initially sought assistance with social media support. With a goal to increase its social media reach and success, the client benefitted from Powerhouse's total remote team solution, bringing high-level social media experience to managing and growing the company's social media efforts.

"The Powerhouse team gave us access to marketing expertise that would have been difficult to build internally. From strategic planning to content creation and analytics, their team handled every aspect of our social media efforts with professionalism and creativity. The results have exceeded our expectations, helping us expand our reach, strengthen our brand presence, and engage our audience in meaningful ways."

– Jay Chapman, President/CEO,
Hartman & Hartman



Powerhouse
PLANNING, LLC

From April 2025 to the present, Powerhouse has provided strategic marketing support focused on growing social media presence and engagement for the client. Powerhouse's content strategy to drive social media growth consisted of evolving from simply maintaining a presence to creating content audiences actively shared and amplified organically. The partnership has proven extremely successful, with Hartman & Hartman seeing significant increases in its social media followers and engagement.

Results

The Powerhouse/Hartman & Hartman partnership is the perfect example of how a Powerhouse total remote team solution can take a company to the next level. Over the course of the contract to date, Hartman & Hartman has experienced growth in both Facebook and LinkedIn audiences.

Over a 12-month period, Hartman & Hartman experienced steady month-over-month Facebook growth, which increased by 84.2%. This data point indicates the content strategy successfully met its goal to grow followers and content sharing organically.

By increasing the consistency of posting, visibility grew. The strategy to increase consistency is directly attributable to

- Higher reach
- Stronger follower growth
- Greater audience exposure
- Improved organic amplification



From April 2025 to April 2026, Powerhouse Planning supported Hartman & Hartman by

- Creating a strategic marketing plan
- Crafting monthly social media content
- Designing monthly social media graphics
- Developing a “Using LinkedIn” resource to encourage employee engagement on social media
- Designing a company email signature
- Providing social media analytics



Over the course of the partnership, Hartman & Hartman's Facebook shares increased 144%, with new follower acquisition increasing 220% month over month. The company's LinkedIn page gained 200 followers, representing approximately a 20% increase, and experienced a stronger sustained presence and improved platform activity. These metrics demonstrate exceptional growth for a professional services brand where follower growth is typically slower and more targeted. When companies employ the

Powerhouse total remote team solution, they are getting a team of experts who not only provide services to meet the stated client need but also go above and beyond to provide a clear, strategic vision and plan designed to take that organization to the next level. The Hartman & Hartman partnership is a shining example of how a company can utilize Powerhouse expertise to grow its social media presence organically while relying on a team of experts to manage all its needs, allowing the company to focus on driving its mission forward.

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Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

Visit powerhouseplanning.com to learn more.

