




**DESIGN
PRODUCT
COMPANY
12 MONTH
CASE STUDY**





PRODUCT COMPANY 12 MONTH CASE STUDY



WHERE WE STARTED

When we came on board in April 2021, the Social Media accounts were in a good place. An audience had been built, was interacting with the brand, and was sharing content using the client's products.

However, on the backend, things were a bit messy and outdated. The type of content they were sharing wasn't optimizing the platforms' tools and they weren't showcasing enough angles of their brand on social.

We hit the ground running with new campaign ideas, streamlined our processes, expanded onto new platforms, and integrated new types of content. This has resulted in massive growth over the past 12 months and a deeper connection with their audience.



THE NUMBERS - APRIL 2021

- 7 Social Media Platforms
- Total of 310,689 followers across all platforms
- 5 different scheduling tools
- No video content
- Mainly using UGC for posts
- No discussion of who the brand was



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TWELVE MONTHS LATER

By May 2022, the clients Social Media platforms were running like a well oiled machine, building connections with their audience, and staying ahead of trends. We created on-brand campaign ideas, showcased the unique propositions of their company, and have expanded to new platforms along the way.

This client is now a leader in their niche on Social Media, ahead of their competition with creative content and connecting with a younger demographic of buyers on TikTok. The content we create for their account is now getting duplicated by other accounts because it is so successful.

Their audience has grown over 27,000 followers just 12 months, as well as seen a significant increase in content interactions and post reach. Their highest performing posts in the accounts history happened over the course of the 12 months we have worked with this brand.

NEW INITIATIVES WE'VE LED

- Expanding the client's online presence to TikTok and growing their reach with a younger demographic
- Integration of video content on all platforms (+ going viral)
- Creation of an organized Influencer Marketing Program that has expanded their reach exponentially
- Streamlined backend processes across the board, including utilizing 2 scheduling platforms rather than 5

THE NUMBERS - MAY 2022

- 8 Social Media Platforms
- Total of 337,732 followers across all platforms
- 2 scheduling tools
- Weekly video content creation and posting
- Unique campaign ideas rotated during the week
- Integration of the clients brand story and unique proposition

THEIR REACH

CLIENT ACCOUNTS

On Instagram their reach consistently increases each month. While we capitalize on trends and integrating pop culture into brand-relevant content, we also create new forms of content that sets trends on this platform.

On Facebook, this brand sees a large amount of growth compared to today's standard. Their audience is engaged and enthusiastic about new content here.

On Pinterest they have gained 330 Million Impressions, and reached an Audience of 40 Million over the past 12 months.



THEIR AUDIENCE

CLIENT ACCOUNTS

INSTAGRAM

Starting: 230,516
Today: 253,421

PINTEREST

Starting: 56,437
Today: 66,726

FACEBOOK

Starting: 19,800
Today: 28,388

LINKEDIN

Starting: 2,471
Today: 3,801

YOUTUBE

Starting: 242
Today: 387

TIKTOK

Starting: 0
Today: 1732

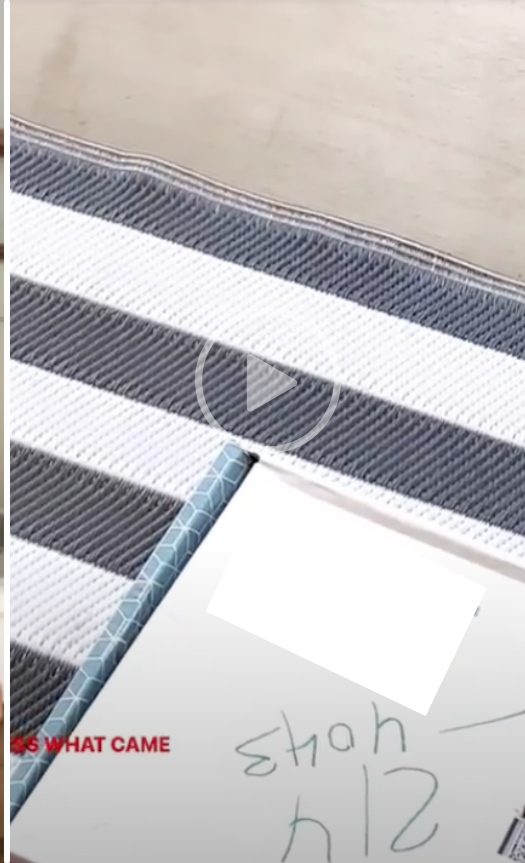
TWITTER

Starting: 1,033
Today: 1,082

HOZZZ

Starting: 193
Today: 195





THE IMPACT OF THEIR INFLUENCER PROGRAM



This client was already partnering with high-profile celebrities in their industry and we saw an opportunity to connect more deeply with the audiences of Influencers as well.

The goal of this program was to get in front of new audiences, expand their reach and brand awareness, and connect with industry leaders. We built out their Influencer Program from the ground up in August 2021 and began receiving content in late September 2021.

During the course of this program (which primarily lives on Instagram), they saw a **6.8% growth in Reach** (nearly 2M accounts) and **3.3% growth in followers**.

On days that Influencers post, they have historically gained **160-450 followers** in a **24 hour period**.

INFLUENCER MARKETING PROGRAM



THE IMPACT OF OUR VIDEO INITIATIVE



When we joined the team in April 2021, there was very little video content being created. Understanding trends and the future of the consumer market, we worked with the client to create more video content to share across all platforms.

This includes mainly short form video (under 60 seconds) to Reels and TikTok made by our team, as well as GIFs that are made in house.

Since launching our first Reels on Instagram on May 22, 2021 our short form video content on this platform has been **played more than 1,173,600 times** *(as of May 2022)*.

Since creating our TikTok account in June 2021, our content has experienced much success. After posting daily videos for the past year, we have set trends and see our content go viral with **70k views in 24 hours**.

VIDEO INITIATIVE



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THANK YOU

