

A Case for the Right Mix of Public Relations

At a Glance

Our client, a decorative luminaire design studio, contacted us wanting an immediate boost in sales. They felt their existing website and social platforms were the right places to be for the brand, but their efforts just weren't translating into company sales.

Key metrics

↑ **93%**

Instagram reach

↑ **37%**

Facebook engagement

25

Pieces domestic media coverage

3

Pieces international media coverage

1.7K

Estimated social views

\$30K

Sales quotes

CHALLENGES

- Budget and time constraints
- Uncertainty of working with a "marketing" agency and intangible results
- No dedicated staff to manage their social media
- Little access to and awareness of their own audience data
- No storyline prepared for the new product once installed

SOLUTIONS

LISTEN

The communications plan was executed in small sprints the client could manage, aligning it with their product view - precious jewelry. Storylines were developed with their client and sales team for full engagement.

MINE

While many of their efforts had good foundations and solid collateral, the efforts were often siloed, not woven into the brand fabric. We worked to ensure their efforts were applicable across all platforms. No brand audience was left behind.

STRATEGIZE

The team agreed upon implementing a combination of shared, earned and owned media. Engagement across social platforms was shared with strategic brand partners with a slight shift in brand focus from product to project.

OUTCOMES

1

Our client enjoyed the sales funnel attributed to the social and traditional media outreach.

2

The sales force had largely been omitted in the brand communications. With a dedicated web portal and specific rep email campaigns, the brand has grown their rep email open rate from 17% to 64%, and 3 major market rep groups are participating in social media collateral production and shared ad buys.

3

An international design magazine dedicated to decorative lighting in interior design & architecture featured our client in an issue. This coverage helped increase the brand's social reach and elevated them from a regional company to a recognized design studio with a unique offering.