suncast

CASE STUDY: from Quantity to Quality

INTRODUCTION:

A New Beginning

Suncast, which is viewed as a client, one of the initial large sales wins for us to expand their social media base. We created a monthly deployment schedule of five, energetic content consisting of containing giveaways, newsletters, social media posts and digital ads. This initiative was a great success, ultimately coming to a conclusion where we increased 10.5K followers on Facebook. We now had the attention of a captive audience, however this was only half of the battle. The next step was to figure out a way to convert this newfound base into a community of loyal Suncast customers.

THE CHALLENGE:

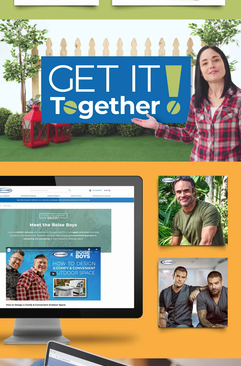
A Tale of Two Audiences

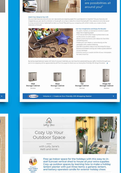
Suncast's current marketing is cultivate an audience who only paid attention to giveaways and discounts. They needed brand loyalists who were actively viewed throughout marketing product. On paper, these two groups seemed naturally opposed, yet it was up to us to figure out how to convert the former into the latter.

THE SOLUTION:

Envision, Accomplish, Enjoy!

We developed "Envision, Accomplish, Enjoy!" – an all-encompassing media, governing not only Suncast's social media platforms, but also their website. This was a "one-stop-shop" for all promotional content, including a section on Suncast's website. The goal was to create an entire season of content upfront (about 8-10 articles) for use as the basis for their quarter's social media and email campaigns. The content itself was intended to be useful, creative and point actual value to the Suncast audience. The articles would naturally revolve around Suncast product uses and benefits in a way that never felt nonsense or obligatory. Visually, the photography for these articles shifted away from Suncast's traditional rendering style to evocative, aspirational lifestyle imagery. We also began tapping into various Pinterestfriendly approaches to increase the reach of our content and generate more traffic to our website. In addition to the social media as well as developing relevant content, such as our tips and tricks section, "Tips & Tagalongs" & "Tips & Tricks", a product with genuine value, we successfully shifted the Suncast audience from a going of giveaway hyenas to a community of informed and inspired potential customers. Lastly, following the end of each season, we prepared a print version of the articles from Envision, Accomplish, Enjoy for Suncast to distribute to their retail partners (Home Depot, Lowe's, Menards, Ace, etc.).





MY ROLE:

This initiative is still running strong to this day and I'm very much included from start to finish. I'm involved at the onset of each quarterly campaign as one of the team members actively creating ideas for the articles. Once the articles are ideated and down, I'm handed a the design lead for all required assets (website, social media, email, etc.) and I'm responsible for all digital content. I also organize all of the Pinterest-ready content, coordinate with our graphic designer and photographer, and write the copy. I've also served as the photographer, copy editor, writer and project manager for this initiative.