

Building Brands That Work!

Successful Marketing Campaigns

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Executive Summary

Encite International has constructed and executed many successful marketing campaigns for local businesses in the Denver area utilizing several different strategies. From digital marketing and social media management to the crafting of a brand's internal message and brand story, Encite has increased sales, impressions, web traffic, and more for its clients.

In this report, you'll find two examples of recent clients that achieved large improvements in brand engagement and revenue as a result of Encite's work.

Wyoming Gourmet Beef and Pickens Technical College are clients who have seen vast improvements in market penetration and target market reach since they came to work with Encite. Encite's team of writers, designers, and digital marketing experts created success for both clients by working closely with them and crafting intelligent marketing initiatives. This report includes the strategy, execution, and results of Encite's experts' marketing and/or re-branding efforts.

About

Encite Marketing is a full-service, boutique marketing and advertising agency in Denver, Colorado committed to building great brands with strategic marketing plans. From inspiration to execution, we develop the best ideas into projects and campaigns that allow small businesses and corporations to effectively market their products, services, and events.

Encite takes marketing initiatives from inspiration to execution to help small businesses market their products and services. We build brands the right way to engage with their target audiences and markets with a variety of techniques, such as market research, analysis, and conceptualization.



Pickens Technical College



Challenges

In 2015, Encite started working with Pickens Technical College (PTC) to help increase brand awareness and recognition in their target market. PTC has been a mainstay in the Aurora, Colorado area for years, but it wasn't positioned correctly to be the primary option for high school and post-secondary students seeking a career in a wide array of trade occupations. PTC needed to reach their segmented audiences, a cross-section of recent high school graduates and professionals looking to improve their education and occupation.

Solutions

Encite started by creating a Facebook and Instagram campaign, a Brand Ambassador initiative and an email marketing campaign to help increase awareness, engagement, and information inquiries into their programs. In order to increase brand awareness and engagement with PTC's target audience, Encite enacted a long term, incremental, and sustainable strategy:

1. Implementation of paid and organic Facebook marketing campaigns
 - a. The Facebook campaign had a theme of "A great place to start". This had a double meaning for our segmented target markets: it is a great place to start if you want to begin your educational journey at PTC and move on to a four-year institution AND it is a great place to start if you want to begin your career right after graduation. Both of these implications of "A great place to start" are large parts of PTC's brand image.
 - b. We came up with several different ads that we ran on Facebook.
 - i. One was focused on post-secondary students. We developed customer profiles after interviewing PTC registration staff to understand who is signing up for classes at PTC and what they're looking for and expecting. This audience was between the ages of 25-34, hadn't graduated from high school or had a GED, was within 15 miles of the school, was interested in higher education, and made below \$35k/year

Solutions, cont.

- ii. The second was high school-aged students. We created a look-alike audience from current emails in the PTC system. We uploaded emails to Facebook, which matched those emails to FB accounts, collected demographic and psychographic info, and made a "profile". Then we told FB to take that profile and find a new audience that doesn't like the PTC page so we can serve ads directly to them
 - c. We created a Call To Action for students to come to campus and engage in a free tour, speak with the instructors, get free information, etc.
2. Development of engaging content marketing topics highlighting the professional success of Pickens' students to showcase the opportunities that come with a Pickens education.
3. Creation of the Brand Ambassadors program, which gave PTC students the opportunity to hone their social media marketing skills to help build the PTC brand.
 - a. We identified engaged staff and students that had a large social media presence to assist in driving brand awareness of the school, its programs, faculty, and students.
 - b. Brand Ambassadors posted content created by us at Encite while still adding their own style, tone, and voice. They also posted their own content by taking photos and writing their own copy.
 - c. We provided them with a Brand Ambassadors' guide to follow to ensure they do not post inappropriate or offensive material since they are representing PTC and are promoting the brand
4. Development of an email marketing campaign
 - a. Implement a drip marketing campaign where leads receive additional content/promotional messages over time after showing interest in the school. These messages are program specific (automotive, cosmetology, culinary, etc.) and have different calls to action that vary from downloads, free tours, Skype, or phone call consultations, etc.

PTC needed to reach out to a target market largely engaged on social media. By developing an integrated marketing campaign, PTC engaged with local high school graduates and post-secondary students interested in finding a new career or pursuing a career shift.

Results

Encite's ongoing campaign so far has resulted in:

- 36% increase in Facebook fans
 - While Facebook fans don't necessarily directly drive revenue for PTC, they are a great indicator and driver of brand awareness. Facebook fans like and share posts they see on their Newsfeeds, which spread into larger swaths of PTC's target audience. These fans have shared PTC-branded materials with their friends, who share with others, and so on.
- 2,000 routine weekly impressions
 - Impressions are the number of Facebook users who have seen certain content on their Newsfeeds.
 - Even if some PTC Facebook fans aren't always engaging with PTC's branded content, they are at least seeing it on their phones and computers, indicating a large amount of FB users who regularly see PTC advertisements.
- Record high of 206 daily users
- Reached Spring 2017 Registration Goal for PTC
 - Increase of 12% in Spring 2017 registration, a huge uptick in serious interest in PTC, and increased revenue.

PTC Results, cont.

With segmented content marketing aimed at different potential students looking for better opportunities, PTC has increased its enrollment and awareness of all the classes it has to offer in many different industries.

Wyoming Gourmet Beef



Challenges

Wyoming Gourmet Beef (WGB) came to Encite with a mission to improve online sales of its all-natural meat products. WGB positioned itself differently from other meat companies by producing healthy alternatives to traditional meat snacks. In addition to beef jerky and sticks, WGB also makes gourmet fresh beef products with no hormones added. Since WGB's target audience includes those who love to eat meat but don't want to settle for meat snacks made mostly of filler, WGB needed to engage with people online and through social media to expand brand awareness and market its healthy meat products to more people looking for healthy snack alternatives.

Solutions

WGB needed a multi-faceted approach to engage with huge segments of its audience. For WGB, digital marketing is of paramount importance. Driving customers to their website and engaging them with deals and promotions on social media were key objectives for Encite's marketing strategy for WGB. In support of these goals, Encite:

1. Designed and developed consistent, congruent, and cohesive email marketing campaigns
 - a. We implemented a drip marketing campaign where leads receive additional content/promotional messages over time after showing interest in the products. These messages are product specific (steaks, jerky, sticks, etc.) and have different calls to action that vary from downloads, free shipping, contest entries, promo offers, etc.

Solutions, cont.

- b. These emails, in effect, responded to messaging already aimed at potential customers and built on existing customer information.
 2. Produced content marketing articles that engaged, educated, and entertained potential customers
 - a. Articles were developed in both written and video format that spoke about a variety of subjects: recipes, things going on in WGB, contests, behind the scenes, info on having a healthy lifestyle, exercise tips, why humane beef processing is important, and more.
 - b. The purpose of this content marketing was to appeal to the target audience and provide them with content that is entertaining, educational, or inspiring.
 3. Launched a paid Facebook marketing campaign with two main goals:
 - a. Encourage email marketing sign-ups
 - b. Drive web traffic to WGB's ecommerce site
 - c. The campaign had a theme of "Start your beef tasting adventure". This played on the western and cowboy theme that is prominent in WGB's branding and brand attributes. Focused on the quality of the beef and the fact that beef products themselves are trackable back to the ranch where they originated.
 - d. We came up with several different ads that we ran through Facebook.
 - One was focused on higher wealth individuals for whom purchasing this type of product is routine. This audience was between the ages of 45-60, has a higher education (Bachelor's degree or above), was in specific large population areas (L.A., Chicago, NYC, ATL, Houston, etc.), was interested in higher education, and made above \$100k/year.
 - The second was a younger audience that was very interested in being healthy. We made a look-alike audience from a current email list of past clients. We uploaded these emails into Facebook, FB matched those emails to FB accounts, collected demographic and psychographic info and made a "profile". We used that profile to find a new audience who haven't liked the WGB page yet and served ads directly to them.
 - e. Then we had a Call To Action for visitors to purchase products online, sign up for the email newsletter and content marketing, sign up for promotional emails, and more.
 4. Google Adwords campaigns
 - a. Google Adwords can increase a business' revenue stream based serving ads to customers that are currently searching the web for a particular product. We essentially purchased ads to serve to these potential customers to increase revenue from visitors purchasing products directly from the ecommerce store.
 - b. Promoted our advertising messages nationally since we can ship it anywhere in the US.
 - c. We used these keywords to connect with WGB's target audience: all natural beef jerky, organic beef snacks, organic steaks, all natural steak products, organic filet mignon, organic NY strip, and others.

Results

Throughout the contract term with Encite, WGB significantly improved its marketing campaigns for both of its product lines. Their beef snack category received continued engagement on Facebook and they received many glowing testimonials on Google, as well as unsolicited email testimonials. Here are their eye-popping statistics as a result of Encite's marketing efforts:

Results, cont.

- Facebook ad impression almost 190,000
 - Thousands of Facebook users identified in WGB's target audience saw WGB's ads in their newsfeeds.
 - Increased Facebook ad engagement and target audience reach.
- A reach of over 119,000 users in their target market
 - WGB's target audience increased dramatically, meaning its overall brand awareness dramatically increased in exactly the demographics deemed most responsive to WGB's messaging, brand and advertising.
- 80% increase in sales in over the previous year

Perhaps more important for WGB's future success as a company beyond these numbers was that they got to know their target market better. Encite was able to develop customer personas for their target audience and craft messages bringing WGB's brand values to them.

Conclusion

Encite created nuanced, multi-faceted marketing strategies aimed at increasing both WGB's and PTC's online reach and marketing awareness. These companies had different problems when they came to Encite looking for a fresh approach to getting their messages across to as many people in their target market as possible. With the help of a multi-talented team of writers, artists, developers, and marketing strategists, WGB and PTC improved their marketing positions with measurable gains in engagement, web traffic, and sales.

The Encite process is "by design." That is, it is a custom-fit approach to each of our clients that develops successful campaigns aimed at building businesses through their brands. Our creative process completes the strategic messaging of our clients by itself being an engaging, impactful, and dynamic design solution.

Encite emphasizes communication and collaboration with its clients. Its marketing experts work closely to develop messaging aimed at the specific customer personas that embody the target market of any business, assisting small businesses in becoming larger ones. The numbers don't lie. Working with Encite has increased brand awareness for its clients and helped its clients understand their target markets and typical customers better.

WGB and PTC are prime examples of how Encite helps its clients reach their full potential as local businesses primed to serve a segmented audience online and in-person.



we build your **BUSINESS** through your brand!