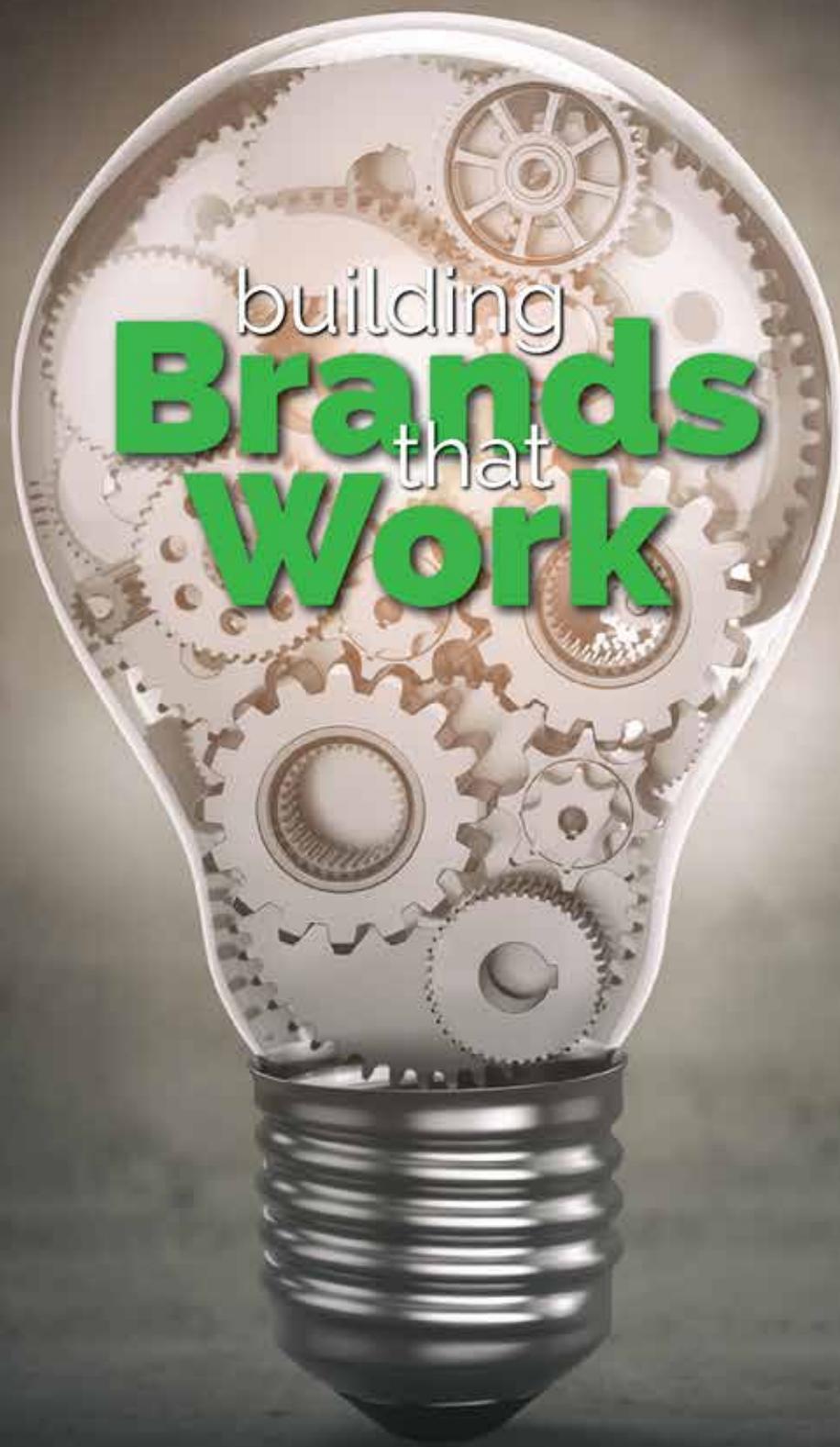


SUCCESSFUL MARKETING CAMPAIGNS



building  
**Brands**  
that  
**Work**

Case  
Studies

prepared by:  
**encite**  
branding + marketing + creative

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# We Build Brands that Work!

Effective marketing comes down to creating an effective brand and getting the exposure that increases engagement with the brand. With increased engagement, profits rise. Building the brand is a process that emphasizes company identity, what that company brings to its customers, and the ways in which it builds brand loyalty. Once the brand is established, it's time to make it top-of-mind for the target audience. That's where marketing comes in.

Encite International uses a multi-pronged, customizable approach to put brands in front of the customers who want to engage with them. After the brand's internal message and story has been carefully crafted, Encite uses digital marketing and social media management, as well as direct, physical marketing materials, to drive engagement and increase profitability.

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

Encite's marketing initiatives utilize all the tools in their toolbox: market research, conceptualization, analysis, evaluation, and more. All these techniques go into building brands that enhance their clients' standing in their target audience and improve their bottom lines. Encite builds marketing strategies from inspiration to execution.

What follows are two examples of successful marketing campaigns for two local, prominent Encite clients.



# Pickens Technical College



Pickens Technical College (PTC) started working with Encite in 2015. The vocational school in Aurora, Colorado wanted to boost its brand awareness and position in its target market. While PTC has been educating students in Aurora and providing them with the training and experience to get jobs in the fields of their choice for years, it wasn't seen as a primary option for high school and post-secondary students trying to start a career in a variety of trade occupations. Because PTC accepts both recent high school graduates and professionals wanting to improve their skills or switch careers, Encite was tasked to build a brand that appealed to this cross-section of potential students in different situations.

PTC was already an established brand. Encite did some tweaking and helped PTC's leadership focus on what made their school unique and desirable for all their potential students. But the bulk of the work went into building more consistent brand engagement and awareness.

Before any resources were committed to branding and marketing initiatives, Encite's representatives sat down with PTC's team to determine the best course of action. Encite holds Brand Strategy Sessions as a formal way to cover all aspects of the brand, determine an improved marketing and branding direction if necessary, and assure that clients' needs are met.

Every Brand Strategy Session requires the client to fully examine their brand and determine what exactly it communicates to potential customers. If adjustments to the brand perception, promise, and identity need to be made, they are conducted before investments in marketing strategies are made. Not only does a Brand Strategy Session bring everyone from Encite and the client together on one concerted effort, it creates the foundation of all marketing messaging—verbal, written, and visual.

A few adjustments were made to the PTC brand before proceeding. The marketing efforts all went back to the brand attributes PTC was trying to cultivate. For example, PTC wanted to be seen as a stepping stone to a successful career not only for recent high school graduates, but also for older applicants trying to improve their lives.

Consistent brand engagement and awareness requires a multi-faceted strategy:

### **Paid and Organic Facebook Marketing Campaigns**

These campaigns on Facebook centered on the slogan “A great place to start.” It has a double meaning for everyone in the PTC target audience. PTC is a great place to start for students just beginning their post-high school educational experience. It’s a great place to start on the path to a lucrative career they will love. It’s also a great place to start for those who want to enter their career right after graduation from PTC.

Using Facebook’s audience segmentation and targeting technology, Encite created two archetypes for advertisements over the social media platform. One was focused on post-secondary students, the other focused on students still in high school or who had recently graduated.

For the post-secondary students, the Facebook ads targeted users between the ages of 24 and 34, hadn’t graduated from high school or had a GED, lived within 15 miles of the campus, showed an interest in higher education, and made less than \$35,000 a year. By focusing on this segment of Facebook users, Encite could target a major portion of PTC’s target audience with messages they are likely to engage with and respond to.

High school students were found on Facebook using PTC's email system. By putting enough of these users together, Encite created a high school student 'profile' for their audience. Using this profile, Encite created psychographic and demographic data used to target similar Facebook users who were yet to like the PTC Facebook page. On all the social media materials, calls to action urged viewers to engage with the PTC brand by taking free tours, speaking to professors, and getting free information packets and brochures.



## **Brand Ambassador Program**

In addition to a rigorous email and content marketing campaign, Encite helped PTC create the Brand Ambassador Program. Encite and PTC representatives identified several engaged staff members and students who had strong social media presences and asked them to post branding content on social media. The content itself was developed by Encite, but the Brand Ambassadors used their own tone, style, and voice. In addition to posting content developed by Encite, the Brand Ambassadors also posted their own content by taking photos and writing their own copy.

The Brand Ambassador Program allowed PTC students to hone their social media skills and build the PTC brand with authentic social media posts while sending effective marketing messages sponsored by Encite.

## Content and Email Marketing

Content marketing efforts were focused on engaging topics highlighting the professional success of PTC students to showcase the opportunities that come with a Pickens education. This content included interviews with former students about their current careers and with Pickens instructors and staff who explained how they help students find jobs after they graduate. This content was placed on the PTC website's blog section, promoted on social media, and highlighted via email 'drip' campaigns.



Encite also developed an email 'drip' campaign in which leads get a steady supply of content and promotional messages over time after showing interest in the school. The messaging was specific to different programs at PTC such as Automotive, Cosmetology, Hospitality and Tourism, etc. Their Calls to Action varied as well, urging recipients to download brochures and other information, schedule a free tour of the campus, or schedule an in-person or over-the-phone consultation.

## Results

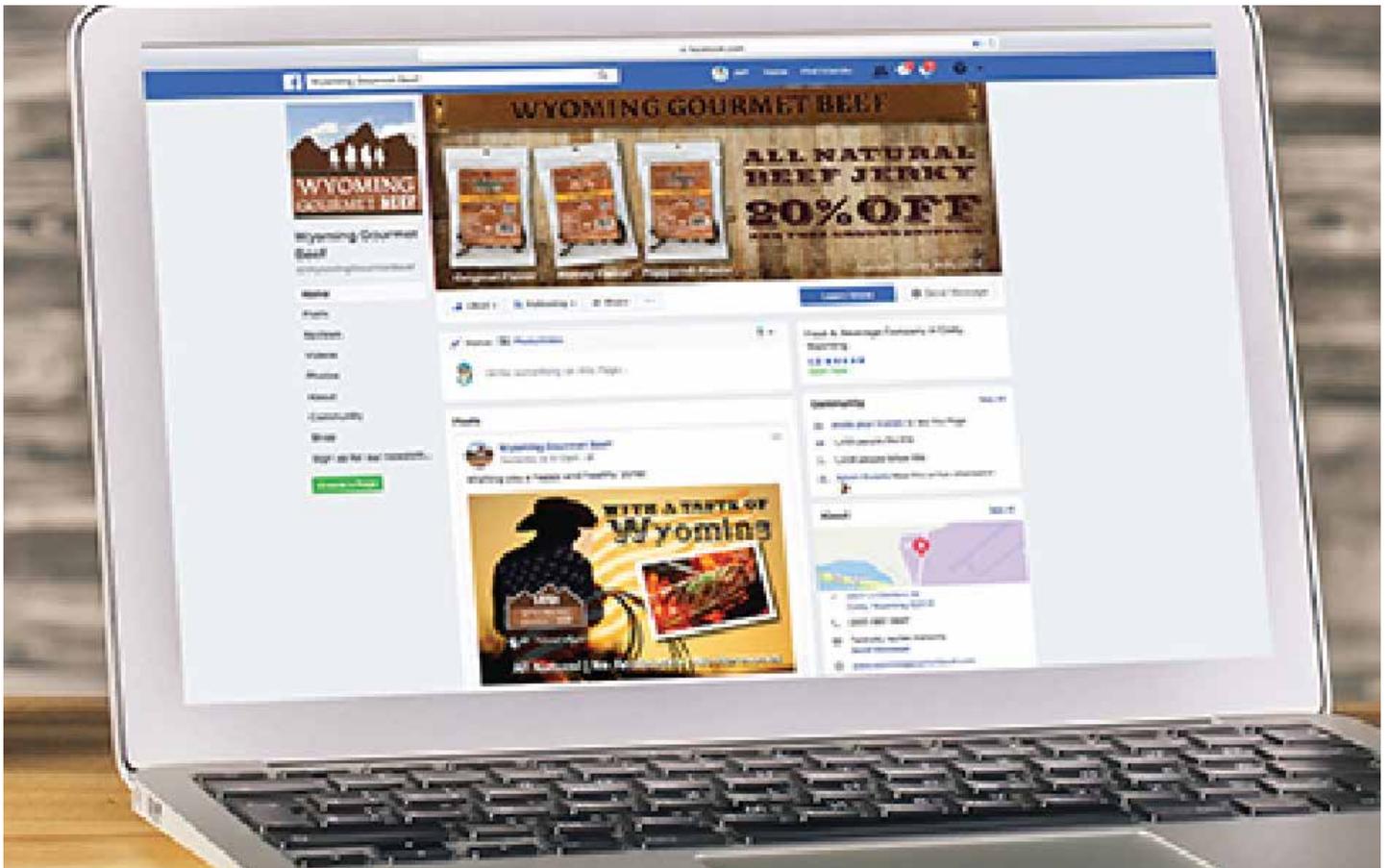
The results of this marketing approach by Encite resulted in a 36% increase in Facebook likes, indicating heightened brand awareness. PTC also saw 2,000 routine weekly Facebook impressions on their content, with a record daily high of 206 users. In the spring of 2017, enrollment in classes rose by 17%.

## Wyoming Gourmet Beef

Wyoming Gourmet Beef (WGB) is a meat company focused on creating healthy beef products such as beef jerky and sticks, as well as gourmet fresh beef products. WGB wanted to expand its online sales and appeal to a wider audience. Coming to Encite, WGB had already identified its target audience as meat-eaters who don't want to settle for meat products offering not much more than filler. WGB felt there was a need in their target market for all-natural, healthy beef snack products and recognized a huge opportunity in improving their online engagement and brand awareness on social media.

The Brand Strategy Session for WGB saw slight adjustments to broaden its target audience and emphasize its position as a health foods company, providing gourmet beef products that are much healthier than their competitors.

Since the focus was online sales and better brand awareness, Encite built email marketing campaigns, a content marketing strategy, a social media marketing campaign, and Google Adwords campaigns.



## Email and Content Marketing

The key for WGB was creating a unified, congruent, consistent, and cohesive email marketing strategy, bolstered by a content marketing campaign that echoed its main points in its singular style.

The email campaign was tightly controlled by Encite and WGB representatives as a drip marketing strategy in which sales leads receive additional content and promotional messages over time after they show an interest in WGB's products. The email messaging was specific, focusing on products like steaks, jerky, beef sticks, with Calls to Action varying from downloading further content to receiving free shipping on online orders, entry into contests with prizes, promotion offers, and more. These emails increased brand engagement and built on existing customer information.

The content marketing focus was on engagement, education, and entertainment for WGB's target customers. This was done with both written communications and video communications in an attempt to bring useful and interesting content to WGB's audience. Some of the topics included healthy beef recipes, WGB behind the scenes, current events within WGB, exercise tips, humane beef processing, and more. The goal was to increase brand awareness and build trust and loyalty in and to the brand by providing entertaining, useful content.

## Paid Facebook Marketing Campaign

The two main goals of the Facebook campaign were to encourage email list sign-ups and to drive website traffic to WGB's ecommerce website. The audience was segmented into two primary groups: wealthy individuals between the ages of 45 and 60, educated, made over \$100k a year, and in large US population centers such as Los Angeles, New York, Chicago, or Houston. This audience segment sees WGB products as a luxury food; a healthy alternative to similar products. The other audience segment included younger customers primarily interested in eating healthy, all-natural products. Similar to the profile matching done in the PTC Facebook marketing campaign, a customer profile was created from WGB's customer information database and used to find a new audience who haven't liked the WGB page and may not be aware of WGB's healthy and humanely-processed beef products. The calls to action were all focused on online brand engagement: purchase products online, sign up for the email newsletter, and more.



## Google AdWords Campaigns

Since WGB's goal was to increase website traffic, Encite set up a Google AdWords account for WGB. Google Adwords can increase a business' revenue stream based on 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. WGB's advertising messages were delivered to a national audience, since the company is capable of shipping its products anywhere in the US. Encite developed a set of keywords to connect with and attract WGB's target audience: all-natural beef jerky, organic beef snacks, organic steaks, organic filet mignon, organic New York strip, and more.

## Results

From the moment these marketing initiatives went live, WGB saw a steady increase in indicators of brand engagement. Sales increased, and WGB's brand difference became more prominent. Positive customer reviews spiked on Google and WGB received many unsolicited email testimonials from satisfied customers.

WGB's Facebook presence improved dramatically. Their ads reached 190,000 individual newsfeeds total, with 119,000 impressions within their targeted demographics. The significance of placing WGB's advertising messages in the Facebook newsfeeds of precisely the people they and Encite deemed the most likely to engage with them cannot be overstated. Encite developed customer personas for their target audience and crafted messages bringing its brand values directly to them.

**As a result of the massive increase in online engagement, product sales jumped by 80%**

“ 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. ”

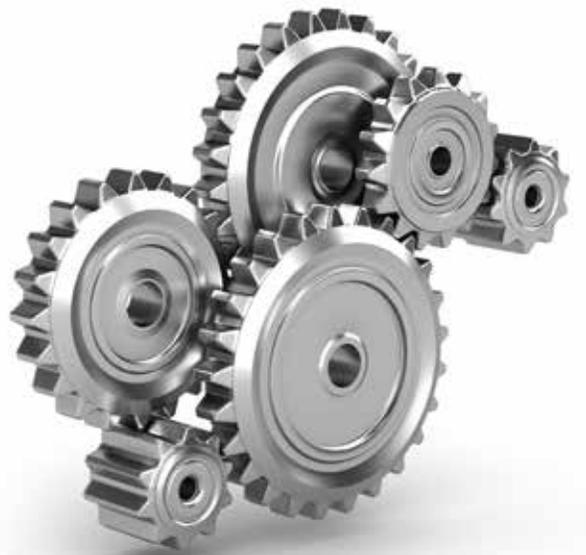


# Conclusion

Encite's approach to creating organic, relevant, and useful marketing materials for its clients' target audiences results in better brand positioning and increased brand engagement. The goal is always to increase revenue, and Encite does this by focusing on the brand. What messages support the brand's values and fit in with the vision and the backbone of the company? What attributes of the products and services being offered fill needs within the target audience? Why should customers be loyal to a brand and trust its products?

Encite builds effective marketing campaigns out of the unique offerings each client presents to their own customers. Encite's unique approach encompasses all aspects of a brand, from visual representations to cohesive, congruent, consistent brand messaging, all focused on bringing products and services to buyers. A brand-focused marketing strategy increases revenue in a sustainable and consistent way.

“ your **brand**  
is **more**  
than a **logo!** ”



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