

Case Study

Building Brand Awareness for a Multi-Sector Company

Challenges

Segmentation of the various sectors

TribalVision was tasked with the challenge of growing brand awareness for a company with three very different business units, each with dramatically different brand equity and audiences - from military and law enforcement to nuclear safety and pharmaceutical - while maintaining the connection to the parent brand. Success was measured by the reach of individual campaigns and initiatives, as well as the impact on sales.

Approach

Differentiating the variety of sectors to position correctly

- Before engaging with TribalVision, the client had nine sub-brands and no clear architecture to determine how the brands interacted with one another, relevant audiences, or respective value propositions. TribalVision facilitated the process of refining the brand architecture so each business unit aligned with a flagship brand that held strong brand equity, a unified audience, and the most promising market share, with others being retired or rolled up into the flagship brands.



- Based on this new architecture, TribalVision turned its focus to building awareness and engagement for one brand by deploying a series of digital campaigns aimed at reaching the same core audience at a high frequency and growing its social media following. Over time, the success of this strategic approach of targeted multi-channel outreach for one brand allowed TribalVision to expand its efforts to the other two business units.

Solutions

Multi-channel approach to raise brand awareness

- This brand already had Instagram in place at the outset, but it suffered from inconsistent content posting and management. In addition, the client was not taking advantage of other channels such as Facebook or LinkedIn, and despite having an ever-growing video library, was not leveraging YouTube for dissemination. TribalVision took over the development and optimizations of all of these channels, helping to generate strong audience growth and engagement.
- In addition to organic social media, TribalVision planned and implemented a number of digital media campaigns, including geofencing at industry events, hyper-targeted display campaigns, and B2B email outreach. This multi-touchpoint approach helped ensure that leads were repeatedly exposed to the brand, strengthening the likelihood of engagement and conversion.
- Separately, after realizing initial success, TribalVision expanded its social media management scope to include corporate and the other brands, creating a cohesive, aligned ecosystem for content development and dissemination that still appealed to a wide variety of relevant audiences.



Results

Maximizing exposure and engagement while driving revenue

- In 2020 alone, TribalVision grew the brand's Instagram following by 71%, and its YouTube channel experienced 200% growth in subscribers and a 1,000% increase in video views in the first 10 months of the year. Digital advertising in 2020 resulted in more than 41.7MM impressions across display, Facebook, and YouTube campaigns.
- While not a focus of our initiatives, these efforts also helped drive more than \$2.7MM in ecommerce revenue, a 161% increase from the year prior. Even more impressive is that this growth was not achieved through the frequent use of discounts or special offers - users most often paid full price for products that range between \$600 and \$2,000 per item.



About TribalVision

As an outsourced marketing department for hire, TribalVision's mission is to help companies grow. This is achieved by combining intelligent strategy with tactical execution in a hands-on, results-driven manner. TribalVision utilizes its clients' marketing budgets as efficiently and intelligently as possible – ensuring that each dollar spent maximizes awareness and generates new business. TribalVision's unique marketing model is designed to fully align interests with client outcomes – guaranteeing an objective, client-first partnership. This is demonstrated in the firm's fee-based compensation structure, "roll up your sleeves" mindset, metrics-driven approach, and role as a trusted marketing resource tasked to help navigate organizations to higher grounds. To learn more about TribalVision, visit www.TribalVision.com.

