



Case Study

CLIENT – CCI

The Concrete Countertop Institute's mission is to raise the standard for the concrete countertop industry, through intensive training on not just how, but why, building knowledge, confidence and success for everyone who wants to create with concrete.



CCI – THEIR CHALLENGE

What issue, challenge, or pain point did the client want you to address?

For CCI, their main goal was to drive traffic to their website. One of the main ways we achieved this was through social media development and advertising.

Why did they have this problem?

They wanted to find an effective way to grow their audience while being cost effective.

Was this a new problem or a pre-existing one?

It was a problem that was created when the client grew larger in size and wanted to expand their offerings to customers.

What were your client's expected outcomes from working with a vendor to solve their stated problem?

They were looking to increase the interaction with the clients and social audience while creating a connection that led to conversions.

Why did they engage your organization to help?

A partner firm referred them to us based on our social media track record.

CCI – THE STUDIO490 SOLUTION

How did you approach the challenge?

Our strategy included retargeting interested email subscribers, previous customers, and lookalike audiences. Much of our success was due to strategic lookalike audiences that expanded their audience even further and reached other interested participants.

How was your client involved in this stage?

The client provided feedback and input on social media development and strategy along the way via monthly phone calls.

How long did it take to plan/design/develop your solution?

Social media development works on a 30-day rotation so our monthly campaigns and advertising were developed each month.

How long did it take to implement?

The adjustments required 1–3 months to gain traction for their social media presence.

What was the solution?

We implemented a multi-pronged solution that has increased interaction with their social audience.

- Created a mixture of design-heavy images and more “natural” looking images that highlighted their beautiful, concrete creations.
- Generated text and captions drove the user to the website to purchase products or sign up for the class offered by CCI
- Pushed traffic to the website with social media and ads to increase customer numbers
- Developed an effective advertising audience through testing and experimentation until finally zoned in on the best audience.

CCI – THE RESULTS

Did your solution solve the client's stated problem or accomplish their objective(s)?

Yes, our social media efforts led to an increase in overall sales for products and class as well as increased engagement on social media.

What benefits did your client see because of your work immediately?

The benefits they saw were a consistent social strategy, increased customer interaction and conversions.

What benefits should your client see because of your work overtime?

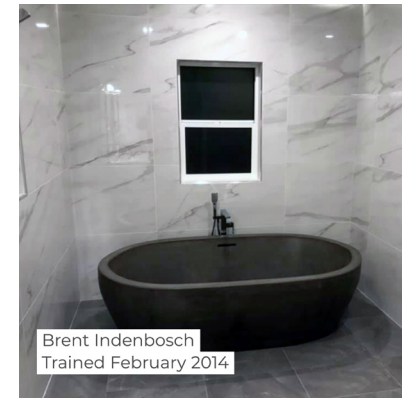
Our clients should see increased reach, streamlined communication, and a strategic approach to creative ideas.

Finally, would your client agree that you solved their problem or helped them achieve their intended goal?

Yes! Based upon the length of the relationship, testimonials, and growth of their organization, Studio490 addressed their goals.

CCI SOCIAL MARKETING GRAPHICS

We have developed a complex social media strategy that not only pushed content to their timeline, but created meaningful interactions with their audience.



Brent Indenbosch
Trained February 2014



"A GREAT CLASS - A GREAT EXPERIENCE!
True to my previous online experience,
Jeff/CCI was very thorough and giving
of information and demonstration
of technique."

Richard | TX



Peter Cicalo
Trained July 2013



WOULD YOU LIKE TO WORK WITH US?

To start working together, simply contact us today.

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