



# Case Study

## DIGITAL PR / OUTREACH

### BLUFFWORKS

Bluff Works manufactures wrinkle-free travel pants with modern technical features that look as good in the board room as they do on a mountain top. They are a unique product, ruggedly designed and manufactured in New York's Garment District. The target audience is comprised of active men who are driven to blend work and play together, and the traveling businessman. The company was created by an entrepreneur who became the face of the brand after launching a wildly successful Kickstarter campaign.

### Industry

- ⚙️ Wrinkle-free technical performance travel pants

### Desired Outcomes

- ⊕ Increase brand and product visibility
- ⊕ Increase product sales

### Solutions

- ✓ Digital property updates & revisions to identify targeted audiences
- ✓ eCommerce tracking
- ✓ Audience segmentation
- ✓ Paid social ad campaign
- ✓ Influence identification / Social optimization
- ✓ Outreach process / Response workflow

### Results & Benefits

- 📈 Increase referral traffic over 170% from the previous six months within a three month period
- 📈 Increase social traffic to the website 25% within 3 months

## Desired Outcomes

- Increase brand and product visibility
- Increase product sales
- Build relationships with bloggers and create brand ambassadors

## Challenges

**Social Media Presence** - To successfully market the product through outreach, the social media brand voice needed to be defined. Initial audiences were primarily friends and family.

**Scattered Audience Focus** – Initial focus of brand was on business travelers – We questioned how strong a segment that actually was. We needed to identify the most responsive potential audience and customer base, and then pursue those contingents aggressively and in a hyper-targeted way.

**Old Outreach Documentation** – Outreach was done previously by the in-house team, but it was documented inconsistently and the records were outdated. It was difficult to determine who was actually pitched in the past, and what follow through was done. A system would be needed to vet and document outreach targets, and consistently track each stage of the outreach process.

**Weak Brand Presentation** – The initial images of the pants were very informal, and thus were not competitive with other manufacturers in the men's fashion space. Additionally, website & promotional copywriting was focused more on the entrepreneur / CEO than it was on the actual product.

**No Influencer Outreach Process** – An example of which is that after an initially promising engagement with potential writers at popular publications in our target market, a complimentary pair of pants needed to be overnighted to the reviewer ASAP. This & other aspects had to be made an interactive effort with the brand and our outreach specialists.

## Solutions

**Initial & Immediate Digital Property Updates & Revisions** – The website & social properties were updated according to our recommendations from the perspective of SEO, CRO, and brand positioning.

**eCommerce Tracking Set Up** - A system put into place to identify traffic and conversions as well as the traffic sources which each sale would be attributed to.

**Audience Segmentation** – We underwent an audience segmentation process that identified several large audiences to be targeted as major interest groups. Based on several demographic characteristics, we divided these audiences into five major audience buckets; Travel, Outdoor/Adventure, Menswear, Fashion/Lifestyle, Apparel Entrepreneurs

**Social Media Advertising Campaign** - A paid social advertising campaign was incorporated to grow the brand's audience within each target audience segment. Once each platform's following increased, posts that engaged with key passionate audiences were created to prompt a responsive interaction that displayed social proof and deepened engagement with key influencers.

**Influencer Identification / Social Optimization** – After developing audiences, we dug deeper to identify influencers within each of those segments. Using a collection of tools available, we examined our primary audience segments and handpicked influencers in those segments to target. This process was crucial to targeting the right content to the right audience.

**Outreach Plan / Response Workflow** – An agile system of lead generation, vetting, targeting, outreach, follow-up, placement & social promotion of placement was developed uniquely for Bluff Works.

## Summary

As of result of the implementation of our strategy, Bluff Works secured four primary media placements resulting in the following:

- **Increased referral traffic over 170% from the previous six months within a three month period**
- **Increased social traffic to the website 25% by from the previous six months within a three month period**
- **Increased revenue directly attributable to these efforts.**

