



## DMOS Collective – Packable terrain shovel for snow & dirt

**CHALLENGES:** Starting from scratch and changing

**GOALS:** Increase AVR's "off-peak" revenue performance

**OBJECTIVES:**

1. Create brand story
2. Increase awareness & education of DMOS collective
3. Build successful kickstarter campaign
4. Increase traffic to DMOS website

**ACTION:**

- Created Brand Story, slogan, tagline
- Created packaging & custom graphics
- Created and deployed marketing strategy
- Created and monitored social media platforms Facebook, Twitter, Instagram
- Measured & adjusted content
- Created & deployed successful Kickstarter campaign
- Built and monitored website
- Managed reviews & customer service
- Created & deployed weekly eblasts & newsletters
- Created and implemented influencer campaign

**KICKSTARTE:**

\$36,624 funded kickstarter (goal was \$20,000)

**RESULT:** Created the DMOS Collective brand

**BASELINE METRICS**

Facebook - 1046 followers  
Instagram - 46 followers

**CURRENT METRICS**

Facebook - 2451 followers      134% increase  
Instagram 1829 followers      3876% increase

**SOCIAL LINKS**

Facebook - <https://www.facebook.com/DMOSCollective/>

Twitter - <https://twitter.com/DMOScollective>

Instagram- [https://www.instagram.com/dmos\\_collective/](https://www.instagram.com/dmos_collective/)

Kickstarter - <https://www.kickstarter.com/projects/576463145/the-kicker-tool-build-better-jumps>



# BARREL O' MONKEYZ.COM interactive group.

## BUILDING BRANDS ONE STORY AT A TIME!

Great brands tell great stories, and we help you tell your brand story in a way that connects to your customers emotional and delivers the result you want, whether you are Fortune 500 corporation or a start-up.

Barrel O' Monkeyz helps you bridge the gap between your brand and your audience so you can connect to consumers on a personal level and achieve the business results you want.

Barrel O' Monkeyz specializes in building stories for and around consumer brands. We are at the forefront of using digital and social media, creating custom strategies and innovative, scalable solutions that make good brands great. And, as our name suggests, we are energetic, nimble, and don't believe business has to be stuffy to be effective. Our formula for success is simple: More Creativity + More Ideas = More Fun . . . or positive results, and getting results is **WHAT WE CALL FUN!**

## WE TELL THE STORIES OF YOUR BRAND

Good product marketers understand the value of great ideas and creative solutions, and they know that success come from being able to tell the story of their brands.

- Who is your audience?
- What benefits do you offer them?
- What are you trying to say?
- How and where can you tell your story most efficiently?
- How will you know your story is being heard?

## HEARD ANY GOOD (BRAND) STORIES LATELY?

Get more socially digital and start telling the story of your brand with Barrel O' Monkeyz. It's time to enter the jungle, engage your audience, and get measureable results.

## SERVICES

*Branding / Digital Media / Social Media / Design*

Barrel O' Monkeyz helps clients build stories for and around consumer brands to engage audiences in ways that are creative, non-intrusive, and fun. As specialists in digital and social media for active lifestyle consumer products, we understand the challenges our clients face in highly competitive markets. Our services authentically engage users through strategic integration with traditional marketing efforts, PR, advertising, e-commerce and other channels.

## OUR PACKAGES

Branding Package  
Design Package  
Websites Package  
Social Media Package

Digital Media Package  
Advertising Package  
Kickstarter Package

## ADDITIONAL SERVICES

Logos/Corporate IDs  
Graphics / Illustration  
Marketing Collateral  
Tradeshow Booths  
PowerPoint Presentations  
Photography / Videos  
Search Engine Marketing (SEM)  
Search Engine Optimization (SEO)  
Websites / Landing Pages

Web 2.0 / 3.0  
Copy Writing / Blogging  
eNewsletter  
Digital Advertising  
Kickstarter / Crowdfunding  
Web Page Optimization  
Link Building  
Key Word Research  
Pay Per Click (PPC)