



AVR Van Rental – Budget van rental service

CHALLENGES: Large community of “fake” or purchased followers with abundance of negative reviews

- Needed to stabilize “fake” community member drop off from social sites

GOALS: Increase AVR’s “off-peak” revenue performance

OBJECTIVES:

1. Increase awareness & education of AVR
2. Increase traffic to AVR website
3. Acquire new customers
4. Build customer loyalty and repeat purchases

ACTION:

- Created and deployed marketing strategy
- Created, and managed social media pages for 13 locations on Facebook, Twitter, Instagram, Google+, and yelp
- Measured & adjusted content
- Created & deployed Americana Campaign
- Created regional event calendars for locations
- Managed and deployed yelp business budget
- Managed reviews & customer service
- Created & deployed weekly eblasts & newsletters
- Developed employee uniform employee program
- Established relationship with HDSA for cause marketing
- Created and deployed various monthly contests & giveaways
- Increased traffic to website & monitored traffic through Google analytics
- Respond to customer service questions via social media
- Created marketing collateral and style guide
- Created content and managed \$500 monthly advertising budget
- Increased acquisition to website through Yelp & Facebook

BASELINE METRICS

Facebook - 7111
(5,000 were fake users)
Twitter - 217

CURRENT METRICS

Facebook - 5971 stabilized drop off and are now increasing followers
Twitter - 754

SOCIAL LINKS

Facebook Corporate- <https://www.facebook.com/airportvanrental>
Twitter - <https://twitter.com/vanrentalusa>



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)