



Ground-Based Nutrition – Plant based protein

CHALLENGE: Small business with very small community

GOALS: Drive & increase sales of GBN products within the digital space

OBJECTIVES:

1. Increase Awareness and education of GBN products online
2. Create and execute strategic plan to grow GBN community
3. Drive Traffic to GBN website

ACTION:

- Created & Deployed social media plan with 0 budget for Instagram and Pinterest
- Created ambassador and influencer program to grow community
- Created an custom content with GBN products (pictures, graphics, ect.)
- Took on Facebook & Twitter in late 2015: created & deployed strategic social media and marketing plan for both platforms
- Created and deployed various monthly contests & giveaways
- Increased traffic to website & monitored traffic through Google analytics
- Respond to customer service questions via social media

RESULT: Built strong community with increased traffic to website
Created program with multiple ambassadors and blog influencers

BASELINE METRICS

Facebook - 1006
Twitter - 190
Instagram 168
Pinterest - 4

CURRENT METRICS

Facebook - 1806 80% increase
Twitter - 2123 1017% increase
Instagram - 5862 3389% increase
Pinterest - 352 8700% increase

SOCIAL LINKS

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

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

Instagram - <https://www.instagram.com/groundbasednutrition/>

Pinterest - <https://www.pinterest.com/groundbased/>



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)