



Case Study: NYS Foam & Energy

NYSFoam.com | Cornwall, NY | Sprayfoam Insulation Installers | Jan 2014 to Current

Using a family-values business and spreading the work about the good they are doing.

Objective

With \$850,000 in revenue, NYS Foam & Energy (Spray Foam insulation installers) had the capacity to do more and wanted to match their today mentality by using digital media to create more exposure. They found that many in their industry buy their affections; they wanted to be true, and break the bonds of bought positioning. They had entered into the industry as believers in state-of-the-art equipment, the right people, and work that would hold value for generations. They serviced developers from the first of 100's of pours of home's concrete to the home owner preserving their treasures. Now was the time to maximize their message in a social setting. This would help them grow, and also spread the word of better sustainable ways in home improvement.

Insights

For New York to fall in love with NYS Foam & Energy, they would need to create a branded environment at every spot they had representation — along with creating ones they wouldn't have thought mattered. With quality and accountability as their cornerstones, we developed a social strategy that would set up NYSfoam.com in a fun, engaging, and 'true to the fight against energy consumption and high utility costs' way.

Idea

We created strong strategies to position them as the household name in Sprayfoam insulation, from photo albums, informative news articles and on the job coverage, to encourage others to spread the news and reached out to influential targets, from home owners, industry and energy conscious bloggers. But the most important aspect was how we captured the willingness in their customers to participate and share their energy savings success stories.

Results

The news of the brand spread quite rapidly, opening doors to all positioned targets (builders, energy management firms, home owners and contractors). The likes and sharing of their information reached 100's of people in their region and beyond. The digital video drove traffic to their organic grown NYSfoam.com and took from a PPC (advertising words bought site) program. But most importantly, the effort generated a bump in revenue to put them at \$1.1M for the year 2014. We successfully branded them digitally and taught them how to use this powerful marketing tool with 'conversion' as the goal.

Case Study: Jean Cameron-Smith

JeanCameron-Smith.com | Chappaqua, NY | North Country Sotheby's International Realtor | Oct 2014 to Jan 2015

Marketing is her background. We were there to educate her on how she can translate it into today's tools.

Objective

A top earning real-estate agent at North Country Sotheby's International Realty's Chappaqua and Croton Offices, Jean Cameron-Smith had the capacity to do more and wanted to match her efforts in the print marketing by using digital media to create more exposure. The realestate industry is competitive and Jean knew that teams run with strategies could carve out a valuable share of the market. She services the upper Westchester County and is focusing on Croton-on-Hudson and Chappaqua as our first phase of marketing. Now was the time to set her team up and get her brand known in digital social media. This would help her continue to grow, and offer people her style of marketing — with much more information — than other realtors.

Insights

For upper Westchester County to fall in love with Jean Cameron-Smith, we would need to broadcast her brand with trust, warmth and transparency. When you are reaching out to people, you are always trying to evoke an emotion. When reaching out to a buyer or selling of a home, you are trying to calm the stress of the negative emotions and become one with where their priorities and values lie. We developed a social strategy that portrayed Jean in as an intelligent, fun, and truly helpful resource for the people entering a new exciting chapter of your life.

Idea

We created strong strategies to position her as the Croton-on-Hudson and Chappaqua Town's expert Realtor, from photos, coordination of town news, local culture blogs, and on the job coverage, to encourage others to spread the news and reached out to influential house bloggers. But the most important aspect was how we engaged the former clients to participate in her current posts and share their dream home success stories.

Results

The news of Jean's brand is spreading in multiple places. The video library is establishing the brand as the experts in the 'art' of Real Estate — or the details of what really makes the best representative you should partner with on this asset purchase. We are building her positioning to new buyers, repeat buyers and sellers. The reporting on the social sites and her website shows that we reach about on thousand people a month. The digital videos drive traffic to their organic grown JeanCameron-smith.com, while also have initiated inquiries (received through them). But most importantly, the effort has generated a robust digital share in which we foresee a strong spring market. We are successfully branding her digitally and teaching them how to use this powerful marketing tool with 'conversion' as the goal.

Case Study: Jimmie Lee Solomon/Former Vice President for Baseball Operations for Major League Baseball (MLB) -

JimmieLeeSolomon.com | NY, NY | July 2013 - 2016

Creating his positioning as now retired from the MLB, and consulting and speaking on 'Sports in Youth's Lives which leads to Education'. Objective

Jimmie Lee Solomon retired from his career at a corporate mega machine, Major League Baseball. He wanted to inspire and create the next big athletes and influencers of today's youth. He knew he had to be in digital media. He saw what a huge impact it made in MLB's bottom line. When it came to his own positioning, he knew that an image change was needed. He was ready and he needed an agency that not only knew how to create the tools, but also how to write about his new ventures to get the funding he needed for the players growth. Plus being a high profile business man at MLB had got him press of every kind — so some reputation management was in order.

Insights

For Jimmie Lee, his past accomplishments would have to be focused to the aspects of the direct lobbying for the athletes and *without* the budget of the national MLB. He believes in sports with a safety net of education. He thinks like the next generation of sports trainers and could do very well reaching the right audience. He wanted to speak at colleges, events and fund-raisers to explain the ways to education through sports. He is a role model. Digital media was what he saw created the most growth in the shortest amount of time for MLB. He believed in it just needed to know how to use it. We would need to create a branded environment at every spot that a sports figures and their parents would look for resources. We would need to develop a digital media strategy that would set up Jimmie Lee Solomon as

approachable, resourceful, and a strong partner in getting to where they would be successful, yet not have education to fall back on.

Idea

We created strong strategies to position him from his website, Huffington posts articles we helped him write, to online ESPN radio interviews every Friday at noon and blogs such as 'How-to use sports to get an Education', to encourage others to spread the news and reached out to parents of youth athletes and sports bloggers that would advertise for him.

Results

He took on Taylor Townsend and Andy Ruiz and encouraged them to play while he took care of the marketing. The likes and sharing of his social media posts continue to reached global view of people in the sports world along with people of political distention. But most importantly, the effort generated several revenue streams that he successful represents sports professionals such as Ms. Townsend's match with Serena Williams this past 2014 US Open or Ruiz's debut Macau Box. We successfully branded him digitally and taught him how to use this powerful marketing tool. He works with it as he outreach on a daily basis.

Case Study: Lee Drexler / Esquire Appraisals, Inc. -

EsquireAppraisals.com | NY, NY | Nov 2014 - Current

Creating exposure other than print for a New York City Expert Appraiser.

Objective

Lee Drexler is one of a few top appraisers in New York City and Westchester. She services high net worth families, banks, insurance, and estate attorney firms. She is being shadowed by the ability of lesser established and under-qualified appraising firms by the lack of today's marketing strategies and media. She had tried several search engine optimization (SEO) people only to have them not fulfill their goals for her. She needed to work within her comfort

levels, which is overseeing the writing of everything and less frequent views of the internet by herself. So we had to customize a program which would reach solid prospects. With strong singular blogs and introductions that could also be profiles were the first of the approaches.

Insights

Lee has interviews with Fox News that are covering several topics. These could be split and titled to only capture people using certain keywords and brought to the front page of her website. She also has a wealth of knowledge that just needed to be toned differently to appeal to the younger digital viewers. We needed to also educate her with the ways of today's giving mentality, other than asking — in order to start 'relationships' with her communication on the web. She had so many success stories. Values found in items or art, when someone else said there was none. We had things to work with, but we had to do it within where she was comfortable.

Idea

We know that we also needed to speak the language of her world. Writing about her strong guiding ability, which could include researching in Europe with the Auction house's staff, to getting an item to sale *at* the auction house with the appraisal she provided. We needed to build the places where we could tell the stories and keep the new work announcements fresh. And encourage those clients who are writing letters of appreciation, to 'review' on Yelp or at The American Appraisers Association blog. We needed to tell them exactly how. High profile estate, damage or matrimonial case was in the courts was now on our radar as something she could talk more about, thus have an option to be noticed. Multiple changes and new appearance had to happen in several locations. Using her affiliations to national associations and their bigger budget progress in the digital media world, would be the first places to start.

Results

We are created strong strategies in which is positioning her in places of relevance. We are using her book and the exciting stories of her past to reintroduce her. We are splitting the videos several times — as she wasn't in the position to make new ones — and updating the information by presenting it toned to today's interests. We signed her up to make comments in the Art section of The NY Times online. We showed her ways to communicate with colleagues on LinkedIn.com and Facebook to encourage others to spread the news and become once again bring the accredited (many times over) expert into the limelight. She has us doing this for her. We have already seen the move in her website viewership and certain keywords to the first page of Google's search engine. The job has been for only 3 months, but we have completed far more than we found the predecessors' finished.