

HYC

30-DAY PRODUCT MARKETING CASE STUDY

THE CLIENT

HYC is a material and mold manufacturer that designs and produces robust luggage using unique molds and materials.

OBJECTIVE

To enter an unknown market and sell to the biggest brands in the industry.

KEY RESULTS

- 300% increase in targeted traffic
 - 50 generated client inquiries
 - 50,000 pieces of product ordered
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PRESENTED BY VALOSO

PRODUCT MARKETING

OUR TECHNIQUES

WEB CREATION & OPTIMIZATION

Creating and optimizing business website to reach target market. We helped generate 40% more visitors than previous month.

CONTENT MARKETING

Writing blog posts and distributing content to authority websites. 60% increase in blog traffic.

GRASSROOTS MARKETING

Building hype over product on authority forums and product review channels. We engaged over 10,000 people using this technique.

PRESS RELEASE

Sharing product news with national and international media outlets.

PAID ADVERTISEMENT

Running Facebook ads to reach and influence target audience. 74% more engagement.

SPECIAL OFFERS

Offering special discounts via email campaigns and social media posts. Conversion rates reached 20%.

PARTNER OUTREACH

Reaching out to potential collaborators, complimentary brands and media partners.

SOCIAL MEDIA MANAGEMENT

Managing social media accounts by sharing relevant and newsworthy content. 785 new followers on Facebook.

INFLUENCER MARKETING

Asking industry influencers for their marketing support, including sharing and promoting posts. Referral responsible for 10% of web traffic.

HOW WE DID IT

THE TURNING POINT

WEB PAGE CREATION AND OPTMIZATION

We created a web page where the client could share important product information.



CURATING SOCIAL MEDIA POSTS

We engaged with our client's target audience by creating and sharing valuable content on Facebook, Twitter and Instagram.

SHARING NEWS ON AUTHORITY WEBSITES

Our writers published event news on multiple mainstream media publications. Read articles below:

[Meet the Suitcase That Can Survive an Apocalypse](#)

CONTACTING THE BIGGEST NAMES IN THE INDUSTRY

Our most challenging task was reaching the right contact person and scheduling interviews for the client. We called some of the biggest luggage companies including Samsonite, Briggs & Riley, High Sierra and Bric's.