

First Impressions International **CASE STUDY**

What Happened
When First Impressions
International Met
Inbound Marketing

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Before Catching the Inbound Marketing Vision

WHO IS FIRST IMPRESSIONS INTERNATIONAL?

First Impressions International is a custom door handle company that was founded on the belief that decorative door hardware for any area of a home or business should be available to anyone desiring a quality product, in any size and finish, at a fair price. They strive to provide beautiful answers to the design challenges faced by homeowners, interior designers, and business owners.

CHALLENGES

First Impressions International was faced with both the opportunity and challenge of being a small niche in a very specialized industry. Their products were extremely customized, and their customer base specific. One of the answers to this challenge was to increase their visibility so that the customers who were searching for answers to design challenges would be able to find their business in the increasingly busy online environment.

Why First Impressions International Partnered with Digital Flavor

MISSING THE MARKET(ING)

Due to their superior products, First Impressions International felt confident that once they had earned customers it wouldn't be difficult to maintain a loyal following. Considering that the main challenge was to make their unique products more visible to online customers, First Impressions International turned to Digital Flavor to help grow a solid inbound marketing campaign.



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Digital Flavor'S ROCKSTAR PROPOSAL

Digital Flavor analyzed the challenges First Impressions International expressed as well as their online performance. The inbound marketing team then created a marketing campaign that utilized the services outlined in the Digital Flavor Content Catalyst, Lead Laboratory and Social Media Promotion Package. What came next was astounding.



BEFORE AND AFTER: THE JAW-DROPPING STATS

Because First Impressions International's products are centered around design, the inbound marketing team focused on product promotion through social media channels with a heavy visual impact: mainly Facebook, Pinterest and Twitter. The results First Impressions International experienced as a result of Digital Flavor's inbound marketing tactics were impressive. The company went from having absolutely no presence on any social media platforms to having a significant reach. Digital Flavor created a Facebook page that started small and grew from only 93 likes to 180. That is double from where they started.

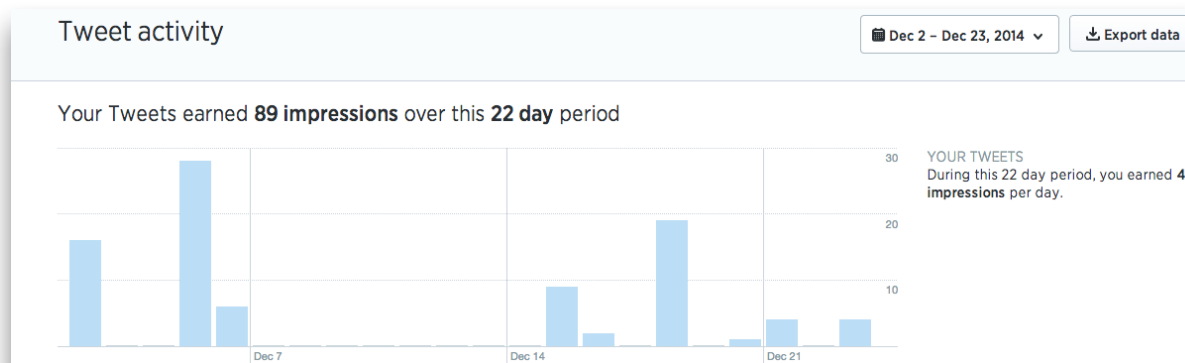
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Boards with top Pin impressions from the last 30 days	Impressions	Clicks	Repins	Likes	# of Pins
Architectural and Commercial Pulls by First Impr...	904	0	0	0	72
Holiday Door Decor by First Impr...	672	0	2	0	28
Acrylics by First Impr...	315	0	0	0	37
Custom Door Hardware by First Impr...	297	0	0	0	15
Appliance Handles by First Impr...	233	0	0	0	21

Their Pinterest presence has also grown from the ground up to a current reach of over 2,421 impressions.



And Twitter has seen significant movement, with 89 impressions over a 22 day period.

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THE UNDENIABLE POWER OF INBOUND MARKETING

Gaining the kind of traction that First Impressions International experienced (and has since maintained) in a mere month is practically unheard of. That is the power of inbound marketing. Unlike traditional, in-your-face marketing, inbound marketing methods help you invite your customers to engage with your brand and the products and services you offer. Inbound marketing truly is the most effective, fulfilling, and genuine form of marketing you can choose for your business.

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What you Should Know about Digital Flavor

Digital Flavor itself was built with inbound marketing and inbound marketing alone — bootstrapped, no funding, with little outbound sales efforts. The results speak for themselves. And guess what? We want to help grow your business with the exact same methods we’ve used to build Digital Flavor, First Impressions International, and many others. We don’t talk a big game — we simply practice what we preach (because it works!). Find out more at www.digitalflavor.com.