



## USING SOCIAL MEDIA TO INCREASE BRAND AWARENESS AND EXPOSURE IN DO-IT-YOURSELF MARKET

# BONDERA

Read the following case study to see how we helped a U.S.-based adhesive brand improve its online presence and brand visibility. By managing social media, engaging with influencers, and promoting user-generated content, we boosted website traffic, grew social media followers, and tripled brand mentions in just four months.



## Client: Bondera

Bondera Tile MatSet was introduced in 2009 into one of the largest Big Box retailers in the U.S. as an easy-to-use alternative to traditional tile setting materials. Capitalizing on the explosion of the Do-It-Yourself movement, Bondera Tile MatSet gave homeowners a fast, clean and easy way to apply tile, thus, making kitchen and bathroom upgrades an affordable DIY project.

Additionally, remodelers realized the productivity and value of Bondera's peel and stick adhesive because a tile job could be completed in one day with Bondera versus two or more days with traditional tile setting materials. They could now do more jobs in a week, use fewer workers per job and reduce travel expenses. Bondera Tile MatSet is available nationwide in the U.S and Canada.

## Challenges

The client chose NNC Services through our referral network. They wanted – a company able to support and promote its products and events by managing the social media activity and to increase interactivity and visibility in the online environment.

Also, the client wanted to be positioned as a brand leader in peel and stick adhesives that simplify the installation of tile, decorative wood trim and molding.



## Project Objectives

- ✓ Drive brand awareness as the premier brand in peel and stick adhesives
- ✓ Increase online presence, visibility and interaction on company's social media account
- ✓ Identify and interact with influencers in the do it yourself and crafts area, particularly those that include mosaic type crafts with tiles, broken glass, plates, buttons etc.

## Solutions

Our team analyzed the US and Canada market in terms of competition and industry trends. Together with the client, the NNC Team clearly identified the solutions that work best for Boderera.

Based on NNC Services' best practices on similar projects, we suggested focusing on the following, detailed below:

- ✓ Monitoring and research (online intelligence)
- ✓ Facebook
- ✓ Pinterest
- ✓ Twitter
- ✓ Influencers research and outreach

Also, within this project we found it useful to organize contests on Facebook and Twitter, for user generated content. Particularly, we focused on the do it yourself and crafts markets, rewarding innovative uses of the product, and also encouraging interactions with Boderera's customers.

## Results

The collaboration between Bondera and NNC Services begun in January 2013 and is still going on. The NNC Team managed to generate visible results for the client:

- ✓ As a result of social media marketing, the traffic on the website increases constantly;
- ✓ In four months, the number of followers on Twitter increased with almost 10%;
- ✓ The number of followers on Pinterest increased with 18%;
- ✓ Product visibility increased among target audience;
- ✓ The number of mentions and interactions on Twitter and Facebook increased constantly with approximately 5% each week;
- ✓ Bondera was mentioned by bloggers and influencers in social media. The number of mentions tripled in almost 4 months..



## Client Testimonial

*„Social Media is a key component to our marketing and branding strategy. Engaging customers and potential customers in unique and meaningful ways directly impacts our bottom line. We had been using a traditional PR firm to execute our social media strategy with good results, but knew that there was untapped potential that they just couldn't reach.*

*In the first three months, NNC grew our engagement level by more than 30%! The team is top-notch. They have the ability to think beyond the typical and develop strategies that deliver results that exceed expectations. The execution is flawless. They constantly strive to find new tools tactics to take our program to the next level. I learn something new everyday!”*

**Christine L. Welby, Global Marketing Director @Bondera**





# NNC Services

NNC Services specializes in marketing for B2B IT and professional services firms. We integrate marketing strategies to ensure demonstrable outcomes in sales and communication. NNC Services will assure your company's growth and development by facilitating new prospects for financing as well as long-term development and expansion.



NNC Services is the leader in B2B marketing for IT and professional services companies. Our skilled team enables your business to better connect with your clients, through marketing strategies, tactics, tools and automation. We support senior company marketing & sales leadership to reach and exceed business goals with proven strategies, coaching, marketing automation, lead nurturing, and effective inbound and outbound marketing campaigns.