

# RockFlowerPaper Case Study



## About the Client

Rockflowerpaper brings the essence of nature home. They are based in the San Francisco Bay area and love transforming proprietary art and design into sophisticated, strong and colorful products that are well priced, tasteful and of a very high quality.

### Objectives:

Create a unique social presence that brands Rock Flower Paper

Increase website traffic

Boost sales

## The Problem

As RockFlowerPaper's designs and products are inspired by their Travels to India, Vietman, the South of France, and London, when you walk into their store you immediately feel as though you've traveled to another country. However their social media presence wasn't conveying the same distinct and enamoring cultural feel.

RockFlowerPaper wanted to bring their product to the social media world, engaging their current customers and intriguing new customers.

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## The Solution

We recognized that RockFlowerPaper needed to create a brand personality through social media. By monitoring their content creation, our first step was to start developing a persona behind their brand that matched the content they were creating.

## The Results

Within the first two months, RockFlowerPaper had 5,000 new followers on Instagram with an average engagement of 5%. Their social media driven traffic to their site skyrocketed, increasing by 150% solely through strategic social media brand building.

### RESULTS

**5,000**

New Instagram  
followers  
in two months

**5%**

Average Instagram  
Engagement

**150%**

Increases in social  
media traffic to website  
before campaign

**350%**

Increase in website  
traffic during campaign

**7%**

Conversion rate

**23%**

Average Instagram  
engagement during  
giveaway

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## How We Did It

Our first step towards creating a brand personality was to help build content that gives the audience see the details and uniqueness of the pieces Rock Flower Paper had to offer. While many brands might have similar products, the content that was created built a connection between consumer and brand that was strong enough to not only bring new consumers, but keep previous customers continuously engaging with Rock Flower Paper through social media.

We discovered that female bloggers were the perfect influencer demographic for Rock Flower Paper products. We structured deals with influencers to push their products, drastically increasing brand awareness and traffic.

During our influencer campaign, we saw an increase of 350% compared to the average daily traffic to the site with a 7% conversion rate.

When the first boost in Instagram traffic began, we also developed a giveaway campaign that had an engagement averaging out at 23%.