

# CaseStudies

because you don't know what you don't know



create

something others never imagine

Eight Legged Media

Eight Legged Media



# WHEN YOU BUILD EXPECTATIONS WE ENGINEER THEIR SATISFACTION

if this is how  
they market themselves.  
How can they market for you?



GRAPHIC DESIGN



EMBROIDERY SOLUTIONS



BRANDING & IDENTITY



IMAGE MANAGEMENT



DIGITAL SERVICE



ARTWORK AS  
LOW AS **\$10**

CALL OR EMAIL US FOR A **FREE TRIAL\***

VECTOR ART | CONCEPTUAL ART | LOGO DESIGN  
IMAGE EDITING | FLYER | BROCHURE

# YOU DESERVE SOMETHING NEW

you deserve a  
partner that  
understands you &  
your business.

*we can help in 5 easy steps*

1. Know your consumer.
2. Target the right audience.
3. Time your message right.
4. Have the right offer.
5. Resonate with their hearts & minds





REVOLUTIONARY  
DRYNESS

**YOU'RE GOING TO  
SWEAT.**

THAT DOESN'T MEAN  
YOU HAVE TO GET WET

*SMART Tiers patent two-tier fabric is what sets them apart from the competition. SMART Tiers fabric propels moisture through the hydrophobic layer into the outer hydrophilic Pima cotton layer where it evaporates quickly. The skin stays dry and*



## How SmartTIERS Stopped Sweating Site Design

SmartTIERS is a revolutionary new apparel company that features patent pending moisture wicking technology which surpasses anything else on the market today. The problem was entirely cosmetic. The website was stuck in the 1990s; patchwork of content with no flow or sense of purpose. Eight Legged Media was tasked with giving this cutting edge product a site that fit the style and messaging of an apparel company on the rise,



Landing pages are the heart and soul of an inbound marketer's lead generation efforts, so why are they still so underutilized? MarketingSherpa cites that the number one reason businesses don't use landing pages is because their marketing department doesn't know how to set them up or they are too overloaded.

#### Results

**Engagement with over 28,000 distributor sales people, and over 80 lead requests in the first 2 weeks of the program.**

800% increase in website page views.

*Standing out in a crowd*

# key tags are an unlikely star in a sea of possibilities

When you work in an industry with almost 700,000 competing products, how do you make a key tag stand out?

You over hype their capabilities so everybody wants one. Once they get a sample in their hands they are much more likely to show them to a client or prospect.

With so much boring marketing out there, high production value, and slick design really is just what the industry has called for. 300% increases in distributor engagement are the norm when design meets product marketing. Lead generation increases 800% once a distributor leaves the origin point and visits your final marketing destination.

*“Yes, please take over my marketing, increase my name recognition, and get the industry talking about us.”*

Jay Silver, Owner  
Glow Bright Products

*How to stand out when the bright glow dims*

1. Aim at your target market.
2. Use headlines and subtitles.
3. Offer a marketing hook.
4. Leverage product uniqueness.
5. Answer "What's in it for the prospect?"

For those  
times when a  
scarf isn't  
enough to  
stand out.

# GLOW Bright PRODUCTS



see how we do it.

*because results actually matter.*



## vernon multipronged approach

- 1 We began this process with a marketing plan in order to determine the target demographic, media channels, message, and budget. We also conducted a marketing audit and slashed underperforming media buys.
- 2 We created the core of the messaging and designed 4 individual campaign concepts to reach the different segments defined in the marketing plan.
- 3 We reached out to vendors in the industry to learn what marketing products they had available to reach the most engaged audience in a cost effective manner. In some cases they created new products for us (that's a wink to you ASI).
- 4 We executed on the plan. We mapped out the calendar, constructed the materials, and submitted everything to the vendors. We were the direct line of communication.
- 5 We analyzed the results. We wanted to hold not only our vendors accountable, but ourself as well. Then we refine.

*“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex anim” i”est laborum*

**Andrea Smith, MAS**  
Industry Relations &  
Communications  
Manager  
Vernon Graphics &  
Promotions





It's all about the connection we have with our staff, account executives and partners.

WATCH THE VIDEO   
SEE WHAT UNCONDITIONAL LOVE IS.



**Love**  
**vernon**  
graphics | promotions

# PromoEQP

*From who? To, oh! Those guys.*

We blew their sh\$t up!

We said it. (but we did recommend they not say it in their ads)



*"I hate those fuckers, but they make me lots of money."*

*Jeremy Chacon  
Owner, PromoEQP*



## What's old is new again. aka: a call for revolution

In 2016, PromoEQP wanted to call for a pricing revolution. Their thought was to level the playing field for the little guy by giving them access to the same pricing model buying groups provided.

Our solution was to create a series of campaigns utilizing revolutionary imagery from the past. These included propoganda look, feel, and music from classic movements while

incorporating the PromoEQP mascot and message.

**The result, in the first quarter of 2016 PromoEQP has seen a 15% increase in their subscription base with an equal increase to their gross revenue.**

## How do you deal with the competition?

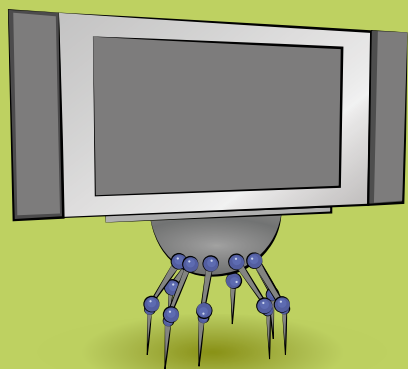
PromoEQP presented us with an interesting challenge. A one time business partner decided to take the PromoEQP business model and duplicated it. This caused confusion in the marketplace in addition to a new competitor.

*We showed the new competitor for the farce they were. By being honest about their role in the industry and the knowledge they [didn't] possess, we demonstrated they were not intrested in providing a service, just collecting a check.*

The result was subscribers jumping ship to PromoEQP, and the competitor quickly losing ground in the space.







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