Small business goes digital
Nutcase Helmets
Social Presence 4/13

5600 Likes. High user engagement, little response.

1500 Followers: 2 Tweets/day, repurposed FB posts.

59 subscribers, 6 clips. Last upload 3 yrs ago.
Why? Nutcase anarchy.

No marketing staff
No strategy
Random efforts
How to define a Nutcase
Define:

**Business Priorities**
Define:

Business priorities (Own slide with pic)
Audience profiles (Own slide with audience sample pics)
Brand platform (Own slide with cannon woman pic)
Strategic partners (Own slide with logos Substance and Mambo)
Site requirements (Own slide with pic)
Internal staff & responsibilities (Own slide with staff halloween pic)
Define:

- Business priorities (Own slide with picture)
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- Internal staff & responsibilities (Own slide with staff Halloween picture)

Brand Platform

Project & Protect Your Self.

Project your personality & move through the world with gusto.
Protect yourself from Impact, temperature, low visibility, etc.
Define:

MAMBO

Strategic Partners

Substance
Define:

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Define

Developed new site (Own slide, screenshot)

Translated site design to trade show and advertising (Own slide, booth shot)

Channel audit & cleanup. Why those channels? Twitter demographic. Instagram visual brand. YT hard but necessary. (Own slide, channel screenshots)

Trained staff on ongoing channel engagement. Concerted effort to make regular posts & interaction. Liking people & partners, finding thought leaders, keep up with conversations. Staff still other work, but looking at social made huge difference. Staff hours more than $$. (Own slide with pic, not sure)

Monitoring progress & analytics. (Own slide with pic, not sure)

Budget development. (Own slide with pic, not sure)
Define:

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Team & Responsibilities
Then what? Nutcase in action

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Show Booth

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Advertising

GATHER NO MOSS...

Removable visor, magnetic buckle and 360° reflectivity.

For a chance at a free helmet, send us your nutty pic: nutcasehelmets.com/contact
facebook.com/nutcasehelmets • twitter.com/nutcasehelmets
Staff training

- Developed new site (Own slide, screenshot)
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Annual Budget

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Fun successes

Nutcase Helmets
Help! Our friend’s bike was stolen! Share this photo via Facebook/Twitter/Instagram and hashtag #stolenbikes and #nutcasehelmets. Your name will be entered into a drawing and when Emily’s bike is found, we’ll pull from the names of people who helped recover it and pick a winner to thank. Winner gets a Nutcase Helmet of their choice mailed to them and satisfaction in knowing they helped r... See More

REWARD!

about a month ago

14,456 people saw this post
Fun successes
Right now

Searching for Artists to Create a New Line of Nutcase Helmets

$1000 award. For more details, go to: bitly.com/helmetart
Social Presence 3/14

7800 Likes, 40% growth. High 2-way engagement.

2600 Followers, 70% growth. All original content.

631 Followers, daily fantastic posts.
Social channel growth

Twitter

Facebook

Instagram
Next steps:

International
Next steps:

Evolving team
Next steps:

Audience Profiles 2.0
Next steps:

Partnerships
Next steps:

Moto Launch
Learnings thus far:
Learnings:

It’s ok not to know
Learnings:

Make friends with digital natives
Learnings:

One step at a time
Thank You