



Cypher Labs PR & Social Media Case Study

Overview

Cypher Labs produces award winning portable audio products designed to unlock the high-resolution features of the most popular digital players from Apple and Android devices. Cypher Labs wanted to start marketing its brand online by establishing themselves in the social media community. Expand Your Brand Consulting took initiative by rebranding their Facebook page and producing content that would promote new products and spark people's interest in their company.

Challenge

When EYB (Expand Your Brand Consulting) first started working with Cypher Labs, they were still a relatively small company and there was minimal awareness of their products by the public eye. There was also little to none engagement with their social media content. EYB had to come up with a strategic plan of action to figure out whom they're trying to reach out to and how to appeal to them with branding and content. EYB also had to find a way to impact dealers and engage with the audience using superior communication online with social media. Overall, EYB had to come up with a way to spark public interest and create a buzz in the market.

Solution

The EYB team began posting daily content on the page and engaging with fans and other targeted users across the world in order to receive as many impressions with the Facebook page as possible. EYB used their brand strategy efforts and knowledge to spur product awareness throughout the entire market. EYB would use Facebook tools to enhance their strategic social media marketing campaign and community outreach strategy. They decided to track their success by keeping records of fan growth and impression results from Google Analytics. EYB knew this would impact their objectives and help grow Cypher Labs platform of dealers as the campaign progressed further.

Result

- Within less than 6 months, the Facebook campaign generated 18k new users to their fan base, and over 20k total likes.



- About 2k people also started talking about Cypher Labs within the Facebook community. That means over 11% of the Cypher Labs fan base began talking about Cypher Labs after engaging with its Facebook content. This resulted in 2 million impressions by Facebook users and 400% growth in every country.
- Cypher Labs has noticed a massive spike in brand awareness and Cypher Labs has increased its production by a considerable amount. Cypher Lab's social media presence has brought them to new heights in the sound and audio market.

Swank & Swine PR & Social Media Case Study

Overview

As a new restaurant, Swank & Swine wanted to increase awareness around the grand opening, and get media exposure in newspapers, magazines, television outlets, and the radio to drive patrons to the door and keep the restaurant busy. EYB decided to create events and develop a social media campaign, that included but wasn't limited to monitoring conversation, and reaching out to influencers online in order to drive awareness and exposure to the restaurant.

Challenge

While promoting the first ever Swank & Swine restaurant, EYB had to start from scratch to build awareness and exposure to the restaurant. After looking into the culture of the restaurant's brand, EYB had to figure out Swank & Swine's target audience. EYB then had to build up a strategy to come up with content that would spark interest in people's eyes and also develop the image that the restaurant was trying to portray with its brand to the public. Located in a very popular part of Portland, EYB had to look for ways that would make Swank & Swine stand out from the rest of the competition. Ultimately, EYB had to create a plan that would allow people to understand the restaurant's message and drive them to the restaurant through the use of media.

Solution

EYB created a Facebook page, which raised awareness with people from specific demographics by focusing on the behavioral traits of each demographic. EYB created a twitter account where they monitored conversation and raised awareness between potential fans based on their behavior. EYB also created an Instagram account where



they jumped into conversations via hash tag strategies that helped them engage with their client's "ideal client".

Result

- Consistent media coverage in the Portland and Vancouver metro area.
- The restaurant was mentioned in 15+ local newspapers, magazines, radio stations, and blogs.
- It also resulted in traffic of 160+ patrons visiting location per day, as well as increased engagement, reviews, and community growth on Facebook, Twitter, and Instagram.

Net2Vault PR & Social Media Case Study

Overview

Net2Vault is a cloud service provider delivering enterprise-level solutions to NetApp customers with data center locations in U.S. and Canada. The company needed a way of reaching out to consumers that was unique and efficient and would also grab their attention. EYB created an info graphic that would advertise all the features that Net2Vault offers. EYB saw this as something that Net2Vault could put on their website and also share within the online community to create awareness and exposure to the services they offer.

Challenge

Using an abundance of data and information, EYB had to find a way to compile it all into a two minute 2d animation sequence that would serve as an info graphic for displaying the features that Net2Vault offers to the public. EYB had to develop it in a way that would grab consumer's attentions and drive them to want to learn more about what Net2Vault offers.

Solution

EYB created an info graphic that was fun and creative and would also deliver the necessary information to consumers. It would introduce its brand and show that Net2Vault can be trusted. The different features and services that Net2Vault offers would be strategically organized throughout the segment in a way that would show how



consumers can benefit from Net2Vault's services. Through the use of Twitter, EYB was able to promote the video and drive people to the website to learn more. Community outreach and interaction was the goal and EYB felt that producing an info graphic would fit well with today's current trends as well as serve their client's best interests.

Result

- There was an increase in people viewing the website per day and in turn an increase in the amount of phone calls to the business per day.
- Overall, there was a spike in business that resulted from the info graphic, which would serve as a benchmark for future progression.



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