



K A T A L Y S T
P R O D U C T I O N S

CASE STUDY
HUNGRY FOR HOME: BRAND MARKETING & MANAGEMENT



HUNGRY FOR HOME

Launching and building a lifestyle brand.

CLIENT: Ruth McKeaney, Award Winning Author of Hungry for Home: A Year Together at Hillside Farm

PROJECT GOAL: To build and launch a comprehensive brand marketing strategy built around the lifestyle and personal brand of the author and develop associated tools and assets for brand growth and management.



BUILDING A BRAND BASED ON A BOOK

In June 2021, we were hired by author Ruth McKeaney to build a brand identity and a strategy to create an authentic, engaged social media presence around her self-published book *Hungry for Home*. Our scope included the following:

- Conducted a comprehensive brand audit and assessment
- Created an extensive brand identity including a brand kit (logos, icons, fonts and color palette)
- Wrote 12-month digital marketing and social media content strategy
- Assumed management/branding of all social media accounts in August 2021 (including set up of new channels)
- Full website design/build-out (set up online retail store & blog)
- Coordinated and directed video shoots and photo/video content development
- Created media/press kit

When we took over the brand, the Hungry for Home Instagram account had 3,000 followers and massive potential for growth and new content. Over 12-months, we grew her following over 11,000+ (using only authentic, grass-roots style growth strategies- no purchased followers).



GETTING TO THE HEART OF A BRAND

Hungry for Home's brand is an extension of Ruth's authenticity, humility, and overall essence. As the author and face of Hungry for Home, it is important that Ruth's genuineness is at the forefront of the brand and is present in all published content. The brand is built from the ideas, values, and words of Ruth herself in [Hungry for Home: A Year Together at Hillside Farm](#) and is conveyed through curated imagery and specific language that offers a conversational yet inspiring and insightful tone to written content.

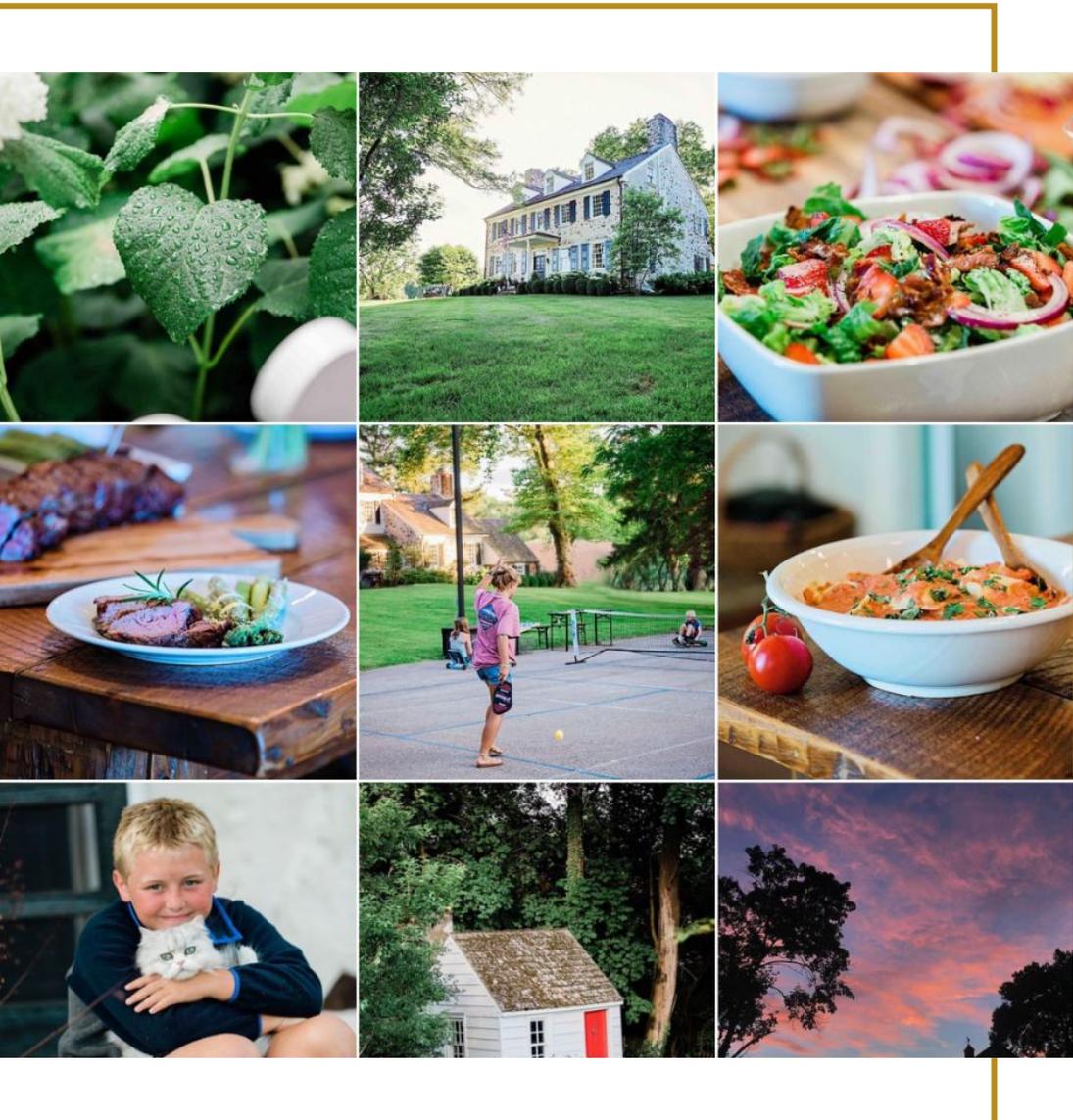
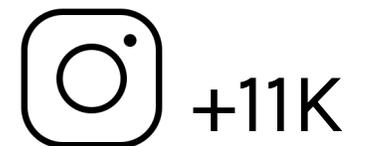




AN ORGANIC AUDIENCE GROWTH STRATEGY

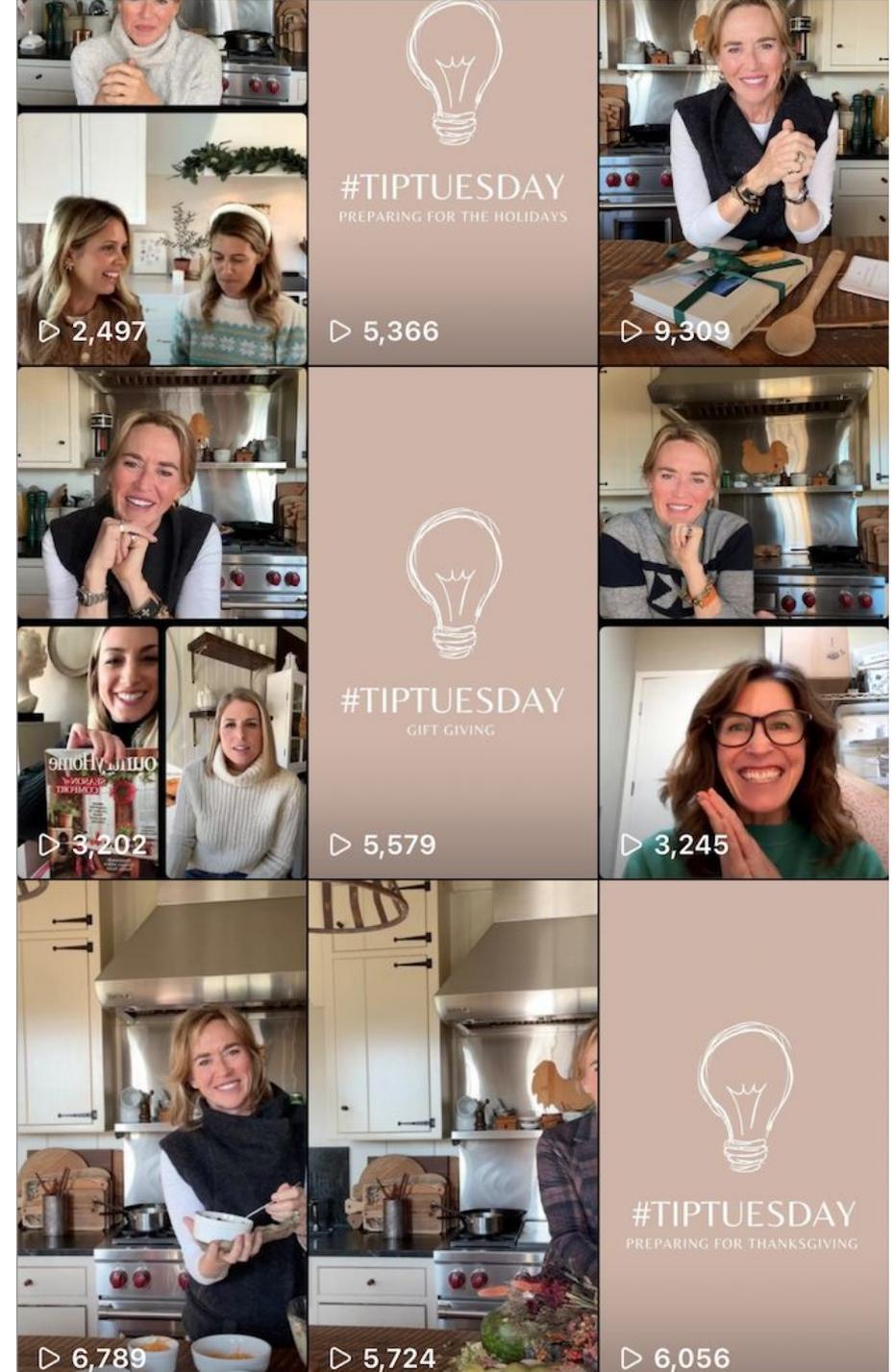
Within the year and a half that we have worked with Ruth, Hungry for Home has gained over 11,000 followers on Instagram, her most popular platform. This was primarily done through prioritizing personal content for users to resonate with and by collaborating with other influencers. Throughout 2022, the #FollowFriday series as well as collaborative Instagram Lives grew the Hungry for Home following because of increased exposure to new audiences. New users were also reached through the use of relevant hashtags, location tags, and account tags of brands and other influencers.

Currently, Hungry for Home is active on Instagram, Facebook, and LinkedIn with a cohesive brand across all platforms. To continue the brand's growth, there is consideration in expanding to TikTok and Pinterest in the coming year.



MAKING IT PERSONAL TO DRIVE ENGAGEMENT ...and build relationships.

Through the growing popularity of Instagram reels and noticeably increased engagement on her videos, we found that Ruth's audience responds well to more personal content, which is best conveyed through video. After all, her brand is very authentic and personal, and her audience engages with content that reflects this. We prioritized personal content in her feed through her #TipTuesday and #WeddingWednesday series, with more video series to come in the new year. Her audience values her opinions, recommendations, and stories, which is why these videos tend to perform significantly better than photo posts.



*** NOW OFFERING **FREE SHIPPING** ON ALL ITEMS IN THE SHOP ***



A MONTHLY NEWSLETTER (that people actually want to read)

We wanted to maximize engagement from her growing following by encouraging engagement outside of her social media feed. When promoting her products and recipes on social media, the call-to-action would push followers to the Hungry for Home website to purchase products or view blog posts. On other posts, the call-to-action would encourage viewers to answer a question or comment on the post. At the beginning of 2022, we also implemented a monthly newsletter into our deliverable plan, which includes a note from Ruth, recommended products for the season, a featured recipe, linked press features, and more— all to maximize engagement and communicate with audiences on multiple platforms.



12/6/22

Ruth's Holiday Gift Guide

Ruth's Holiday Gift Guide...with a little something for everyone in your life this holiday season!

[Read More](#)



MEDIA, PRESS & RETAIL FEATURES

Within the last year, we've navigated multiple collaborations with Longwood Gardens and other well-known home and garden brands including book signings and seasonal feature displays.

Hungry for Home has also been featured in a variety of press outlets: "We'll Be Home for Christmas" in the 2022 seasonal issue of Country Home Magazine; multiple features on [Women Doing Well](#); several videos with [The Anchor Gathering](#); an episode of [Come Home with Jen Mallan](#); an article with [Focus on the Family](#); a [home tour on Homeworth's YouTube channel](#) with over 655K views; an article with [The Epoch Times](#); an episode of the [TC After Dark podcast](#); and more.





CLIENT TESTIMONIAL



Katie and her team have adopted and internalized the essence of Hungry for Home to grow my brand in ways I never imagined. As a result of their creative approach, authentic growth strategies, and hands-on brand management, Hungry for Home has gained a large social media following, has been featured in a number of media pieces, and continues to sell out of books and other products. I'm so grateful for their help in taking Hungry for Home to the next level, and I can't wait for what's to come!

- Ruth McKeane, Award Winning Author of [Hungry for Home: A Year Together at Hillside Farm](#)



WHAT THEY'RE SAYING



View likes

6heartsandahome I can not put this book down! This book is a lovely read & so well written! Not only does Ruth @hungryforhome share amazing recipes, her farm & her family's story, but she shares her heart. So, so good, definitely my new favorite book!

★★★★★ **Beautiful and inspirational.**
 Reviewed in the United States 🇺🇸 on June 3, 2022
Verified Purchase

This book is a treasure. From the beginning pages I felt drawn into seeing beauty not only in the developing of the Farm as home but in the focus on family sharing in that journey. I was inspired by traditions, turning mundane gatherings into celebrations, and recognizing hard work is a part of the joy to be shared. Ruth's creativity, her passion for her family, her eye for transforming spaces into welcoming places to gather was beautifully illustrated. Many of her specific ideas were ones I long to incorporate in our home. Ruth just seemed like someone who was down to earth and one who I wanted to know as a friend!

 carolesamuels 14w
 Congrats on meeting the 10,000 mark. Such an accomplishment! I loved the book but now I think I'll re-read it! Hoping you'll write another book soon:) God bless you and your family. Your energy is inspiring 🙏

 cindie_k 6w
 I have watched this video three times so far! I find myself caught up in the idea of how our homes tell our family's stories. Such inspiration and such beauty in your home. Grateful to have discovered you and the work God has led you to do.

 lilybueta 5w
 I loved your house tour. I mean it's a beautiful house that is for sure but more importantly it feels like home even on camera. So beautiful. God bless and greetings from Serbia 🙏

★★★★★ **Warm & Cozy**
 Reviewed in the United States 🇺🇸 on December 1, 2022
Verified Purchase

As a new family, in a brand new built home it has been difficult warming it up. I am so excited to take inspiration from Ruth to create an environment that is comfortable, warm, & safe for friends & family. This book was full of great, easy to follow recipes for both food & creating a more meaningful life. Oh, those chocolate chip cookies...you're definitely going to want to try that recipe!

 749_manor 6w
 I absolutely loved this episode of Homeworthy! Ruth's down to earthness, practicality really resonated with me and the whole video came at a very apt time for me personally. There is a lot to be learned from Ruth and the home and property are just WOW!! 🥰

 cindymbrooks 14w
 Congratulations on your growth! What a blessing to have the encouragement of like minded hearts to spur our souls on about building homes in a culture that seems to have lost its way in this regard. Blessings and continued growth to you!

 patsilknitter 14w
 What a lovely story and journey through time! Your book is beautifully written and one that sits on our coffee table for regular referencing for your delicious recipes! ❤️





LET'S CHAT!

We'd love to connect with you to discuss next steps- we look forward to partnering with you!



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