

CaseStudies

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



CREATE

something others never imagine

Eight Legged Media

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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.

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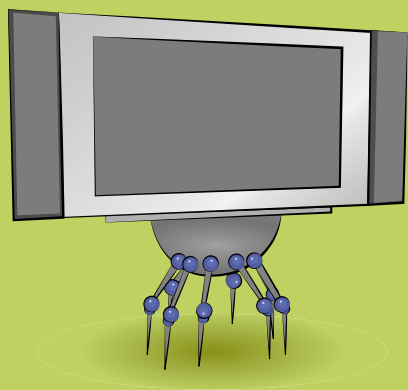


It's all about the connection we have with our staff, account executives and partners.

WATCH THE VIDEO 
SEE WHAT UNCONDITIONAL LOVE IS.



Love
vernon
graphics | promotions



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