

FITS YOUR SLEEP
FITS YOUR LIFE



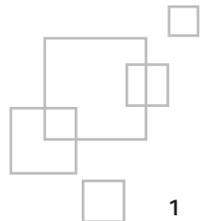
Millennials Are Jumping In Bed With This Mattress Company Thanks To Its Refocused Ad Campaign

Sleep Innovations, a national consumer goods brand, has been successfully selling its bedding products across the country for many years. With 20+ years of expertise, the Sleep Innovations team knows that every body is unique. They offer several different mattresses based on how you sleep, and utilize their Find Your Fit tool to ensure every customer ends up with the mattress of their dreams.

With a rebranding in 2015 came market research which discovered that Sleep Innovations' current demographic was not the target audience of the new brand. Sleep Innovations came to B Squared Media for help in dramatically shifting its audience via social media and advertising to gain the purchasing power of the Millennial generation.

Organic and paid social tactics increased Millennial website traffic by 135%. Utilizing both an organic social media strategy as well as social and pay-per-click advertising, targeting and content changes have successfully shifted the social media audience to Millennials over the course of 2016.

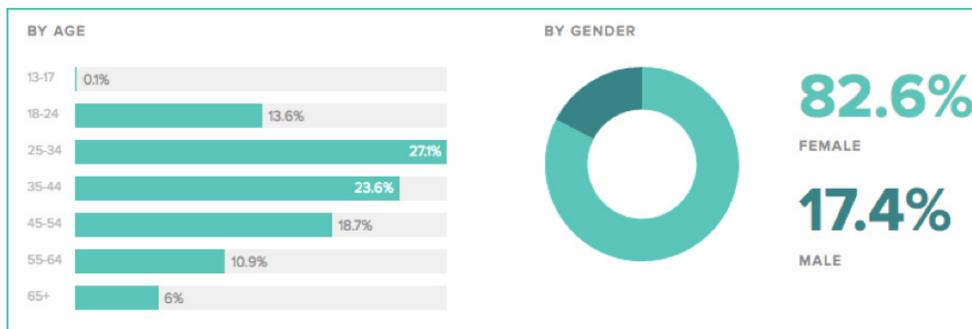
Combining the forces of Sleep Innovations' market research and B Squared Media's social media strategy and tactics, content, targeting, advertising, and creative messaging were key components of reaching this goal.



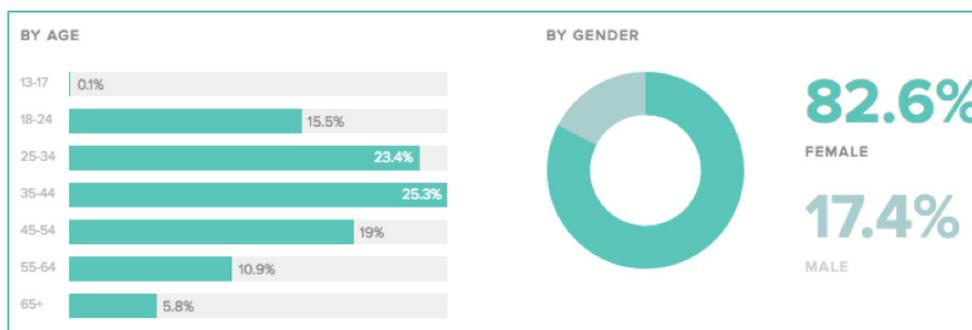
How we made it work

- **B Squared Media's social media team collaborated** on building an editorial calendar, where all Facebook messages could be massaged with a consistent voice.
- **Established fan engagement by content type**, placing an emphasis on entertainment content Millennials relate to on Facebook.
- **Identified a younger tone and voice** with B Squared Media's copywriters which helped target Facebook messaging to Millennials.
- **Broadened the social audience** to include the desired Millennial audience through social targeting.
- **Utilized video advertising** to expand the reach of the newly developed content.
- **Assessed results of each campaign monthly**, and made pinpoint adjustments where needed.

Results

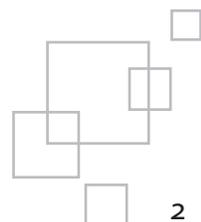


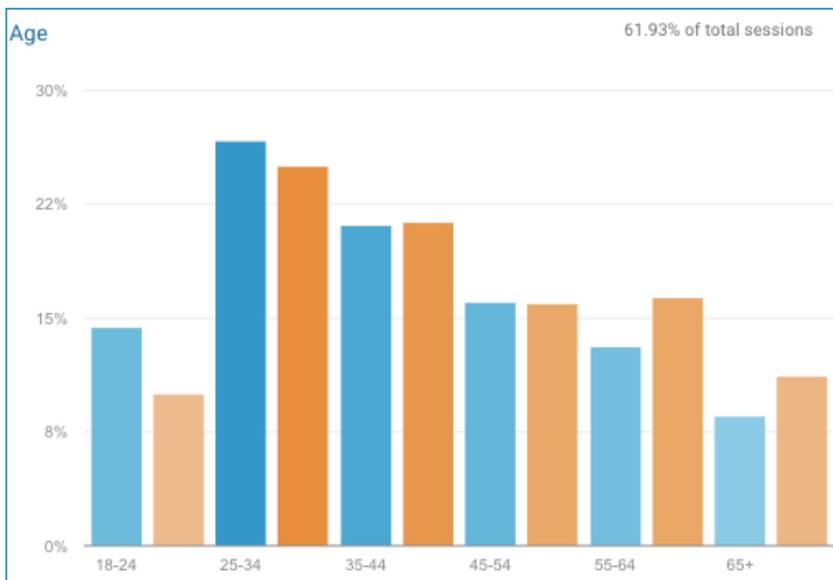
Facebook Audience Demographic November 2015



Facebook Audience Demographic November 2016

- Increased Millennial audience (25-34) by 22.6%
- Increased overall Facebook engagement by 565.2%





Website Traffic Demographic November 2016 (Blue) vs November 2015 (Orange)

- Increased web traffic (18-24) by 217.52%
- Increased Millennial traffic (25-34) by 135.16%
- Increased Millennial conversions by 241.28%
- Increased Year-Over-Year traffic by 102.09%
- Increased Year-Over-Year conversions by 204.31%

Ready to Think Conversation with B Squared Media?

A simple hello can lead to a million things.

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