



Case Study – Lovable Labels

Lovable Labels is a Canadian owned label company with over 400 independent reps across North America. www.lovablelabels.ca

Engagement Term: July – October 2009

Challenge:

When Lovable Labels started to think about promoting their Back to School Mega Pack, they knew they had to take a new approach and contacted limelitePR about generating online conversations and reviews within the mom blogger community. Their 400 independent mom reps were creating a buzz offline (within their respective communities across Canada and the USA), but their use of social media was limited to the company's Facebook page. After our initial conversation, the company's founder (a mom herself) took our advice and included twitter into her daily activity; the company also launched a blog which provided an outlet for them to start engaging with moms and mom bloggers in a whole new way. Our role was establishing a foundation in order for the company to continue to engage in conversations with the mom blogger community.

Solution: Mom blogger review & reader discount

We developed a North American campaign that consisted of an appealing **proposition** for the individual mom blogger and her readers.

Elements of the whole program included a benchmark analysis, list of qualifying blogger criteria, development of a custom (client) blogger list, outreach, follow-up & tracking blog posts, final analysis of campaign's impact.

Results:

Over the three-month period, Lovable Labels engaged with over 60 mom bloggers that reviewed their products. Through the review campaign, we also provided bloggers a discount code to provide to their readers. This code generated sales of Lovable Label products, demonstrating that limelitePR defined an untapped source for generating revenue. During this period of economic decline, Lovable Labels experienced a 6% growth. Top blog referrals include: thediaperdiaries, frugalvirginia and Canadian-based strocel.com.

Jeanette Miller of Limelite PR impressed us with her efficient, professional manner - an approach that not only inspired confidence but generated the results we were looking for. By partnering with limelitePR, we have been able to get the exposure we needed in the social media outlet. Thanks Jeanette! Laura Porreca, Lovable Labels Inc. www.lovablelabels.ca