

KILZ® Facebook Page Launch

Case Study



Opportunity

Masterchem understands the importance of social media in the evolving media landscape, so they undertook an exhaustive planning and development process to launch their Facebook page in late 2011. But the brand was concerned that primers alone would not have the draw that the colorful world of paints has. The content strategy had to be relevant, insightful and entertaining to today's DIYers and pros, and the media strategy had to be spot on to deliver the impressions and fans that the page needed to recoup the investment in time and effort.

Goal

The goal was to introduce the new KILZ Facebook page to DIY consumers and pro painters/contractors alike in order to build an attentive, engaged community of KILZ fans. In support of a "30 days of giveaways" promotion, Heinzeroth helped drive traffic to the new KILZ Facebook page and encouraged visitors to "like" the page and register to win daily \$100 prizes.

Cont.

Client Brief

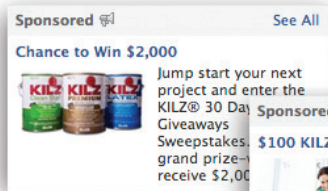
Masterchem Brands is the manufacturer of KILZ primers, paints and specialty coatings. The KILZ brand is committed to high-performance, trustworthy primers that protect, enhance and restore challenging surfaces. For five decades, this legendary primer has been protecting home values and the reputations of pro painters who rely on it to lay the foundation for a successful paint job, earning its place as the top-selling brand of primer in the U.S. today.

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Marketing Group

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Strategy

Using a mix of Facebook advertising, Google Adwords, Youtube and various home-improvement blogs, our media program focused on delivering male and female homeowners across the U.S. who have a propensity for painting and home decoration. Facebook advertising played a central role, being that the medium provided a natural tie back to new KILZ Facebook page. Pros were targeted through Facebook, Google as well as LinkedIn, but the strategy included a healthy mix of pro/contractor websites, blogs and chatrooms. Heinzeroth monitored the program on an ongoing basis, making adjustments to maximize traffic and minimize waste.

Results

The resulting fanbase exceeded expectations. During the eight-week launch campaign, the KILZ Facebook page went from zero to 17,500 “likes,” That’s an impressive average of 2,188 new “likes” per week. The fanbase continues to be an engaged, interactive collection of passionate KILZ brand lovers.

“We built a solid social media presence for the KILZ brand in a matter of just a couple of months with smart content and media strategies. Heinzeroth helped to develop a targeted, cost effective program that delivered solid results.”

Jim Squires, eCommerce and Social Media Manager

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