

# The Pipey Fairy

## COMPANY DESCRIPTION

Lisa Louden created the Pipey Fairy to help her son give up his Pipey (dummy). The story developed into a book & in 2017 The Pipey Program was launched, which sees toddlers give up their beloved Pipey in 21 Days .

## STRATEGY

Drive awareness of book & program. Target the right audience & connect with them via social media to build affinity & authority. Grow database for to drive sales. Build content strategy that supports launch & gives The Pipey Fairy an online presence to grow on.

## SOLUTION

Establish & Publish Social Media Profiles on Facebook & Instagram. Conceptualize & create 2-month social media content strategy. Find new followers & build social media presence & brand awareness. Set-up & install tracking codes on a new website. Consult & assist Lisa with ongoing support & training.

## BUSINESS RESULTS

- generated traffic to new website
- established 'brand' for book & program
- built solid foundation to grow on and offline

## RESULTS - 3 MONTHS

- grew followers by 400%
- improved SEO by 200%
- continuous sales via website

## TESTIMONIAL - LISA LOUDEN/AUTHOR

socialbuzz is our social media guru. Accessible, knowledgeable, patient & enthusiastic, Rose always gives you her best. Besides the odd social media post, we were not at all acquainted with social media, now it feels like we're learning something new every day. From detailed planning to amazing industry insights, Rose will provide you with a vision & help you get there. We recommend her and the team at socialbuzz unreservedly

