

Niche - Carpentry/Joinery

Case study -

<https://weareunhooked.com/case-study-carpentry-company-pr-more-than-coverage/>

Service Selection: Short-Form Content Creation

Business Overview:

Jack Badger Carpentry: Traditional woodworking company in the Peak District, UK, specialising in custom furniture and architectural features.

Goals: Enhance media coverage, improve website content, gain recognition through awards.

Strategies:

- Partnered with a PR agency for media coverage, website enhancement, and crafting award entries.
- Featured in prestigious magazines and won Judges' Special Awards in the Wood Awards.
- Collaborated with designer Sally Mackereth for a unique bar showcased internationally.
- Increased exposure at high-profile events, attracting influential clients.
- Website revamped for better engagement, user experience, and SEO.
- Featured in a Channel 4 documentary and produced engaging craftsmanship videos.

Results:

- Greater market recognition, new commissions, invitations to exclusive events, media features.
- Established as a respected name in the industry through awards and collaborations.

My Analysis of their website & socials

Website looks great, looks clean, well set out, high quality images, the quality of the work looks outstanding. The copy is good too. There is no video, There is nothing to actually engage the viewer and keep attention, All these brilliant projects and high quality images of the work that has been completed but nothing to fully submerge a viewer in the work. Their website has <5000 views which has declined over the last 2 months, Social links on the website, no youtube link. When clicking on their portfolio, you get numerous images of their completed work, a range of different shots, showing all the tiny, fine details of the work. It looks fantastic but I'm bored, I'm not engaged. Of Course you need the images, but no video? Especially after being featured in a documentary on channel 4 and not one video on the website?

Instagram looks great too, brilliant images, and a few videos. The videos are poorly edited. There's no voice overs, no explanations, randomly goes from a clip of someone working or of the work to a still image. Poor transitions, no sfx, no ai, nothing really engaging, doesn't match the beat of the music. There's no real narrative to the videos, no hooks, no call to actions. They have 27.4K followers, over 1000 posts, they receive an ok amount of comments and likes, over 3000 likes on some posts. Some comments are negative - one for instance said "These reels are jerky and hard to watch". The videos could be improved.

They post the same content to other socials such as facebook, linkedin etc.

Most Effective Service: Short-Form Content Creation

Based on the marketing case study of Jack Badger Carpentry, and analysis of their website and socials, a highly effective service for boosting lead generation, conversions, and other key performance indicators is **short-form content creation**. This service focuses on producing concise, engaging content that can be easily consumed and shared across various platforms.

Analysis and Rationale

Social Media Posts: (TOFU)

Visual Highlights: short videos and High-resolution images of their bespoke projects can be posted on platforms like Instagram, Facebook, and youtube. These visually appealing posts attract attention and can quickly go viral. This also allows for engagement through comments, shares etc.

Project Teasers: Brief posts showcasing work-in-progress projects or behind-the-scenes glimpses engage the audience and build anticipation.

Search Engine Optimization (SEO):

Keyword Research: Identifying and utilising relevant keywords that potential clients are searching for is crucial. For Jack Badger, this includes terms related to bespoke carpentry, traditional woodworking, and custom furniture.

On-Page SEO: Ensuring that all short-form content, including blog posts, social media updates, and video descriptions, is optimised with appropriate keywords, meta descriptions, and alt texts for images to improve search engine rankings.

Short Videos and Reels:

Craftsmanship Demonstrations: Short videos demonstrating their woodworking process, tools, and techniques can showcase their expertise and attract clients.

Client Testimonials: Brief video testimonials from satisfied clients can build trust and credibility.

Infographics and Quick Tips: MOFU

Infographics: Creating visually appealing infographics that explain carpentry techniques, care tips for wood products, or the benefits of bespoke furniture can educate and engage the audience.

Quick Tips: Sharing short, actionable tips related to woodworking or interior design can position Jack Badger as a knowledgeable and helpful brand.

BOFU - They offer to meet to discuss your project requirements, you can even join them for toast and tea...can be contacted through email or phone, this is Consultative Selling: Provide tailored recommendations and solutions based on the client's specific needs and project requirements. Brochures are also offered to give you better design inspirations.

Impact on Key Performance Indicators (KPIs)

- **Lead Generation:** Engaging short-form content can attract more potential clients by increasing visibility and engagement on social media platforms.
- **Conversions:** Concise and compelling content can effectively communicate the value of their services, encouraging inquiries and conversions.
- **Brand Visibility:** Frequent posting of high-quality short-form content can significantly increase brand recognition and awareness.
- **Client Engagement:** Short, regular updates keep the audience engaged and foster a sense of community around the brand.

Conclusion

Offering short-form content creation can significantly boost Jack Badger Carpentry's lead generation, conversions, and overall brand visibility. This approach leverages the power of social media and other digital platforms to engage with a broader audience quickly and effectively whilst videos posted onto their website will engage potential clients. I feel their Tofu, Mofu, Bofu could also be worked on and improved.