



PRACTICALLY FUNCTIONAL

Crafts & DIY projects anyone can do!

CAMPAIGN GOALS

ARM & HAMMER™ tasked Practically Functional with creating an innovative cleaning hack featuring ARM & HAMMER™ Super Washing Soda to tackle tough messes in the kitchen, bathroom, or laundry room.

To create awareness of the product, ARM & HAMMER's™ goal for the campaign was 2,500 views on the post, 500 social shares, and 100 clicks to the ARM & HAMMER™ Super Washing Soda coupon on the website.

THE CONTENT

Super Washing Soda was featured in a simple laundry cleaning hack that appeals to busy moms with kids of any age: removing yellow sweat stains from t-shirts.

Links to the product were incorporated throughout the post. Blog copy focused on Super Washing Soda's natural benefits and encourage the audience to click on the coupon to save on their next purchase. High-quality photography centered on the before and after results to encourage social media shares.



THE RESULTS

Views

- Goal: 2,500 views
- Result: 28,661 views
- 1146% of goal

Social Shares

- Goal: 500 shares
- Result: 14,283 shares
- 2857% of goal

Clicks

- Goal: 100 clicks
- Result: 123 clicks
- 123% of goal

Practically Functional exceeded all KPIs set by ARM & HAMMER™ and aided in raising audience awareness about the versatility of Super Washing Soda.

WANT RESULTS LIKE THIS FOR YOUR BRAND?

Contact us at advertising@practicallyfunctional.com to find out more about our services.