

CASE STUDY

Foxhound Rebranded a Collabera Subsidiary With Creative Content Strategy

PROBLEM

A global talent cloud platform needed to find a way to communicate its value proposition to varied customer segments ranging from enterprise clients to technical talent. While they had some resources from their parent company Colaberra, they needed outside expertise in creating an authentic and effective brand. They needed a comprehensive communication strategy that could strengthen their thought leadership and authority in time for their relaunch.

SOLUTION

Foxhound crafted a comprehensive content marketing framework that integrated with social media objectives to create a clear and consistent brand voice and image. Foxhound crafted blogs, case studies, and social content to consistently deliver a strong brand identity.

30+

digital assets created

13,000

followers acquired

7

month content plan

BENEFITS

Strong Brand Positioning

Leveraging talented technical and creative writers, Foxhound was able to deploy an effective content marketing campaign that communicated the company's value.

Multi-faceted Digital Strategy

Through consistent brand storytelling and applied market research, Foxhound created a strong brand voice. that resonated with disparate customer segments.

Increased Customer Acquisition

By creating stronger ties to talent and clients through targeted communication, the relaunch created greater brand awareness and increased customer acquisition.

AT A GLANCE

Challenge

- A global talent cloud platform needed a full brand relaunch
- The Collabera subsidiary lacked the internal team to coordinate an effective comms strategy

Solution

- Foxhound set branding objectives and created a strong content marketing framework
- The relaunch resulted in greater visibility, thousands of followers on social, and a distinct brand voice.

CLIENT EXPERIENCE



"[Foxhound's] ideas are absolutely incredible... We have enjoyed a great business relationship."

Foxhound

CASE STUDY

Foxhound Scaled an eCommerce Brand with Innovative Social Media Marketing

PROBLEM

A burgeoning eCommerce brand in the alt/popular culture space needed to find a way to communicate to its underserved market. Without a clear branding identity and social commerce strategy, they were unable to scale.

SOLUTION

Foxhound moved the brand's digital marketing focus to social media and influencer marketing. Leveraging micro-influencers, content strategy, and paid social advertising, Foxhound created a strong community around the brand. The eCommerce brand, Box Senpai, went viral after months of consistent planning and execution of digital marketing strategy.

Top 8%

of traffic on Shopify

1000%

increase in followers

BENEFITS

Strong Brand Positioning

Leveraging talented technical and creative writers, Foxhound was able to deploy an effective content marketing campaign that communicated the company's value.

Multi-faceted Digital Strategy

Through consistent brand storytelling and applied market research, Foxhound created a strong brand voice. that resonated with disparate customer segments.

Increased Customer Acquisition

Hyqoo finds talented technical talent that work great alone and even better together. Hyqoo creates teams with skill and vision.

AT A GLANCE

Challenge

- An eCommerce startup needed a comprehensive social media strategy
- The brand lacked a strong persona, media connections, and influencer relationships

Solution

- Foxhound created a multi-faceted brand persona
- Foxhound planned, launched, and deployed several social media marketing campaigns, driving brand awareness.

CLIENT EXPERIENCE



"I love working with an ultra-motivated and creative team of marketers."

Foxhound

CASE STUDY

Foxhound Launched a Publishing Vertical with Effective Influencer Marketing Strategy

PROBLEM

Media is powerful. Utilizing media channels effectively means thinking creatively about network effects. Foxhound wanted to expand its media capabilities by launching a publishing arm.

SOLUTION

Applying the agile methodology and digital marketing tactics to traditional publishing created backchannels to underutilized media channels. A network of artists, authors, and creators was successfully established. Millions of impressions and thousands of dollars in earned media resulted in greater visibility and a larger network. Connections created include the FWA, the Authors Guild, and several podcast influencers.

6

million impressions

15k+

network connections

20+

podcast influencers

BENEFITS

Strong Brand Positioning

By identifying underutilized tools and undersevered markets, Foxhound created interrelated media groups to enhance the propagation of information and increase authority.

Multi-faceted Digital Strategy

By combining influencer marketing with traditional PR tactics, Foxhound was able to create new channels and successfully launch a new vertical.

Increased Authority and Awareness

Creating a network of creators and influencers through market research increased authority and brand awareness significantly.

AT A GLANCE

Challenge

- Underutilized media channels presented an incredible opportunity.
- Creating new channels for information campaigns required thoughtful strategy

Solution

- Foxhound integrated both traditional and cutting-edge marketing and PR strategy to launch a new vertical
- Leveraged microinfluencers and professional creative networks to create new media backchannels and connections

HIGHLIGHT



"Foxhound has inspired me as a creator and an influencer. Thank you!"

Foxhound