



CASE STUDY

HILLBILLY HAVEN SOCIAL MEDIA BRAND LAUNCH

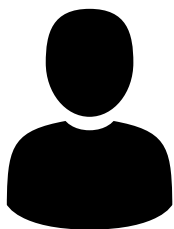
Located in Oklahoma City, OK, Hillbilly Haven was founded under the principles of bringing families together and enjoying country life the "Hillbilly" way. Full of outdoor adventures such as a petting zoo, hay ride, pony rides, and tricycle courses, this venue is a family-friendly paradise for all ages! Hillbilly Haven approached Design Thumbprint for social media management and brand launch services to ensure brand awareness for the surrounding Oklahoma communities.





SOLUTION

SOCIAL MEDIA ADS & BUILDING AUTHORITY



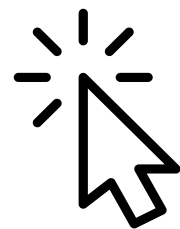
535,218

Total Impressions



27,572

Engagements



2,782

Post Clicks

To start building authority in the local community, Design Thumbprint partnered with the Oklahoma City Moms blog and hosted a giveaway. This partnership in combination with social media ads and encouraging user-generated content resulted in a **1,964% ROI** and 2 TV spots on KWTU News 9.