



CASE STUDY

# Hillbilly Haven

## Social Media Management + Brand Launch

Family Entertainment · Outdoor Attractions & Agritourism

**1,964%**

RETURN ON INVESTMENT

**535,218**

TOTAL IMPRESSIONS

**27,572**

ENGAGEMENTS

### AT A GLANCE

#### CLIENT

Hillbilly Haven

#### MARKET

Oklahoma City metro and surrounding communities

#### INDUSTRY

Family entertainment and agritourism

#### SERVICES

Social Media Management, Brand Launch

#### OBJECTIVE

Launch a brand new venue into the Oklahoma market and build enough awareness to fill it from opening day

### THE CHALLENGE

Hillbilly Haven was built on a simple idea: bring families together and enjoy country life the Hillbilly way. A petting zoo, hay rides, pony rides and tricycle courses, all of it outdoors and all of it aimed at kids. A good venue, and nobody had heard of it.

That is the hard part of a brand launch. There is no existing audience to reach, no reviews to point at and no word of mouth to lean on. The venue was not competing against other farms so much as competing against every other way a family could spend a Saturday.

Timing made it harder. Outdoor family attractions live and die on a compressed seasonal window, so awareness cannot build slowly over a year. It has to exist before the season opens, not halfway through it.

And parents are a cautious audience by design. They do not take their children somewhere unproven on the strength of an ad. What Hillbilly Haven needed was not impressions. It was trust, and it needed it fast.

## OUR APPROACH

### 01

#### **Borrow authority before building it**

A new brand has no credibility yet, so we went where credibility already lived. We partnered with the Oklahoma City Moms blog and hosted a giveaway: a four-pack of family tickets plus a private event. That audience was exactly the audience Hillbilly Haven needed, and the recommendation carried weight the venue had not had time to earn.

### 02

#### **Put paid reach behind it**

Social media ads carried the launch across the surrounding Oklahoma communities, introducing the venue as the newest family farm in the market. The giveaway gave people a reason to stop scrolling, and the ads made sure the right people saw it while the season was still ahead of them.

### 03

#### **Let the families do the talking**

We encouraged user-generated content from day one, so visitors posted their own photos and video from the property. Parents trust other parents. Every family that posted a hay ride became proof no ad budget can buy, compounding across the season instead of stopping when a campaign ended.

## THE RESULTS

The launch delivered 535,218 impressions, 27,572 engagements and 2,782 post clicks. The middle number is the one worth pausing on: an engagement rate above 5%, roughly one engagement for every nineteen impressions, on a brand nobody had heard of when the campaign started. People were not just seeing it, they were responding to it.

The campaign returned 1,964% ROI, plus something not on the balance sheet: 2 TV spots on KWTN News 9. The right partner and real families posting real photos turned into local news coverage, which is reach an ad buy cannot purchase.

#### **Borrowed Authority**

The Oklahoma City Moms partnership put an unknown venue in front of exactly the right audience, with someone else's credibility attached to the introduction.

#### **Earned Media, Not Just Paid**

Two TV spots on KWTN News 9 came out of the campaign, extending reach well past what the budget alone bought.

#### **Proof From Real Families**

User-generated content turned visitors into the marketing, giving cautious parents reassurance that ads alone never provide.

#### **Launching something new?**

Brand launches turn on trust you have not earned yet. We build the partnerships and proof that get you there.

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