



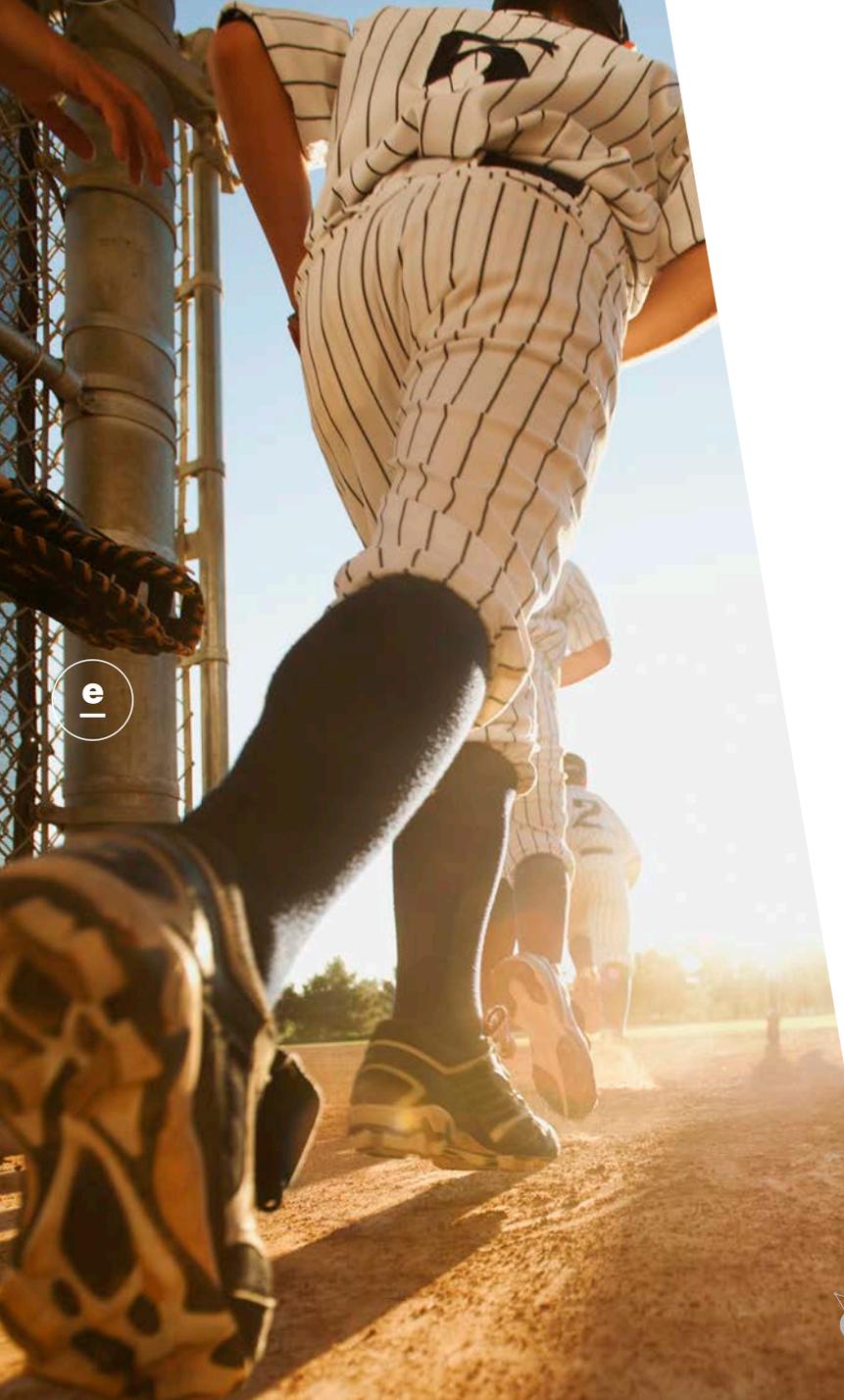
CASE STUDY

# Raising brand awareness and revenue with strategic social media campaign

[elevationb2b.com](http://elevationb2b.com)



**elevation**marketing



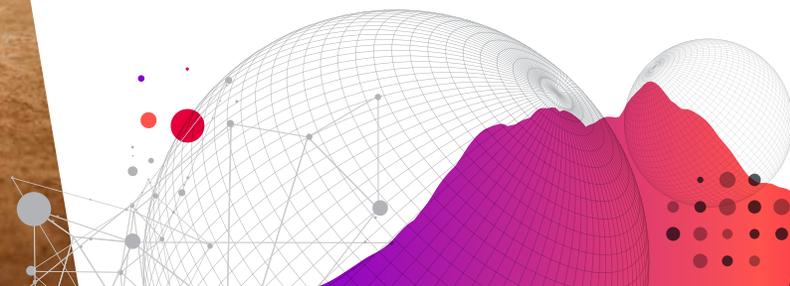
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## BACKGROUND

Buffalo Grove, Illinois-based Profile Products manufactures and distributes a large portfolio of solutions to improve and build turf playing surfaces, which can include baseball, football and soccer fields as well as golf courses and a variety of stadium-type grounds. Profile's solutions have also been used in commercial and residential developments, mine reclamation, post-fire reclamation, transportation and landscaping projects as well. *The company is committed to developing environmentally-friendly products, and has won the SEAL (Sustainability, Environmental Achievement & Leadership) Environmental Initiative Award, which honors one of 12 global companies for its commitment to the environment in its business practices.*

Profile's Turface Athletics line is a favorite among groundskeepers who oversee baseball, soccer and football fields. Its Profile Golf offerings help with building, maintaining, and improving turf and vegetation on every part of a golf course.

Profile Products needed to gain critical media exposure for these two product lines, and so it turned to Elevation Marketing for strategy and guidance on how to better position these brands in the media.





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#### CHALLENGE

## Profile Products seeks improved awareness with target audiences

After an unsuccessful public relations campaign with another agency, Profile Products' leadership still felt a PR campaign integrated with a social media strategy could improve awareness of the company as a whole, along with its Turface Athletics and Profile Golf lines.

Elevation was tasked with breathing new life into Profile's existing PR strategy by aligning the company with the right media enterprises for story placement and product positioning opportunities. Elevation Marketing would specifically focus on the Turface Athletics and Profile Golf divisions, while also adding messaging about Profile Products' industry thought leadership and overarching turf and playing surface expertise.

Elevation would need to create media exposure for both divisions with the goal of also showcasing notable work and projects. Messaging would have to be balanced, speaking intelligently to the science behind its products for technical audiences, while not alienating less technically-versed prospective customers.



## STRATEGY

The Elevation team developed strategic points of engagement with targeted media after researching appropriate publications for placement of Turface Athletics and Profile Golf content.

The Elevation team engaged in media research on Profile's behalf to determine the relevant points of engagement, sentiment about the overall company and its product lines, including views about its competitors. All the while, Elevation kept a close eye out for exposure opportunities.

### Elevation uses several key steps to inform its PR strategies:

- It analyzes significant and related articles published across a client's specific industry to uncover the state of the current media landscape, determining volume, sentiment and common themes in relevant media articles and examples.
- Elevation evaluates consistent messaging across media for the client as well as its competitors, along with analysis of the company's place in applicable industry topics.
- Elevation also seeks missed opportunities within existing public relations and media strategy.
- It also conducts a research findings review to identify what's working in the brand's media strategy. It then evaluates new opportunities and shapes them into strategic initiatives. After that, media and social media support recommendations are made.

While building rapport and relationships with editors and media members, Elevation then sought opportunities to become engrained in the editorial process of targeted publications whose coverage emphasized Profile's specific markets.

Elevation also leveraged its research to craft storylines that offered unique and informative content targeted to publications and their respective audiences. This work also helped pave the way for Profile Golf and Turface Athletics to inform these media outlets about new products and company news, while also highlighting the two brands' key messaging and overall business value.

The PR campaign was also integrated with social media to extend the reach and value of PR results. At the same time, Elevation developed a series of press releases to establish Profile as a reliable source for media partners, and created a series of case studies to showcase Profile's work, which could be referenced by the media.

**Elevation leveraged research to craft storylines that offered unique and informative content targeted to publications and their respective audiences**



**DELIVERABLES**

- Extensive Research of Profile’s media landscape and existing PR strategy
- Custom media lists across relevant verticals
- Editorial calendar database developed for both brands
- PR planning detailing monthly activities
- Social media campaign to boost PR efforts
- Six monthly reports capturing program activity and results
- Eight press releases targeting the following topics:
  - ABCA (American Baseball Coaches Association) partnership
  - Georgia Institute of Technology Field Day (host)
  - Golf Course Builders Association of America (GCBA) partnership
  - Profile’s acquisition of SAF (Southern Athletic Fields)
  - 1.5 million safe hours at Profile’s Blue Mountain factory
  - SAF SEC College Baseball Tournament partnership
  - Turface Athletics “SlideMaster” product launch
  - Tri-City ValleyCats “4 in 24” Youth Baseball Field Renovation Effort
- Three articles covered the following topics:
  - Maintenance Budgets: What Not to Cut
  - The Rise of the Turf Guy
  - Removing Snow from Sports Fields
- Four client case studies, including:
  - Compass Point Golf Course
  - Royal Norwich Golf Club
  - Ayla Oasis Golf Course
  - Schaumburg Golf Club
- Interviews conducted for four additional case studies

**MUSTANG 60' FIELD**

Baseball field diagram showing dimensions: 60' Field, 80' base paths, 175' minimum to fence, 4-1/2' radius around center of mound, 40'-44'-48' from apex to front of rubber, 10' radius around apex, 20' from apex to backstop, 30' base path width, 24" x 6" Pitching Plate, 17" x 8 1/2" Home Plate, 64' 10 1/4" from apex to center of second base, 6' radius around center of mound, Baseball mound height above home plate: 4", 10' radius around apex, 20' from apex to backstop, 30' base path width, 24" x 6" Pitching Plate, 17" x 8 1/2" Home Plate.

**TURFACE ATHLETICS**  
Your Home Field Advantage™

**TURFACE MOUND AND PLATE CLAYS**  
UNMATCHED WEAR RESISTANCE • EASY TO USE RIGHT OUT OF THE BAG

On-Deck Circle, 11' radius around apex, 30' from apex to backstop, 6' radius around center of mound, Baseball mound height above home plate: 6", 30' base path width, 24" x 6" Pitching Plate, 17" x 8 1/2" Home Plate.

Getter's Boxes, (800) 207-6457

**The Foundation to a Better Infield**



RESULTS

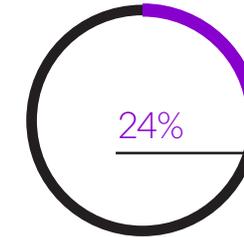
**1350%**  
increase in  
year-over-  
year (yoy)  
media  
coverage



The six-month public relations effort yielded 29 earned media articles, which ranged from Profile product announcements to expert insights from company leaders for news, trends, and feature stories. **Other major results included:**

**MORE THAN 3,000,000**

potential impressions generated



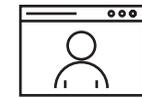
24%



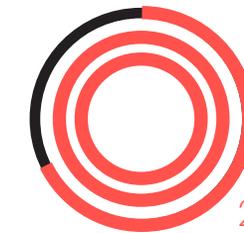
increase in Turface social media followers YOY



74.3%



increase in Turface website visitors from social YOY



268.3%



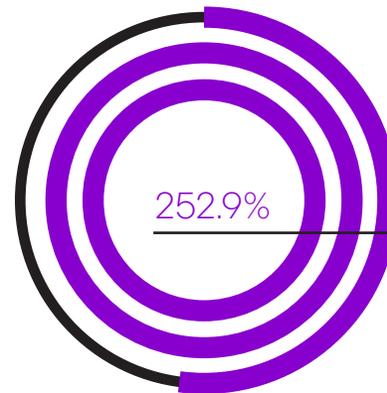
improvement in Turface social media engagements YOY



## RESULTS

### Coverage in key industry publications, including:

- Athletic Business
- Sports Turf
- Daily Herald
- Athletic Turf
- Recreation Management
- STMA
- Parks and Rec Business
- Green Industry Pros
- Golf Course Management
- The Golf Trades



increase in Profile Golf website visitors from social YOY

ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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Business Journal

Top 20

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