



MARKETING
CASE STUDIES



Results Oriented Marketing Campaigns to support
business growth and drive traffic

For additional information contact us audrey.kerchner@inkyma.com

It all starts with an idea

Overture

Every client is different so every marketing campaign is different. We build campaigns specifically designed to meet the goals and objectives of our clients needs.

*"People do not buy goods
and services. They buy
relationships, stories and
Magic" Seth Godin*

Meet the team

Collectively, we have over 30 years of experience in design, development, branding, and strategy across all marketing channels: print, web, and social media.



Audrey Kerchner

Marketing Strategist/Owner



Jason Kerchner

Technology Expert/Owner



Emily Roche

Writer/Editor/SMM



John Keefer

Graphic Designer



Karim Tarek

SMM Expert

Our Agency

What make us tick.



Purposeful Design

The perfect combination of art, strategy and technology to help your business grow.



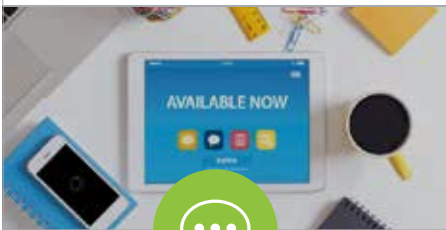
Digital Specialists

Digital experts with an eye for brand continuity across all mediums.



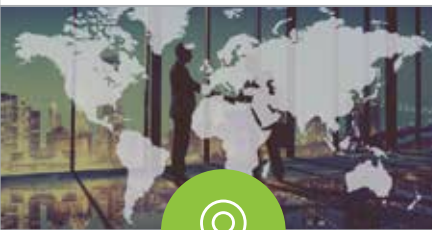
Knowledgeable Staff

Years of experience in corporate, agency and freelance environments.



Here When You need Us

Call, e-mail, text or ask us to stop by. We communicate with you the way you like to communicate.



International Teams

A diverse global group that brings a unique perspective to every project.



Collaboration

A well-oiled team that works closely together to get the best outcomes for your business.

Who we work with

Just a few of the clients we work with



By taking on only a small group of clients we have the time and energy to focus fully on you.

Marketing Channels

Experience. Expertise. Knowledge



Online Marketing

Website banners, Game ads eNewsletters and more. Strategical placed for your core audience.



Social Media

Build an audience you can talk to for a lifetime. Facebook, Instagram, Pinterest.



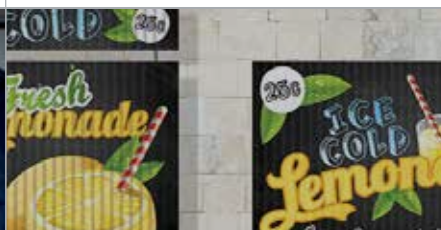
Earned Marketing

Communities, groups and influential bloggers. Get others to start saying great things about your brand.



Strategic Partnerships

Partner with those that share your audience and who have a bigger voice



Print Advertising

Never dead, always evolving still effect when used the right way

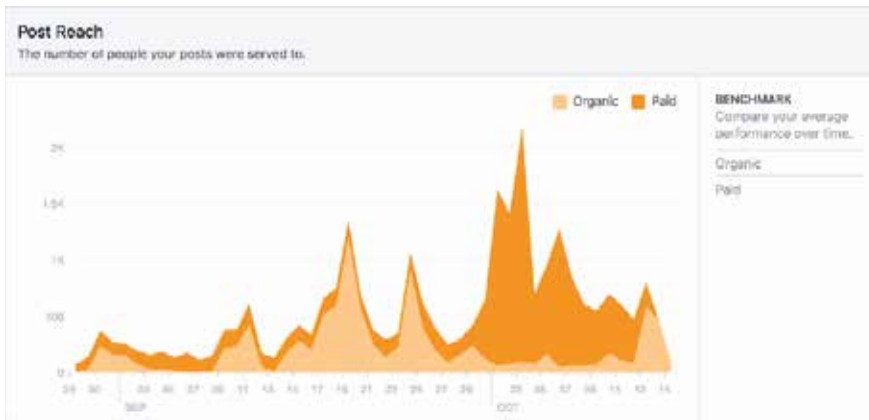


Collaboration

It takes a village to support a client.

Case Study

MEDIA Social	TITLE BeerFest 2017	DATE Aug 2017	USAGE Hunterdon County	TRAFFIC +20K	TICKETS SOLD 282
-----------------	------------------------	------------------	---------------------------	-----------------	---------------------



Nuts and Bolts

7 Week Social only promotion on Facebook, Instagram and Twitter. We used a combination of Facebook and Instagram ads and event boosts to drive likes to the page, with posting to the accounts to encourage sharing, ticket purchase. Link backs to website landing pages on over 30 different pages associated with local and beer events. Only other marketing was at community events and lawn signs.

First Annual event replacing the long standing pancake breakfast.

Flemington Rotary BeerFest
Saturday, October 14, 2017
Location: Liberty Village Outlet Marketplace
44 Stangle Road, Flemington, NJ

Craft Beer Tasting, Music & Food.
OVER 60 BEERS FROM 30 BREWERIES

For Tickets or Further Information
www.FlemingtonRotaryNJ.org

*ONLINE TICKET SALES ONLY LIMITED QUANTITY

Rotary Club of Flemington, NJ
Published by SuNe (1) · September 17 · 18

Enjoy a mix of country music and rockin blues live at BeerFest event by Laurie Voxburg Band. Don't miss it! Visit this link <https://buff.ly/2s3XxV> to purchase your ticket.

2,441 People Reached

68 Likes, Comments & Shares

90	8	42
Links	On Post	On Shares
4	0	4
Comments	On Post	On Shares
14	13	1
Shares	On Post	On Shares
79 Post Clicks		
25	2	52
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

Learn More...

We appreciate the opportunity to share our thoughts, ideas and processes with you on how we can help you reach your marketing and awareness goals. Please reach out if you should need further clarification or expansion. We would very much like the opportunity to sit with you and discuss your plans and goals in detail and create a plan that is right for you.

Please call or email Audrey to setup a meeting.

Audrey Kerchner
Owner
Inkyma
audrey.kerchner@inkyma.com
908-963-1509

Jason Kerchner
Owner
Inkyma
jason.kerchner@inkyma.com
732-859-6780