

Opportunity:

A leading manufacturer of skylights and its agency tasked the Family Features team with building a program that would feature its products and provide consumers ideas for upgrading their homes to increase value.

Approach:

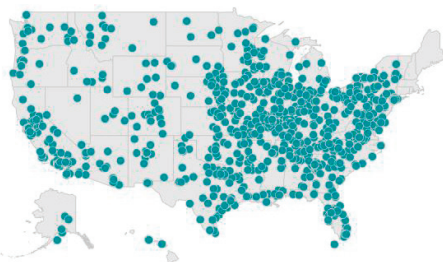
Working within a broad, editorially relevant theme Family Features developed content that pitched skylights as one way to make a home more environmentally conscious while also increasing efficiency in a full-page Premium Feature. Highlighting skylights in the main copy created an opportunity to provide readers with tips for choosing the correct skylight in a more narrowly focused sidebar, surrounded by images of brightly colored rooms enhanced by the natural light from skylights.

Results:

An evergreen theme gave the Feature a full six-month distribution window, resulting in a lengthy timeframe for Family Features' comprehensive network of 4,000 digital, print and social media partners to utilize the content. Useful tips paired with photos to capture imaginations helped deliver high-impact results for the brand and its agency. On a budget of less than \$15,000, the program achieved:

- More than **1,300 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **270 million** total impressions
- More than **200,000 social media impressions** and **12,000 engagements**
- A total ad equivalency of more than **\$2.3 million** across all platforms
- An overall ROI of **178:1**

Placement Map:



About Family Features:

For more than 40 years, Family Features, the industry leader in food and lifestyle content creation and distribution, has aided top agencies, brands and commodity boards in sharing their messages with millions of consumers through relevant, branded content. Fast, easy and cost-effective, Family Features leverages its comprehensive network of digital, print and social media partners to deliver high-impact results. The team at Family Features works with brands and their agencies to create scalable content marketing programs tailored to meet their unique needs, including:

Features

Our most popular format among editors, Features are promoted across our digital, print and social channels. Exclusive to Family Features, the Feature program offers the highest deliverables and includes 750-1,000 words, multiple images, a full-page layout, social media amplification and cost-per-click content amplification.

Premium Releases

Offering increased digital and print impressions, higher impact print coverage and both social media and cost-per-click content amplification, Premium Releases include a traditional 300-500-word Release as well as a spotlight placement surrounded by non-competitive, relevant content within a full-page, formatted layout.

Releases

A turnkey, budget-friendly option, 300-500-word Releases are offered unformatted to our digital and print partners to maximize brand exposure and garner high-quality placements.

Social Media Amplification

The social amplification program adds scalable social media impressions and engagement across Facebook, Pinterest, Instagram and Twitter to any campaign.