




Content Marketing & Strategy for Interior Design Firm

PROJECT DETAILS

 Digital Strategy

 Apr. 2020 - Ongoing

 Confidential

 *"It was amazing how well they worked."*

PROJECT SUMMARY

JJR Marketing launched a website for a COVID product in record time. After that success, they handle PR and marketing for the office interior company, including creating content and generating media attention.

PROJECT FEEDBACK

The COVID product launch was an outstanding success, in large part because of JJR Marketing's work. They're incredibly quick, communicative, responsive, and responsible. Their team's creativity and energy is also impressive and a highlight.



The Client


Introduce your business and what you do there.


I'm the CEO of Reike Office Interiors, a custom office furniture manufacturer.


The Challenge

What challenge were you trying to address with JJR Marketing Inc?

Originally, we wanted to create a new product line for the COVID response. It's personal protective equipment for the office to get back to the office safely. It's grown since then.

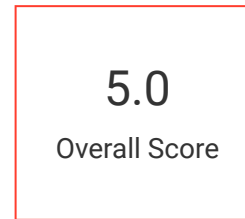
 **Melissa Kehl**
CEO, Reike Office Interiors

 **Other industry**

 **11-50 Employees**

 **Elgin, Illinois**

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

In one week, my team came up with prototypes, pricing, and naming. JJR came up with all of our marketing materials, our website, and more all ready to launch in one week. They had people working twenty-four hours a day. Just one week later we got our first order – it was unbelievable. The project took our initial website and changed things around to where our new product front and center. They manipulated our existing website, added new landing pages, and more.

Since we're done with the launch of that product, they do the PR for our company in general. They write blogs, promote our company, connect us with more people, and bring us media opportunities. They even got us on CBS News. We're launching a new division now that they're working on it too.

What is the team composition?

Four people worked on the project. Jackie was our main point contact, she coordinated everything.

How did you come to work with JJR Marketing Inc?

I actually met them through a networking event. I met Jackie when she was speaking and got one of her books, about a year before we needed them. When we had the need to do this, we realized Jackie had the energy to pull this off. She could make this happen.

What is the status of this engagement?

We first started in April 2020, but the relationship is ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Our COVID product line launched in April and we already sold \$3,000,000 worth of product. That was in large part because of them.

How did JJR Marketing Inc perform from a project management standpoint?

They do a great job. We meet every week, and the minute we get done she sends out information and goalposts. If I need something, they get it done with incredible speed. It's amazing.

What did you find most impressive about them?

Jackie's energy is the highlight. She's so creative and energetic. Her energy gets you going and excited. She also has a fantastic team behind her to pull it all off.

Are there any areas they could improve?

I can't really think of anything. If we ever said anything, they instantly fixed it. It was amazing how well they worked.

Do you have any advice for potential customers?

Let her do the creativity and think big. Let her have the reins. She created something bigger and better than we could have ever imagined.

