



THE CROWD
A FULL SERVICE MARKETING AGENCY

CASE STUDY

Kit Lender



THE SCENE

Client Name: Kit Lender

Industry: Outdoor Equipment and Apparel Rental

Project Duration: 1.5 years

Services Provided: Influencer Marketing, Social Media Strategy, Brand Awareness Campaign

THE OBJECTIVES

Objective 1: Increase brand awareness among target audience

Objective 2: Drive website traffic and boost sales

Objective 3: Strengthen social media presence and engagement

THE CHALLENGE

They were a new company, needing to create brand awareness and generate sales. Kit Lender, the world's premier outdoor equipment and apparel rental service wanted to establish themselves as the cool way to rent gear.

APPROACH



1. Discovery and Analysis

- Conducted thorough analysis of target audience demographics and preferences.

- Identified opportunities for brand collaboration with relevant influencers.



2. Strategy & Development

- Formulated a strategic influencer marketing campaign targeting key demographics.

- Integrated influencer collaborations with social media strategy to maximize reach and engagement

IMPLEMENTATION

1

Influencer Collaboration

- Partnered with influencer Dani Austin and many other influencers, leveraging their platforms to showcase Kit Lender's offerings.

- Facilitated communications, contracts, content creation and distribution with influencers to ensure alignment with brand messaging

2

Social Media Strategy

- Optimized social media channels with engaging content and compelling calls-to-action.

- Implemented targeted advertising campaigns to amplify reach and drive traffic to the website.



RESULTS

2579

Increased website traffic by 92 clicks driven from Dani Austin's post alone and 2579 profile visits.

429%

Achieved 429% growth in Instagram followers and 54% increase in Facebook followers

1395.5%

Social media engagement surged by 1395.5%, indicating heightened brand interaction and interest



The it Crowd was instrumental in helping Kit Lender with their Shark Tank appearance.

TESTIMONIALS

We've already received a ton of direct messages asking about where Dani's renting her ski gear from! So grateful to have partnered with you guys!!

DANI AUSTIN TEAM.

Easily the simplest and most de-stressing part of our whole trip! Great quality, great customer service and unbelievably easy process

ROBERT K.

As I posted on social media, this was the easy button. Ordering was easy and the quality superb. I will never pack ski clothing again.

DOUG S.