



SINCE 1847
THAYERS[®]
NATURAL REMEDIES

X **sociallike**

CASE STUDY

SITUATION

In 2013, Thayers signed Sociallike to **develop a modern social media and digital marketing strategy**. Their team was making a commitment to update products and needed a partner to **help them share the story with a new generation of consumers**. Over the course of 5 years, we launched their social media channels, built a Thayers enthusiast community online and **generated product innovation** through social listening.

STRATEGY & ACTIONS

- Supported Thayers new product launches and packaging via social media
- Established brand voice and social identity
- Produced photography, graphics, recipe series and micro video content
- Provided retailer support through paid ads
- Developed brand partnerships and an ambassador program
- Concepted Thayers quarterly digital magazine

RESULTS



Due to social listening and community management



Increased monthly website traffic



Followers in their Instagram audience