



ultraviolet

marketing at a higher frequency

SmithHönig case study

how process built a digital community

results



Monthly website traffic increased by

144%



Ad campaigns reached an audience of

299,086



Social media audiences grew by

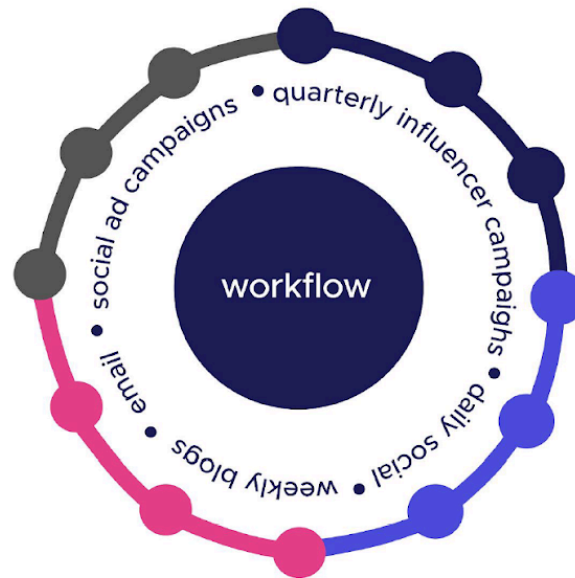
31.2%

in our first eight months, we:

- Refocused their site to showcase new product categories, Shop The Look features, and an expanded lifestyle-driven blog all while elevating their existing products.
- Developed and deployed successful ad campaigns, including pre- and post-event promotions for High Point Market and AtlantaMart.
- Managed and launched collaborations with 14 high-ROI influencers to drive targeted social media audience growth.

Our integrated approach to digital and influencer marketing efficiently grew SmithHönig's sales and expanded their community. Consistency in publishing and a new focus on visual branding in blog content and social ads continue to build and define their online presence.

how we got there



SmithHönig, a B2B and B2C global home decor brand founded by designer Kellie Smith and visual artist Melanie Hönig, came to us in 2019 needing direction for their digital marketing processes, including product launches, events and collaborations.

Using our Blueprint method, we created a workflow formula for SmithHönig based on an integrated approach to events, collaborations, content creation and scheduling. This new process gave Kellie and Melanie more than structure: it gave them time to focus on what they love—product development. They have since been adding new products to their website weekly and have launched several new collections.

“We asked ultraviolet to analyze our processes, along with our marketing strategies. The ultraviolet team created a quarter-by-quarter plan that has helped elevate our market game.”

- Melanie Hönig
SmithHönig