



**Box It Up.**

# Box It Up Case Study and Report

Presented by: **Oodles Marketing**

# Box It Up

## What is Box It Up?

BoxItUp provides customizable, sustainable packaging for businesses, focusing on retail, e-commerce, food, and beverage industries. Its offerings include mailer, shipping, and product boxes with ultra-high print quality and low costs.

## Who is it for?

BoxItUp is designed for businesses across industries such as retail, and e-commerce. It caters to brands seeking affordable, high-quality, and customizable packaging solutions that enhance their product presentation while supporting sustainability. The platform empowers businesses with tools for creating unique packaging designs, offering low minimum order quantities and eco-friendly materials to meet modern consumer expectations.



# Goals and Objectives

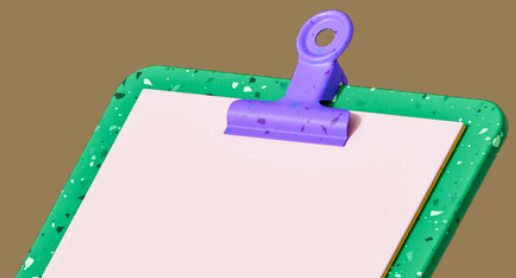


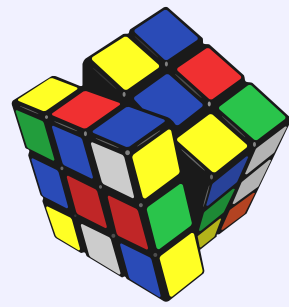
## Goals

- Build brand awareness among retail and e-commerce businesses.
- Position BoxItUp as the premier provider of customizable and sustainable packaging solutions.
- Drive customer acquisition, repeat purchases, and long-term partnerships.

## Objectives

- Create content showcasing the benefits of tailored packaging for retail and e-commerce brands.
- Highlight unique features such as low minimum order quantities, fast turnarounds, and eco-friendly materials.
- Establish a consistent and engaging presence on social media and professional platforms to connect with target audiences.





# The Challenges



## Challenge 1

### Educating Businesses

Helping retail and e-commerce companies understand the value of investing in customized packaging as a branding tool.

## Challenge 2

### Standing Out in a Competitive Market

Differentiating BoxItUp from other packaging providers offering similar services.

## Challenge 3

### Meeting Sustainability Demands

Balancing affordability and eco-conscious practices to appeal to environmentally aware businesses without increasing costs.



# The Solutions

We addressed MYSYNR's challenges with a clear, actionable plan that focused on building trust and increasing engagement through strategic content and targeted messaging.

## Brand Awareness

Introduced a user-friendly design tool and offered minimum order quantities to make custom packaging accessible to businesses of all sizes.

## Trust Building

Launched targeted marketing campaigns showcasing eco-friendly practices, fast turnarounds, and testimonials from satisfied clients to build credibility.

## Drive Engagement

Differentiated by highlighting customization options, competitive pricing, and sustainable materials, providing businesses with high-quality, branded packaging solutions tailored to their needs.

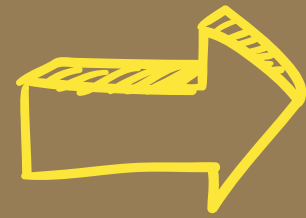


# Social Media Marketing

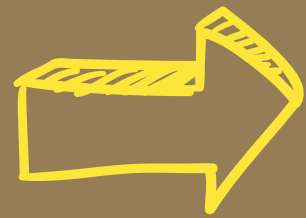
We implemented a targeted strategy to boost brand awareness, showcase product value, and drive engagement. Campaigns were tailored to resonate with BoxItUp's audience of retail and e-commerce businesses, highlighting unique features such as customizable packaging and eco-friendly materials. The focus was on demonstrating how high-quality, sustainable packaging can enhance brand presentation and customer experience.



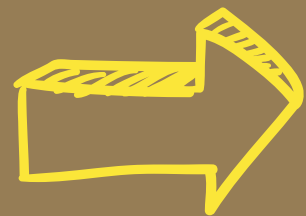
# Platform Selection



Formal, aesthetic reels and static posts showcased client testimonials and curated packaging designs, emphasizing BoxItUp's expertise and quality.



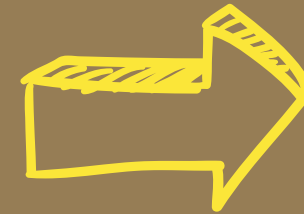
Instagram's visual platform highlighted the creativity and customization of packaging, while Facebook's broad reach connected with businesses seeking professional packaging solutions.



Both platforms allowed for targeted campaigns that aligned with BoxItUp's branding and customer engagement goals.

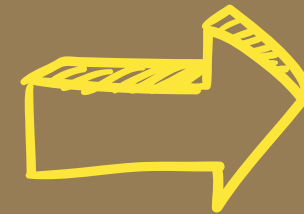


# Content Strategy



## Content Types

Focused on showcasing curated packaging designs, eco-friendly materials, and client testimonials to emphasize quality and sustainability.



## Key Themes

Highlighted branding potential through custom packaging, successful collaborations, and the use of sustainable materials to appeal to eco-conscious businesses.



## Engagement Tactics

Encouraged interaction through posts featuring client success stories, visually appealing packaging examples, and interactive content like polls and feedback requests to strengthen community connections.

# Campaign Phases

## Pre-Launch Campaign

Built anticipation with teaser content and sneak peeks of custom packaging designs, emphasizing eco-friendliness and branding potential.

## Launch Campaign

Highlighted BoxItUp's unique offerings, such as low minimum order quantities and quick turnarounds, with regular updates and client testimonials to attract new businesses.

## Post-launch Engagement

Maintained interest through visually appealing reels showcasing successful packaging projects, interactive posts, and consistent promotions to keep businesses engaged and drive ongoing orders.



# Driving Engagement

## Interactive Stories

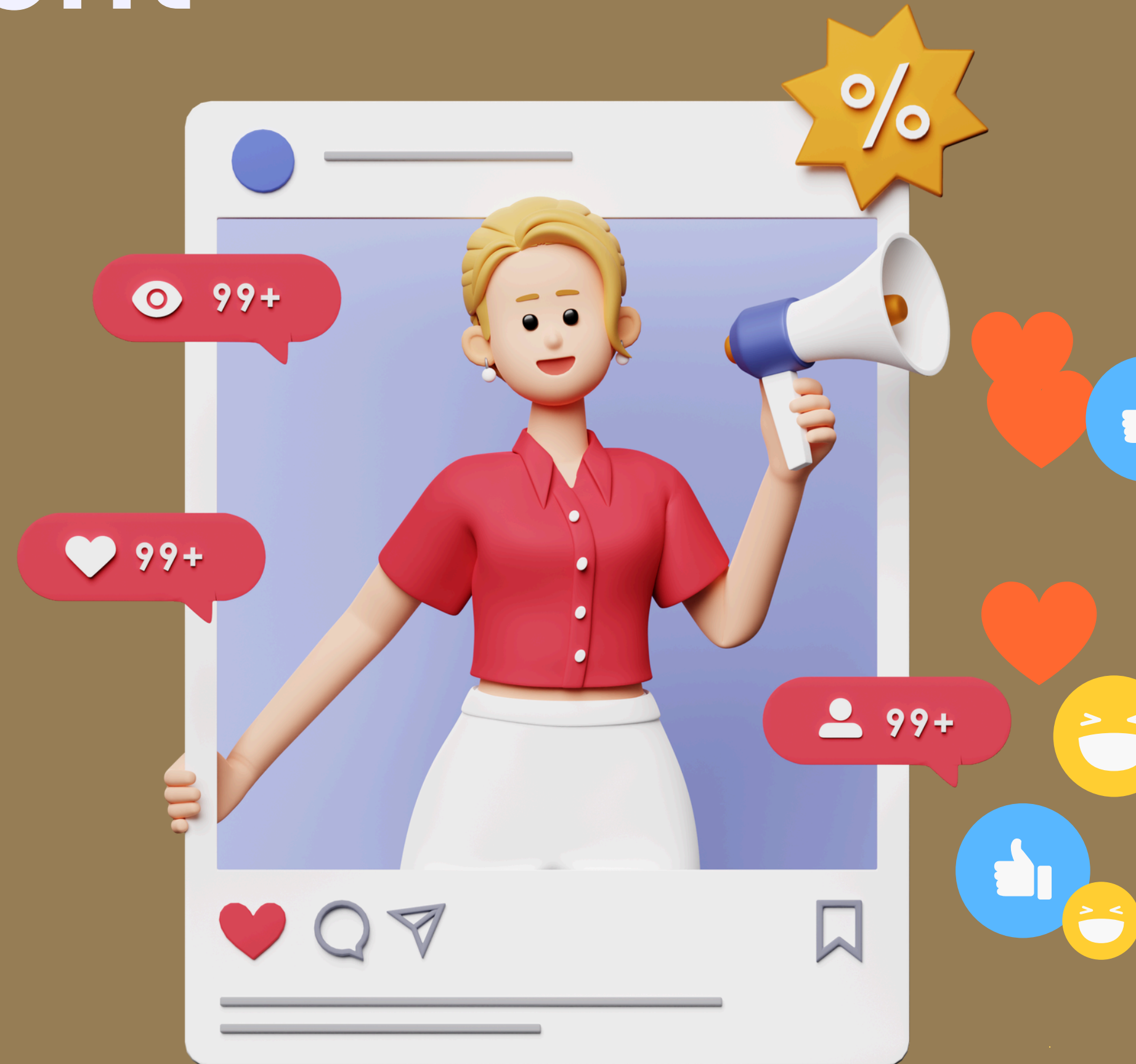
Used polls, quizzes, and Q&As to engage users in real-time and encourage active participation.

## Audience Interaction

Fostered a sense of community by actively responding to comments, messages, and engaging in relevant social discussions.

## Social Group Participation

Increased visibility by participating in local business groups and discussions, connecting with potential users and merchants.



# Analysis and Optimization

## Reviewing Engagement Metrics

Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

## Adjusting Content Strategy

Utilized data to refine content themes, posting frequency, and timing for better reach.

## Improving Posting Schedule

Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.



# Results & Metrics

## Instagram

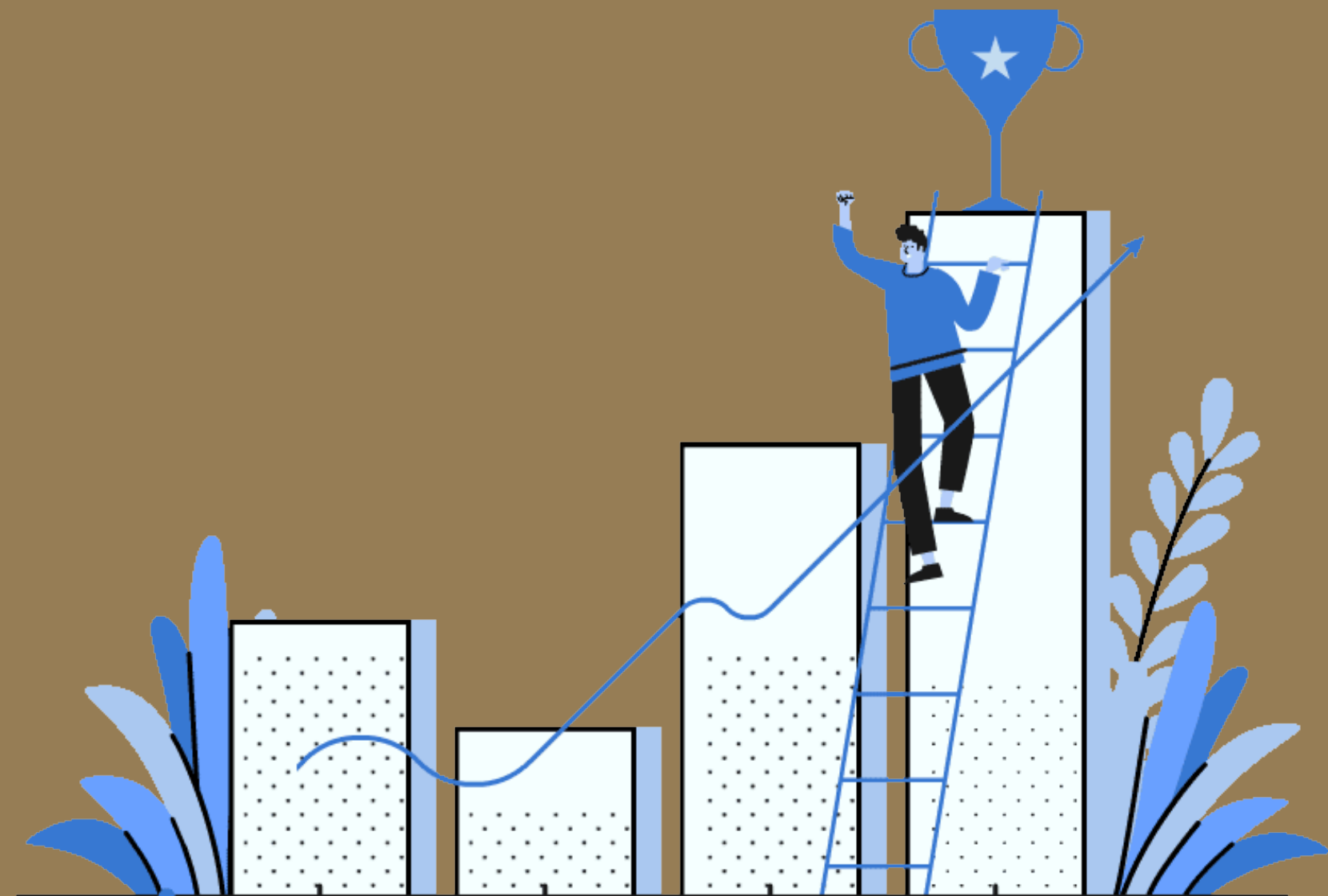
Achieved 261,762+ total views and over 108,641 content interactions since launch.

## Facebook

Reached 290,651+ views and 200+ link clicks, contributing to growing user engagement.

## Lead Generation

Saw a notable increase in active leads, driven by successful social media campaigns. Per day 70 potential leads.



# Get In Touch



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