

# CASE STUDY IN SUCCESS: SOMETHING SPLENDID

Elevating a Side Gig Into a Full-Time Business



## Strategically Growing a Small Business Through Intentional Sequencing

### PMG STRATEGIC INVOLVEMENT:

BRAND DEVELOPMENT  
BRAND ASSET PRODUCTION  
CONTENT PLANNING/CREATION  
SOCIAL MEDIA STRATEGY  
CORPORATE OUTREACH/B2B  
MARKETING  
INFLUENCER ENGAGEMENT  
PUBLIC RELATIONS & EARNED  
MEDIA COVERAGE  
DIGITAL ADVERTISING  
SEARCH ENGINE OPTIMIZATION

### A CASE EXAMPLE BY PMG

Something Splendid launched in March of 2019 as a passion project of sisters Erynn and Elyse Petruzzi and best friend Allison Pirtle, three young professionals determined to eventually work full-time as co-owners of a company they loved. They had ideas, mentors, and work ethic working in their favor, but the brand was in need of refinement and marketing expertise in order to outgrow its start-up phase.

Enter Pence Media Group. In the Fall of 2019, PMG assessed Something Splendid to really understand the business and marketplace, and ultimately inform strategic marketing recommendations going forward. As with most startups, there was some foundational brand work needed before investing in digital advertising, influencer campaigns, and large-scale corporate outreach.

PMG's recommendations lead with ensuring the website (the foundation block of any e-commerce business) was not only user-friendly, but told the brand story, captivated visitors through professional photography and videography, and was in prime position to convert sales. Brand assets from fonts and colors to brand voice and customer personas were established, to guide all marketing and communications efforts, ensuring consistency.

Once the brand identity was established and refined across all platforms, attention was focused on driving traffic to the site. Intentional content marketing began, social media strategy was advised, and SEO tactics were implemented. PMG knows that brands will elevate when operating on all

cylinders, through all channels effectively. Public relations tactics were engaged, and media coverage was earned. Digital ads were fine-tuned, and the B2B side of the business - corporate outreach, was initiated.

When COVID threatened to shutter businesses at every level, PMG guided Something Splendid through crisis communications and strategic messaging, ultimately turning a challenge into an opportunity. 2020 closed with their largest gross sales month ever, and 2021 is primed for even more success.

[somethingsplendidco.com](http://somethingsplendidco.com)



## HIGHLIGHTED BIG WINS:

1,012% INCREASE IN SALES YOY

641% INCREASE IN ONLINE STORE SESSIONS YOY

1,061% INCREASE IN EMAIL SUSCRIBERS YOY

200% INCREASE IN INSTAGRAM FOLLOWERS YOY

