

ARGAN SMOOTH – BY HOUSE OF CHEATHAM

Case Study for - “Argan Smooth” By House Of Cheatham

(National Campaign)

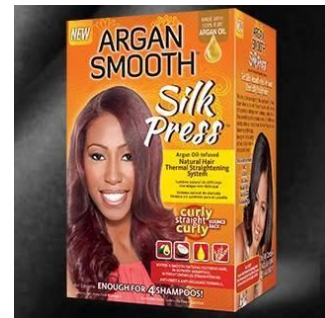
www.argansmooth.com

Company profile

House Of Cheatham, Inc. manufactures and markets personal and beauty care products in the United States. It offers skin and hair care products. The company offers its products through mass-market retail chains, drug and grocery stores, and beauty supply stores. It also distributes its products in the Caribbean, South America, the United Kingdom, the Middle East, the Pacific Rim, and Africa. The company was founded in 1924 and is based in Stone Mountain, Georgia.

Client Challenge

Argan Smooth didn't have an established presence in the Digital Media arena. It was vital to the success of the product to have it online and visible. With a national launch to Walgreen Stores, it was important to have the product showcased on Social Media.



Service

Having considered a few different options to manage their Social Media, House of Cheatham felt Monkeeman Media offered the best solution for their overall needs with Digital Media, customer service, innovation, and creativity.

Solution

Monkeeman Media developed a strategy / Plan technical assistance editing profiles, creating graphics and refocusing Social Media objectives. **House Of Cheatham** wanted utilized Social Media to promote “Argan Smooth” Social Media Advertising was utilized to build followers. MMM developed a target audience and branded Hashtag to promote the product. Our goal was to create a culture of natural haired women surrounding the Argan Smooth product.

RESULTS

- *Facebook - 56 to 53,000 Followers*
- *Facebook Increased Engagement by 1,000%*
- *Email List – 500 to 12,000 Subscribers*
- *Tripled Sales for Walgreens*
- *Expanded Walgreens Distribution*