

## **How Will Russell Marketing Helped Standards Manual Successfully Launch The NASA Graphics Standards Manual**

### **Background**

Standards Manual, launched by Pentagram's Jesse Reed and Hamish Smyth in New York City, are committed to discovering and reviving out of print graphics standards manuals.

Following a successful Kickstarter campaign for their NASA Graphics Standards Manual, the time came to relaunch the manual on their website.

### **Challenge**

With a successful campaign behind them and a passionate online community, Standards Manual knew that with the right strategy a launch to this audience would generate traction.

However, while internally they had valuable PR, design, and storytelling talent, they identified digital marketing channels – such as email and paid advertising – as avenues of huge opportunity. Bringing in an outside expert would help them launch and implement a successful digital strategy.

### **Solution**

Standards Manual turned to Will Russell Marketing to create and implement a digital marketing component to the launch.

A paid advertising and email marketing strategy was created that would leverage the existing Standards Manual community, identifying audience segments and tactics that offered the most opportunity in the short launch period.

Over the course of two weeks, targeted emails were sent to high-opportunity segments of the email community, promoting the product, a referral campaign launched across social media and email channels, and an integrated Facebook advertising campaign was run to high opportunity/low cost audiences.

### **Results**

Targeted emails had high engagement, seeing open rates of up to 70%, click-through-rates of up to 20%, and directly bringing in \$48,708.84 during the launch.

Facebook advertising campaigns had high engagement, too, offering an average conversion rate of 6% at an average cost of just \$4 per conversion, generating \$19,695.36 from a \$915.93 advertising spend.

1,000+ users participated in the social media giveaway across Facebook and Twitter, driving upwards of 250,000 impressions throughout the campaign.

*“Will guided us through a campaign that was specific to our business and bridged the gaps where we lacked expertise. His planning, advice, and execution resulted in a product launch that went well beyond our expectations.” – Jesse Reed, Standard Manuals*

Overall, email marketing, the giveaway campaign, and paid advertising efforts drove a direct return on investment (ROI) of 2,768% for Standards Manual, providing valuable support to an incredibly successful website launch for the NASA Graphics Standards Manual.