



Case Study

Accelerating Hyde 47's Growth From Vision to National Brand



The Client

Hyde Forty-Seven is a Cincinnati based jewelry brand known for its versatile, interchangeable designs. Hyde 47 has great success selling its jewelry line into the local Cincinnati market, at regional trunk shows and through five retail partners and although the demi-fine jewelry market is saturated, with a differentiated product, customers who see Hyde 47, love Hyde 47. Hyde 47 jewelry is a conversation starter and stands out as a unique addition to any jewelry collection. Proven as a local success, Hyde 47 is now ready to expand its reach and grow on a national scale.

The Challenge

Hyde 47 recognized that in order to grow, they needed to increase their marketing and brand awareness, turning their local focus into a national focus. Hyde 47 turned to Management Essentials with the goal of exponential sales growth. A core marketing strategy and plan to overcome some key hurdles were needed to drive this growth.

- Hyde 47 wanted a Fortune 100 approach to grow to a national brand with limited internal resources and a SMB budget.
- Prospective customers had to be educated on the key differentiator of Hyde 47's jewelry to see the unique product value.
- Hyde 47 was a young brand who had not yet built the components of a retail partner strategy nor begun any marketing.

The Process

Management Essentials engaged with Hyde 47 and immediately initiated a focus group study to understand how existing customers saw the brand as well as those who were unaware of Hyde 47 but in the same target demographic. Other early stage work included development of a messaging framework and SWOT analysis.

From this insight a Marketing Strategy was developed that included plans for an enhanced website (already in progress), increased social media, advertising, email campaigns, SEO, strategic alliances, and influencer marketing. The Management Essentials team worked alongside Hyde 47 to implement elements of the plan, provided measurement and monitoring of results, and developed additional marketing tactics to support new product launches and holiday campaigns. Work also extended into product strategy recommendations, product taxonomies, operational systems, all to ensure efficiency across sales, product and marketing.

Ann Johnston Owner and Designer



“Before Management Essentials, I struggled with managing marketing and finances. John and his team provided a clear road map and the expertise to execute it. I've gained invaluable knowledge and trust their guidance completely. They're also highly receptive to my input. I highly recommend them for small and medium-sized businesses.”

Services

Industry:

Consumer Products - Jewelry

Region:

North America

Management Essentials Services

- Strategic Planning
- Marketing Strategy
- Content Marketing
- Social Media Management

Results:

- Engagement rate up 18% via social media
- Over 220K impressions via ad campaign
- Holiday sales up 73% year-over-year





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77%

of successful companies have a mechanism to translate their strategy into operative terms

64%

of successful companies build their budget based on their strategy, rather than on past behaviors

76%

of successful companies focus on a limited number of strategic initiatives to reach their objectives

Hyde 47 Results To Date

Hyde 47 is in the midst of a multi-year growth initiative with results of the marketing plan still coming to fruition. Management Essentials has put in place a content strategy, repeatable processes for product launches, social media management on Instagram and Facebook, regular email campaigns, Google Paid-Search and Meta Paid-Social Campaigns and plan for scaling through the national retail market.

