



CASE STUDY



THE CHALLENGE

In December 2022, Aluma launched a co-op marketing program by partnering with ThumbStopper. They already had an extensive library of high-quality social media content and appreciated how their content could further their brand awareness and sales goals when posted through their retailer social pages.

The goal of the new co-op marketing program was to implement social media content distribution that was easy and accessible for their unique retailers. With a wide range of aluminum utility and recreational trailers, Aluma's retailers primarily serve rural America. The social media experts at ThumbStopper knew this indicated that retailers had varying levels of technical proficiency that could lead to challenges when launching the program.

ThumbStopper worked closely with Aluma to determine the best solution for this roadblock and ensure the program had a strong start.

THE SOLUTION

ADOPTION

The customer success team at ThumbStopper makes sure that the enrollment process goes smoothly for all retailers. In order to communicate effectively with retailers, ThumbStopper collaborated with Aluma's marketing leadership to create enrollment materials that spoke to their retailers' distinct concerns. These materials not only ensured retailers would not be alienated by the program but also made it clear that the program was initiated by Aluma and would be easy for them to utilize.

Retailers learned about how they would not be required to do any additional work after they completed the enrollment process. Aluma worked hard to provide a steady stream of social media content so that retailers could enjoy consistent, hands-free social posting.

Aluma also took into account the method by which many of their customers find their products: through Google. By adding Google Business Profile as a destination for their retailers, they were able to provide content specifically for that platform to grab customers' attention in the right place.



SEGMENTATION & SYNDICATION

ThumbStopper provides brands with powerful tools to help them direct social content to the platforms and retailers where it will be the most effective. Aluma was able to segment retailers by factors such as region, products, and languages. This enabled them to funnel content only toward the appropriate retailers. For example, retailers only receive content promoting a specific product if they sell that product and have it in stock.

Additionally, ThumbStopper's built-in algorithm means that posts go up at the optimal time for the specific retailers that receive them. Instead of flooding social feeds with the same post at the same time, social posting is spaced out to secure the best performance.



RESULTS

In the first year of the program, the co-op marketing program enrolled 200 retailers across the domestic U.S. This enrollment led to the metrics the brand was hoping to see:

- Over 1 million impressions in the first three months
- Over 4 million impressions in the first 12 months
- Over 20,000 posts across all retailer destinations

