

Case Study: Hyper Chiller

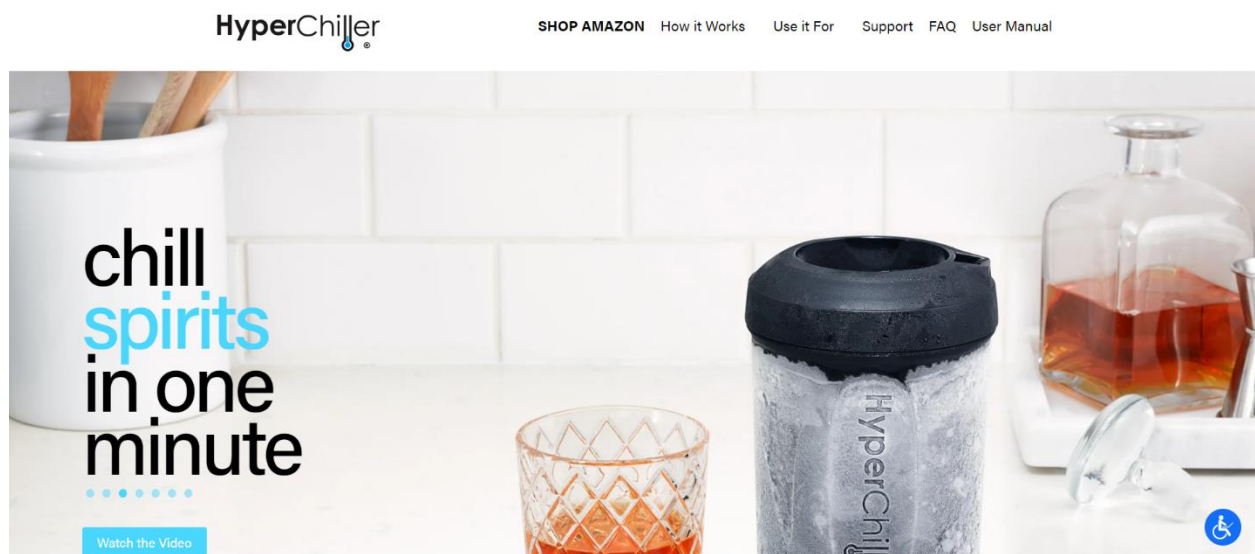
Industry: Ecommerce – Coffe Chiller

Business Model: Distributing only the finest quality travel goods for the retail and wholesale markets.

Website Platform: Shopify

Website Domain: <https://hyperchiller.us/>

Service Type: Social Media Management



Introduction

The HyperChiller® is the invention of an iced coffee lover, who tried making ice coffee at home with cold brew and pour over ice recipes. After deciding neither of these methods were convenient or easy, he went back to spending time and money everyday buying ice coffee from the coffee shop. Then one day in late 2014 when using his cocktail shaker at home to make a drink, the idea of for the HyperChiller popped into his head.

Challenges & Solution

1. Engagement and Reach

Challenge: Building an audience and encouraging interaction can be difficult.

Solution: Developed a content strategy that includes interactive posts, polls, and user-generated content to engage followers.

2. Content Creation

Challenge: Producing fresh and appealing content regularly.

Solution: Created a content calendar and leverage diverse formats like videos, infographics, and behind-the-scenes footage.

3. Brand Awareness

Challenge: Differentiating the product from competitors.

Solution: Highlighted unique features and benefits through targeted campaigns and partnerships with influencers.

4. Customer Feedback

Challenge: Handling negative feedback or complaints publicly.

Solution: Implemented a responsive customer service strategy that addresses concerns promptly and professionally.

5. Platform Algorithms

Challenge: Adapting to changes in social media algorithms that affect visibility.

Solution: Stayed updated on platform changes and adjust strategies accordingly, focusing on quality and engagement.

Solution

Audience Analysis: We Conducted research to understand target demographics and tailor content to their preferences.

Creative Campaigns: We Developed creative and seasonal campaigns that resonate with the audience.

Analytics and Reporting: We Used analytics tools to track performance and adjust strategies for better outcomes.

Community Building: We Fostered a community by encouraging user interaction and feedback, creating a loyal customer base.

By addressing these challenges with targeted strategies, we effectively managed to grow the brand's presence.

Social Media Marketing (SMO & SMM):

We leveraged social media and influencer marketing while crafting engaging content, giveaways, quizzes, testimonial video and more. We build authentic relationships with influencers and stayed abreast of social media trends which were an essential part of our marketing success.



thehyperchiller

Follow

Message



456 posts

4,579 followers

140 following

HyperChiller

The HyperChiller rapidly chills hot coffee (and other bevs) without any dilution. Start making fresh iced coffee at home... more

www.linktr.ee/thehyperchiller



Brand Shout-...



Reviews



Avoid Cracking



Today Show 2...



Giveaway

POSTS

REELS

TAGGED





adefauziahp and 2 others
The Beatles • Here, There And Everywhere (Mono) ...

adefauziahp Saat ini iced filter coffee kami jadi inceran setiap yang datang ke @smalldosecoffee

Ada beberapa yang memang penasaran dengan cara pembuatannya yang menggunakan Hyper Chiller kemudian di dilute es batu kotak di akhir setelah liquid nya kita dinginkan.

Resep Iced Filter di Hario V60
13/200
50ml 30"
170ml until 1'20"
Pour into hyper chiller
Let a sit for 1-2minute
Pour into cup+ice cube
Tag aku kalo sudah coba resepnya 🍷

Metode ini aku terinspirasi dari cara peserta Barista Championship yang selalu ngedinginin espresso nya ke dalam Hyper Chiller ini. Jadi kepikiran deh kenapa ga coba di Iced Filter juga yaa, ternyata memang iced filter dengan metode ini bisa lebih konsisten rasanya dari first sip sampe akhir.

Mungkin kamu yg belum coba, penasaran rasa Iced Filter dengan metode ini aku sebut "Iced Filter Less Dilution" bisa datang ke Smalldose yaa atau untuk yang suka seduh dirumah bisa order hyper chiller nya di @meetswestcoffee20 link sudah ada di highlight story 🍷🍷

849 likes
June 2

Add a comment... Post

#1 Best Seller

THE NO. 1 BEST SELLING ICED COFFEE, BEVERAGE COOLER ON amazon

4.4 ★★★★★
1500+ ratings



SHOP NOW

The advertisement features a white background with orange accents. At the top right, there is a badge that says "#1 Best Seller". The main headline reads "THE NO. 1 BEST SELLING ICED COFFEE, BEVERAGE COOLER ON amazon" in a mix of black and orange fonts, with the Amazon logo. Below the headline, there is a star rating of 4.4 with five stars and "1500+ ratings". The central image shows a silver HyperChiller device next to a glass of iced coffee with a latte art design. At the bottom left, there is an orange button that says "SHOP NOW".

thehyperchiller • Follow ...

thehyperchiller Rated and Reviewed: HyperChiller - Where Iced Coffee Dreams Come True. Experience Why Customers Love the No. 1 Best Seller! 🍷🍷

@thehyperchiller
#ChilledPerfection #thehyperchiller #hyperchiller
#amazonbestseller #toprated
45w

51 likes
September 1, 2023

Add a comment... Post

Results

Within 9 months of implementing the digital marketing strategy, the client witnessed remarkable results:

Instagram:

Insights	Aug	June	% Change
Followers	2,903	4,588	58.04%
Impressions	1,519	20,144	1226.14%
Account Reached	540	17,405	3123.15%
Account Engaged	56	456	714.286%
Content Engagement	62	592	854.839%
Profile Activity	117	789	574.359%
External Link taps	13	108	730.769%

Facebook:

Insights	June	December	% Change
Total Followers	8,729	10,115	15.87%
Reach	569	2,016	254.30%
Content Interaction	10	57	470%
Page Visits	67	195	191.045%

Budget Planning

Budget	Up to 300K – 400K USD
SMO	70%
Instagram Influencer	30%

Team Structure

Social Media Manager

Social Media Executive

Graphic Designer