



# hello, we are sculpt.

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Sculpt is a social media marketing agency with **Hustle & Heart.**

We help brands like yours connect with the right humans more humanly with marketing that adapts to *today's* goals, needs, and customers.





# let's talk about your goals

**Long-Term Brand Building**

## **GROW YOUR ENGAGED AUDIENCE & ADVOCATES**

Clarify your social strategy, create scroll-stopping content, and engage your audience 1:1.

**Conversions & Sales Activation**

## **GROW YOUR QUALIFIED LEADS & REVENUE**

Tie social to revenue by filling the funnel with your exact target buyers—done for you or with your team.







# **GROW YOUR ENGAGED AUDIENCE & ADVOCATES**

Clarify your social strategy, create scroll-stopping content, engage your advocates 1-on-1, and grow an audience that cares, shares, and converts.







**Audience Growth & Engagement**

# **ORGANIC & AMPLIFICATION**

**Audit**

**Strategy**

**Content Production**

**Community Managment**

**Audience Growth**

**Paid Amplification**

**Reporting**





# clarify your strategy

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Once you define who follows you and why, the how becomes easier. We'll sculpt your content pillars, visual voice, and growth plan across social media platforms so you can post with purpose.

## HOW WE DO IT

visual brand strategy

audience definition

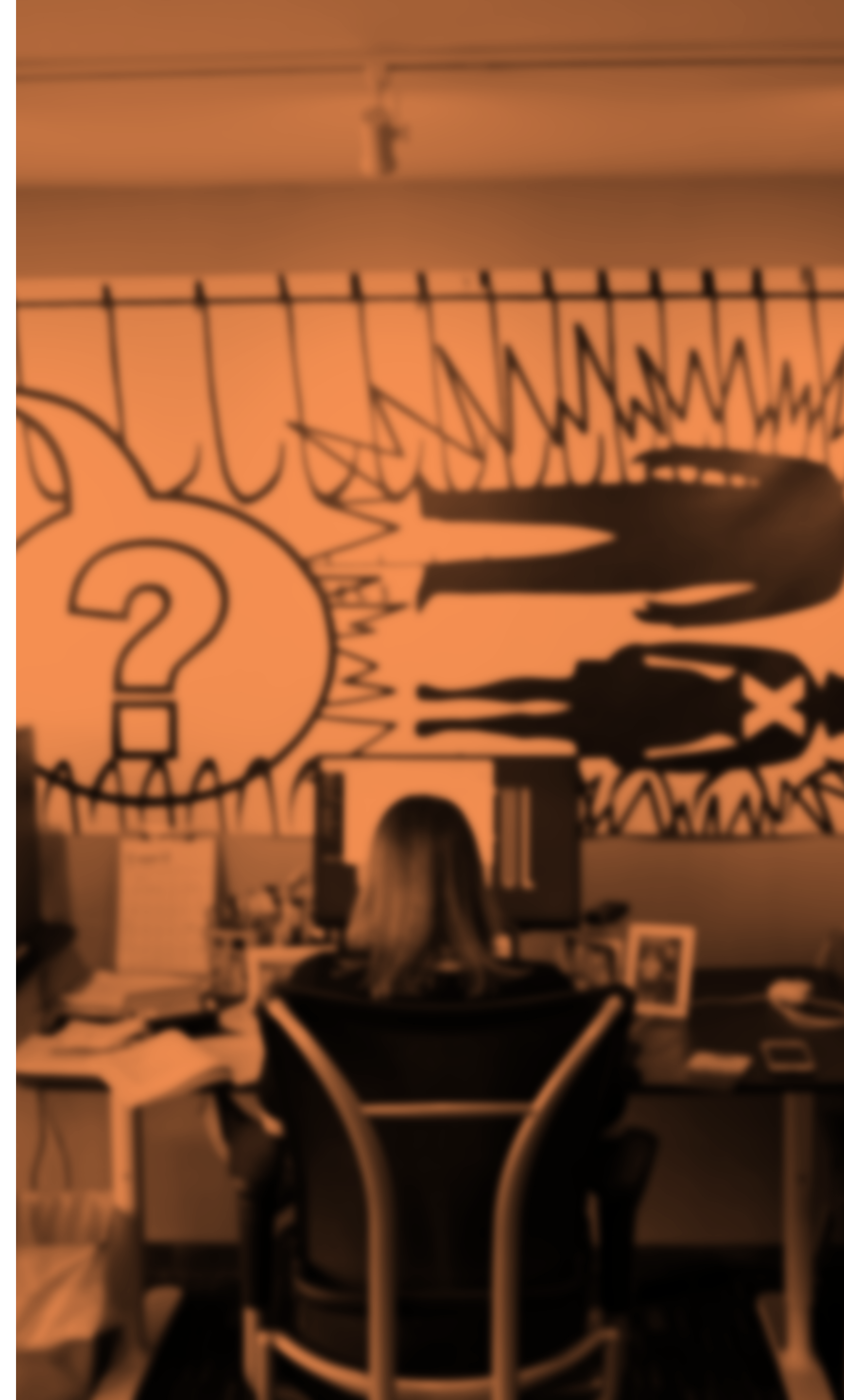
brand voice definition

audience analysis & definition

social analytics audit

benchmarks & measurement plan

audience growth plan





brand

strategy

awareness

case study

# allsteel

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## BACKGROUND

Allsteel approached Sculpt looking to engage an audience of designers, dealers, and workplace leaders on social media.

## APPROACH

Sculpt defined a new educational, inspirational, and culture-focused content strategy for social. Our paid and organic campaigns supported product launches, event & conference activations, brand awareness, and sales activities across 6 social platforms.

## RESULTS

Allsteel experienced a 338% increase in Facebook fans over 3 years, and generated hundreds of thousands of engagements annually with their target audiences across social channels.



# 19,163

**new fans on Facebook  
in first 3 years**

---

# 655%

**increase in Instagram  
engagement, Q1, YoY  
(2017-2018)**







# Hello, beautiful.

#PARALLELSPACE

allsteel

allsteel Make a beautiful first impression with Parallel, the newest member of the Allsteel family. #parallelspace #officedesign #workplacedesign #seating Ischauss Welcome to the family!

54 likes

NOVEMBER 19, 2015

Add a comment...

1990 connected 1 BILLION PEOPLE

2000 connected 2 BILLION PEOPLE

2020 will potentially connect 28 BILLION THINGS

allsteel

allsteel The "Internet of Things" is expanding, which has a huge impact on the workplace and how we design for it. #InternetOfThings #IoT #Technology #Design #Workplace

Information source: Gartner.

annieacher #amazing. 🙌🙌🙌

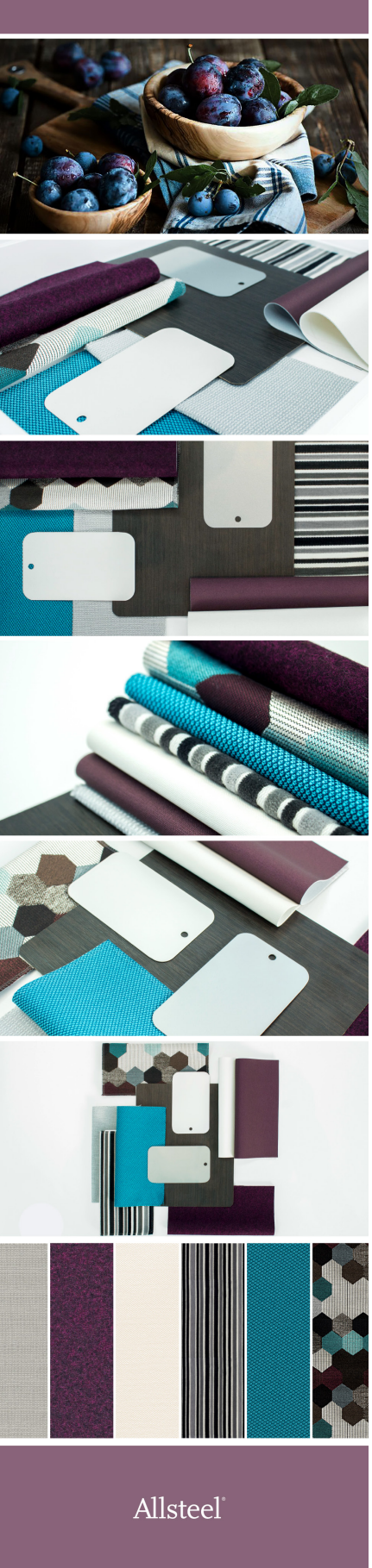
flicsmartbutton 🌟🌟🌟

allsteel Thank you, @annieacher and @flic.io!

32 likes

JUNE 20, 2016

Add a comment...



## WE'RE INSPIRED BY

allsteel

allsteel Johannes Lampela, of Designworks, A BMW Group Company, said he looks to other cultures for inspiration, like a Japanese tea house, which is how Clubhouse was born.

#InteriorInspo #InteriorDesign #WorkplaceDesign #Inspiration #OfficeDesign

inmod Great job! 🙌 Keep it up!

allsteel Thank you, @inmod!

deitscho "Very nice image <3"

47 likes

AUGUST 23, 2016

Add a comment...

## PROJECT PROFILE

### SECURITY NATIONAL BANK

allsteel

allsteel After moving to a new location with a large, open layout, @Aquent\_ utilized a blend of furniture and space types to increase collaboration and better use multi-purpose space. #Interiors #Interior123 #InteriorDesign #WorkplaceDesign #OfficeDesign

marquardtinteriors Wow!!

carlislephillips Absolutely beautiful!

sarahsbespokememoboards 🙌

trippst Thanks for the love @allsteel ~ project designed by @huntsmanag

#huntsmany and shout out to our model @ebetgilan

bgrahamj @phil\_pocch

allsteel Thank you

@marquardtinteriors & @carlislephillips!

unnaarquitetura\_ Muito Legal! 🙌

90 likes

NOVEMBER 18, 2016

Add a comment...

Allsteel added 7 new photos.

Published by Sculpt (?) · June 12 · 🌐

We're thrilled to announce our exclusive partnership with Normann Copenhagen at #NeoCon2017! Come say 'hello' on floor 11!

Allsteel + normann COPENHAGEN

Allsteel

Published by Sculpt (?) · June 10 · 🌐

Our very own Jan Johnson will be presenting at NeoCon, this year! Care to join us?

For more information about the seminar, please visit: [alls.tl/JanAtNeoCon](https://alls.tl/JanAtNeoCon).

\*Registration through NeoCon.com is required to attend.

## KNOWLEDGE WORKER PRODUCTIVITY & THE ADAPTIVE WORKPLACE

Tuesday, June 13 | 11 a.m. to Noon



## PROJECT PROFILE

### SECURITY NATIONAL BANK

allsteel

allsteel In addition to new workstations and meeting rooms, Security National Bank developed a community space for local meetings and events. Swipe to learn more about their journey.

#Interiors #Interior123 #InteriorDesign #WorkplaceDesign #Inspiration #OfficeDesign #FurnitureDesign #DesignInspiration #CorporateInteriors #CommercialInteriors

office\_1010 Pretty awesome

74 likes

JULY 23

Add a comment...

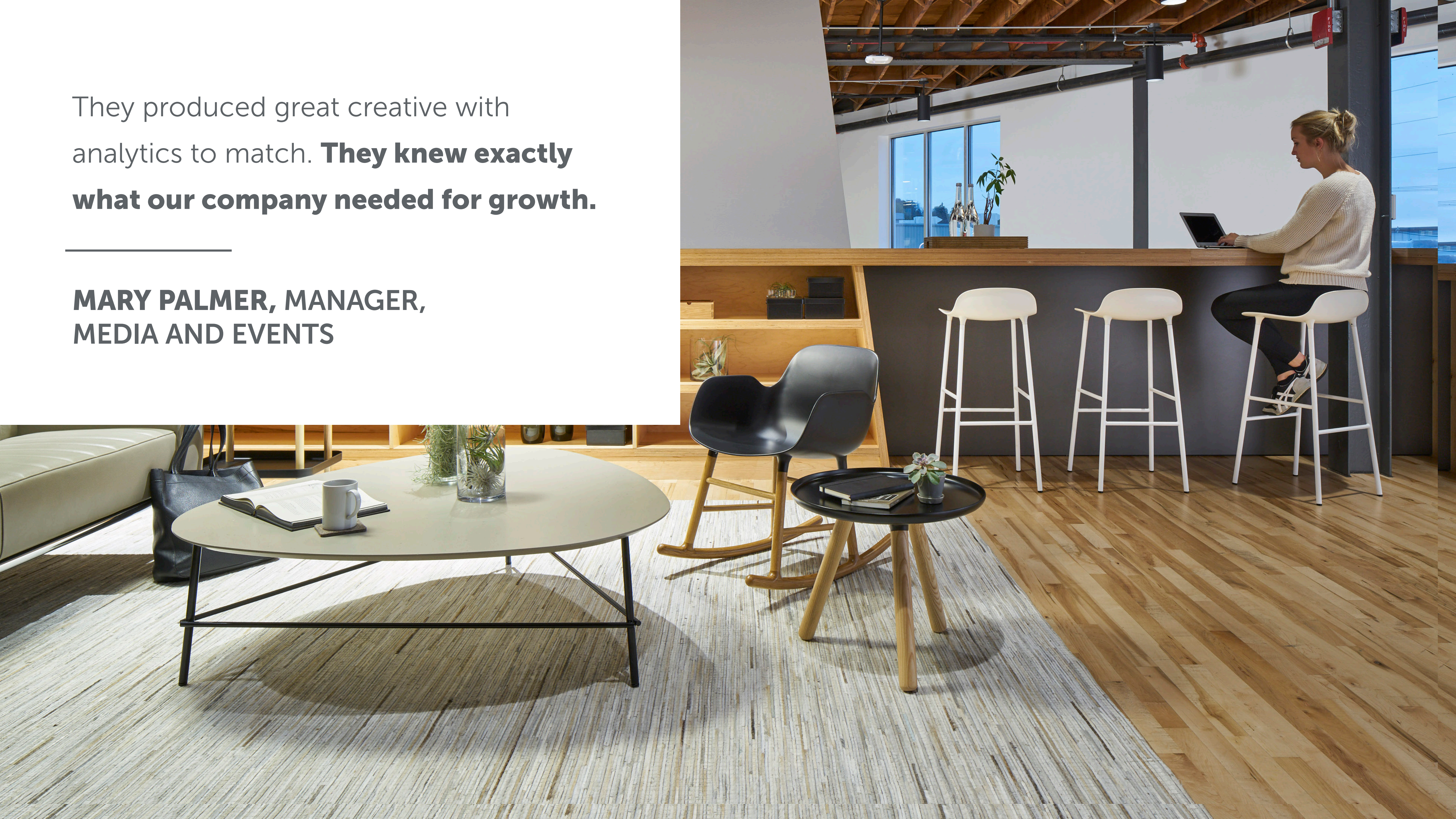




They produced great creative with analytics to match. **They knew exactly what our company needed for growth.**

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**MARY PALMER, MANAGER,  
MEDIA AND EVENTS**





# empower your team

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Gain the tools, tactics, and confidence to better leverage digital channels and modernize your marketing strategy – in-house. We'll direct, you execute.

## HOW WE DO IT

social & SEO audits  
channel & content strategy  
audience analysis & targeting  
creative strategy & templates

content calendar co-creation  
hands-on team workshops  
platform & software recommendations  
marketing-sales alignment workshops





brand

strategy

awareness

case study

# livability

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## BACKGROUND

Livability.com shares the best places to live, work, and visit in the United States, and generates more than 11 million visits annually. Their editorial team wanted to grow the owned social media audience to better align with their target audience and mission.

## APPROACH

Sculpt proposed a forward-thinking content and community engagement strategy after an in-depth audit of their current presence. We used crawl, walk, and run milestones to help their team balance short-term constraints with long-term opportunities.

## RESULTS

With a clear game plan bought-in across the organization, Livability's team could move social media channels forward with confidence. Quick wins like revised publishing schedules and updated post formats drove immediate growth in KPIs while saving staff hours a week.

8

**new content pillars**

---

**immediate**

**Increase in social engagement  
and time savings**







#5



Unpopular opinion but...Rochester, MN is better than Rochester, NY 📍 THERE, WE SAID IT. Home of the infamous @Mayoclinic there is no shortage of opportunity here for up-and-coming healthcare professionals. While this city is known for their hard work, they never hesitate to take a breath of fresh air. This area offers stunning hiking spots, a "hopping" brewery and restaurant scene, and @Winterfest. If you're local or have already made the trip, what's one thing newcomers NEED to know about Rochester? 📍

📷 @mayoclinic @foragerbrewery

content blueprint

Why	To showcase America's best places to live and help you get there			
	#WERK	LIFE HAPPENS HERE	GET OUT THERE	MAKE IT PERSONAL
Theme	The practical side of wanderlust.	Stories about real places, real people and why they matter.	Whether it's a weekend getaway or relocation, it's time to get going.	Hey millennials, we totally get it.
	Job/Industry Highlights	People Who Shape the City	Travel FOMO	"So Relatable" Content
Content Topics	Unbeatable Economic Insights/Trends	Influencers Collaboration + Takeovers	All the Fun Stuff	Livability BTS
	Best Places to Live	REAL TIME UGC	Travel Tips	Livability Takes a Stand
	Why you should move.	Why you seriously should move.	Why you should travel.	Why we do what we do.

breakdown

Channel Distribution

Video / GIF

For social

Series

Image Posts

Posts

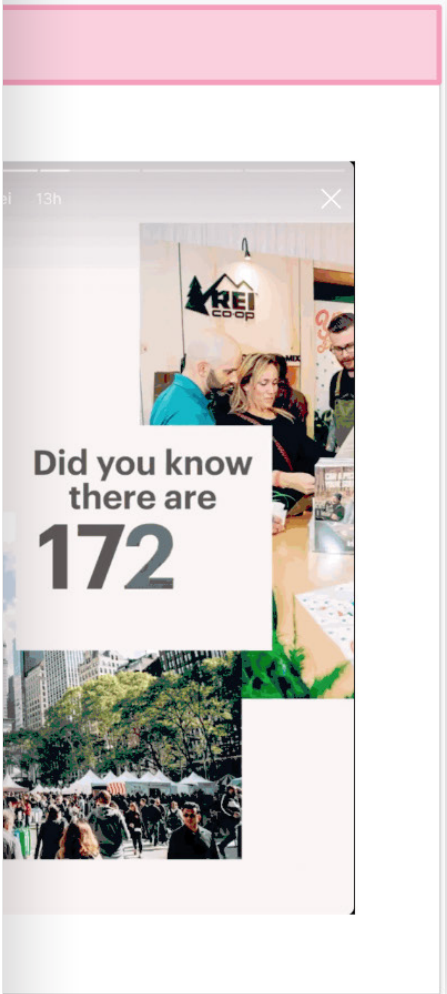
Pinterest

YouTube

Instagram

Twitter

Facebook





**Every question we asked was met with genuine curiosity and enthusiasm that was contagious.**

It felt like a collaboration with a brilliant friend who was eager to share and help.

The conversations we had with Sculpt during the course of this project will inform the direction and branding of our company for years to come.

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**WINONA DIMEO-EDIGER,  
EDITOR-IN-CHIEF**





# brand awareness & engagement

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Humans buy from brands that they know, like, and trust.  
We'll help you build an audience that cares and shares.

## HOW WE DO IT

content strategy

community management

social media content production

audience growth

influencer management & relations

editorial calendar planning

measurement & reporting

contest campaigns





case study

# pearson education

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## BACKGROUND

Pearson Education provides academic assessment tools and products for learners at any level. They hired Sculpt to support their direct-to-consumer strategy and grow their Instagram audience and engagement quickly.

## APPROACH

Sculpt paired a proactive community management strategy with the use of “studygram” influencers and user-generated content to boost engagement.

## RESULTS

Pearson saw 217% growth on Instagram crossing over 10K in followers, and adding more than 1,000 followers monthly. More importantly, their post engagement and overall positive brand association with student increased dramatically.



# 217%

increase in Instagram  
followers in six months

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# 91%

increase in  
total engagements



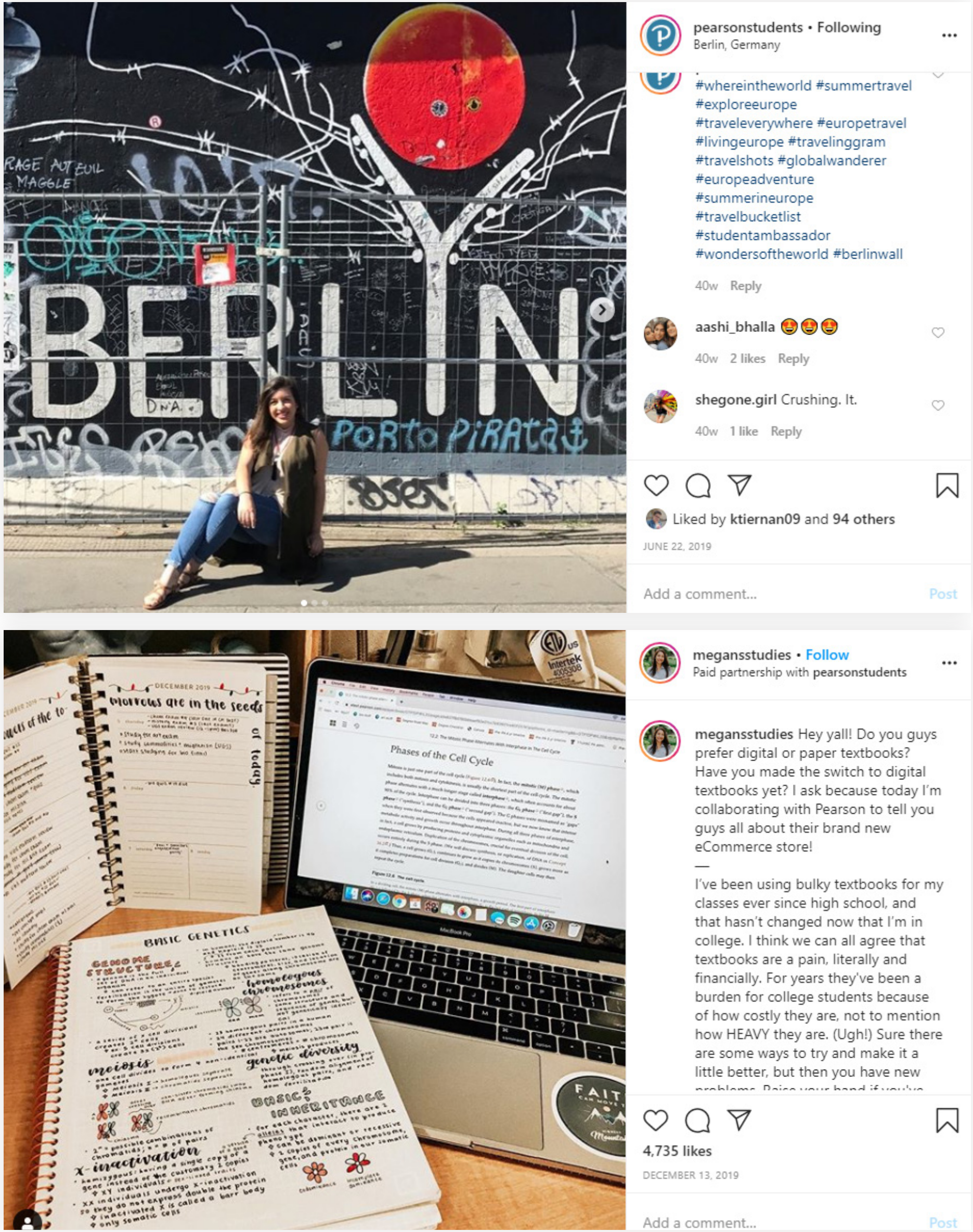
contests + giveaways



user-generated content



influencer campaigns







**Their creativity, can-do attitude** and willingness to do whatever it took to make things successful impressed us.

---

**APRIL STUART,  
CAMPAIGN MANAGER**



case study

# midwestone bank

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## BACKGROUND

After an expansion into four new states and years of reactive marketing, MidWestOne Bank, turned to Sculpt to pull together a social media strategy focused on targeted storytelling to their existing customers.

## APPROACH

Sculpt developed a social media content blueprint that remixed financial resources, highlighted employee stories in target regions, and held up customers as the hero.

## RESULTS

All of MidWestOne's social channels have experienced positive, organic growth in reach and engagement, and their largest event of the year had record attendance.



# 89%

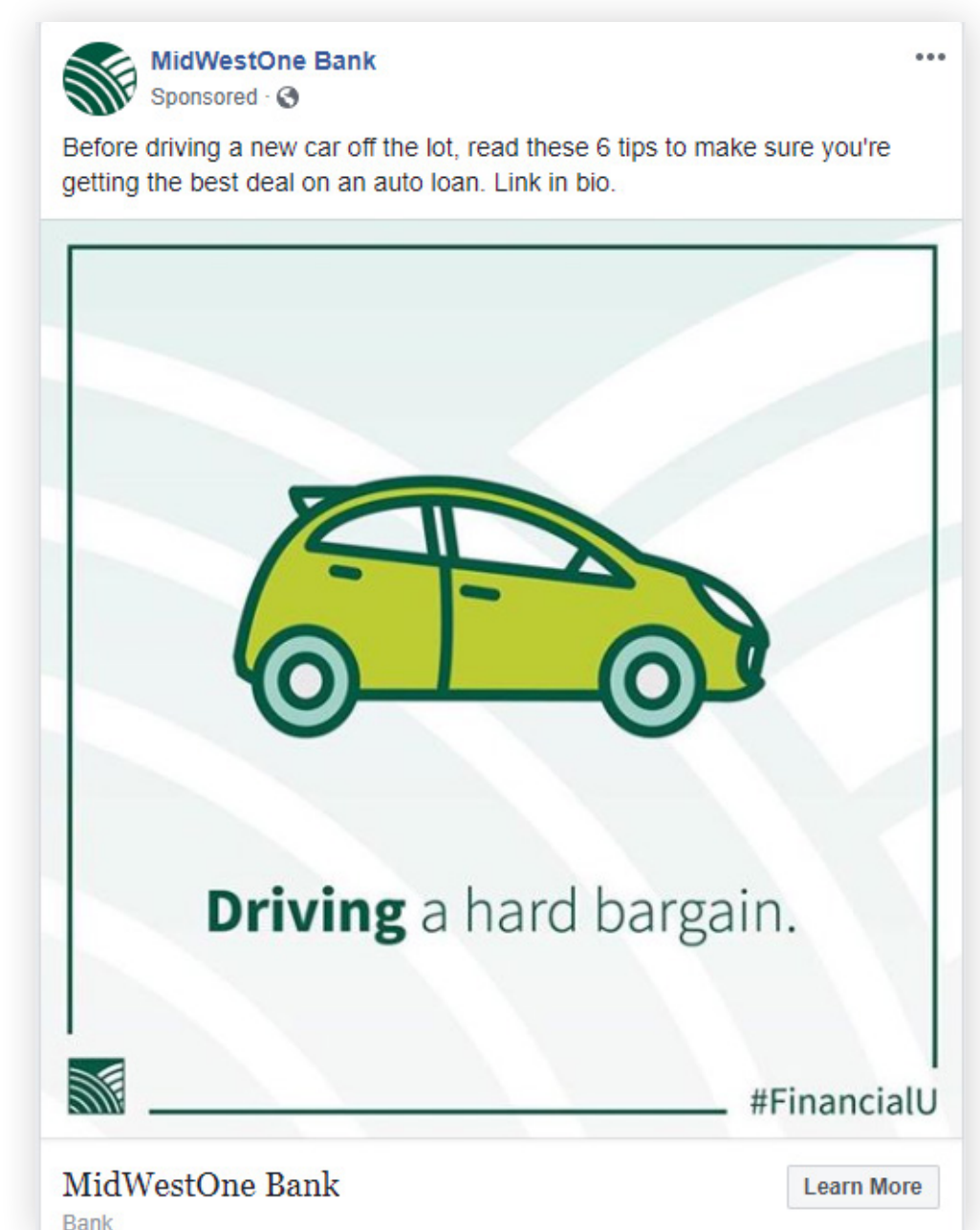
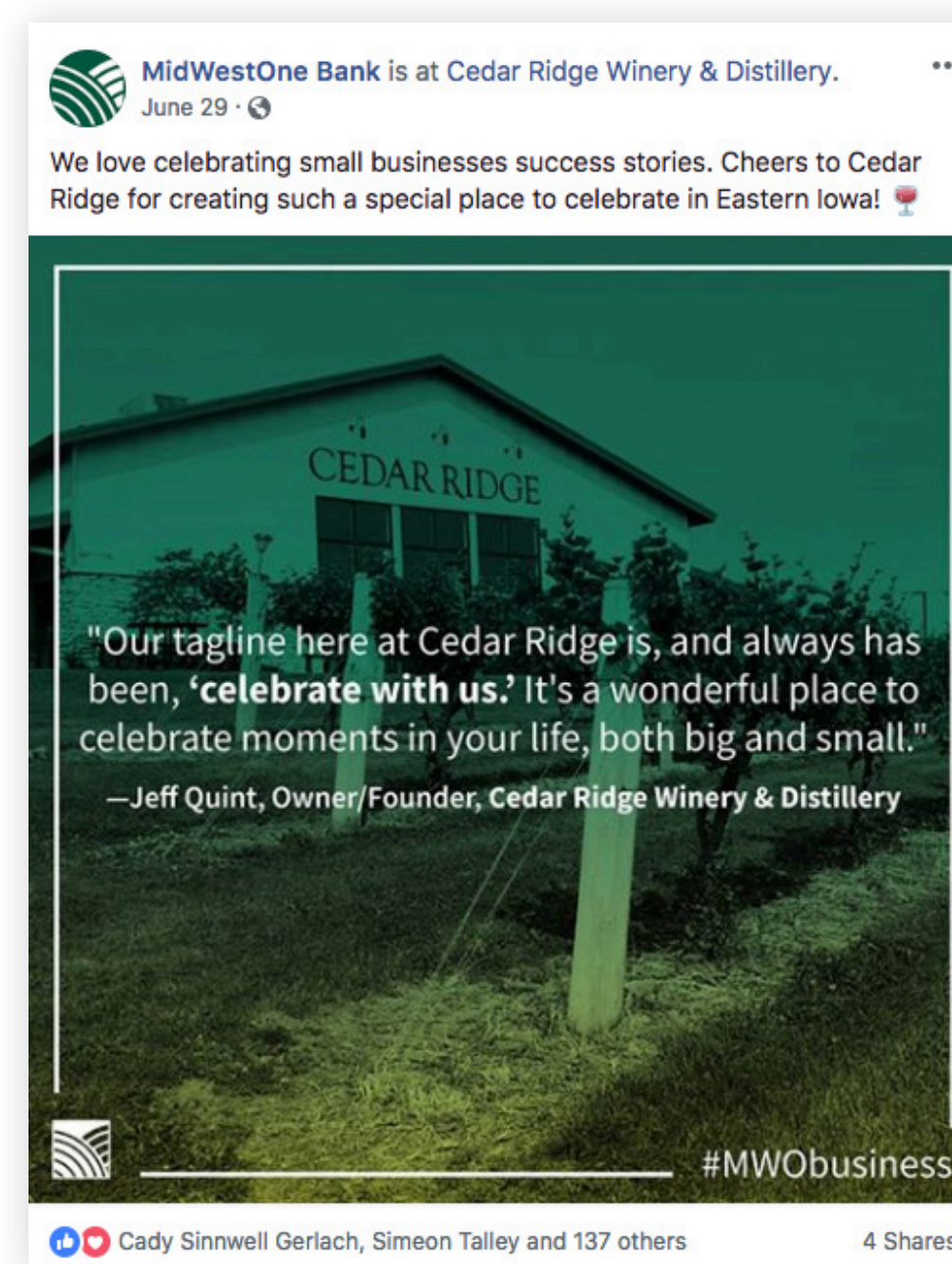
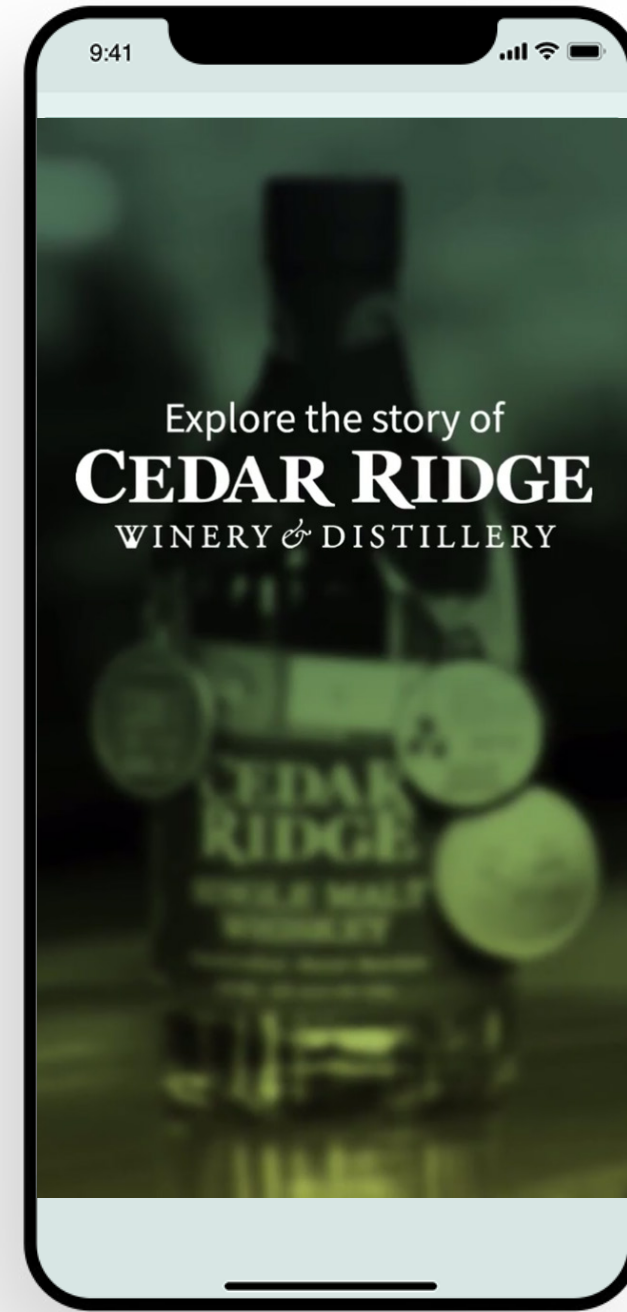
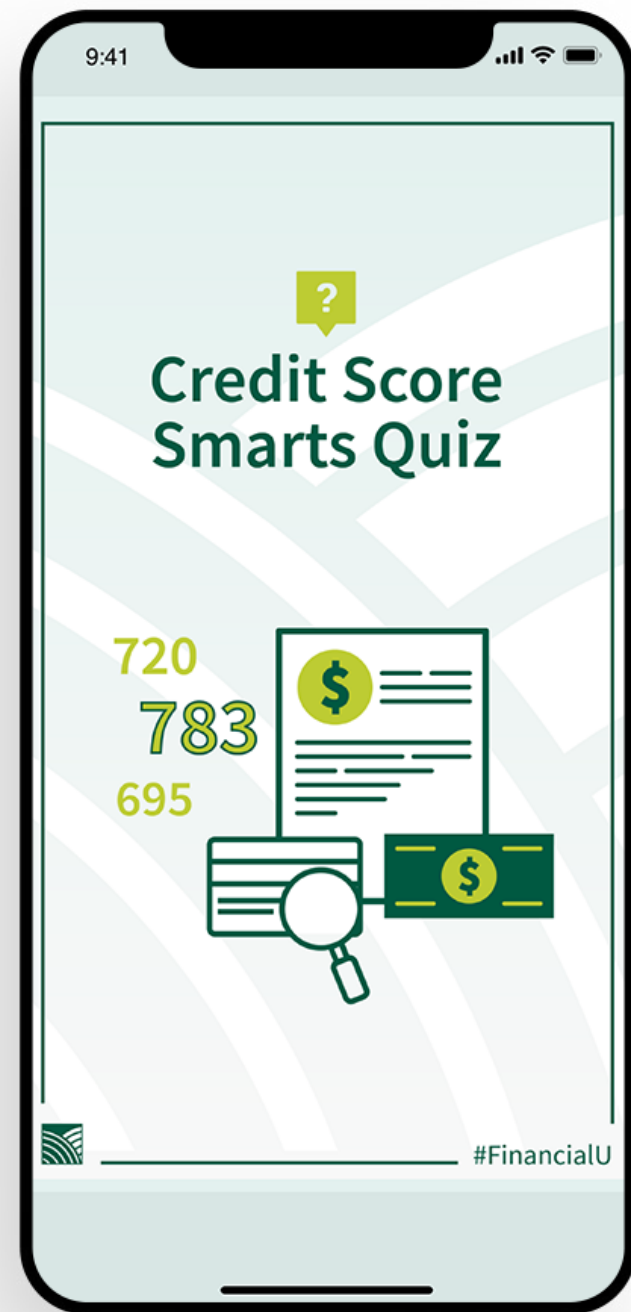
increase in fan growth  
in Q2, YoY

---

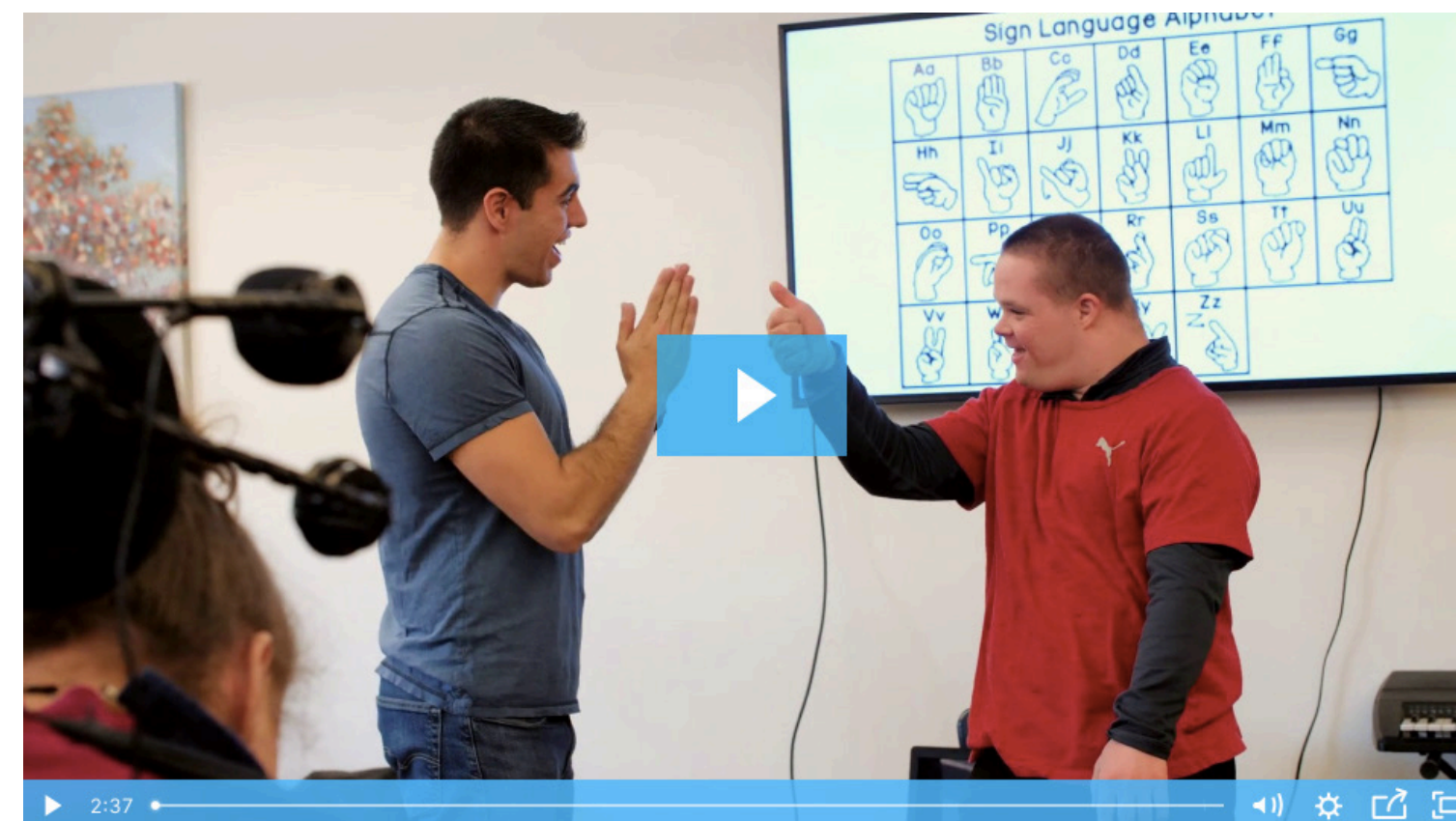
# 332%

increase in social  
engagement in Q2, YoY






video series





The background of the image is a modern office space. On the right, there is a large wooden reception desk and a wall with dark wood paneling. A large, square, white-framed artwork with a stylized, curved, white pattern is mounted on the wall. To the left of the desk, there is a glass-walled office or meeting room with two chairs inside. The ceiling is white with recessed lighting and a skylight. The floor is light-colored wood or laminate.

Even with all my experience with various agencies, **I've never known an agency that can manage a project better than Sculpt.** We conduct bi-weekly meetings, and they are always 30–60 days ahead of schedule on content development review and approval.

---

**LYNDA WHITTLE, FORMER SENIOR VICE PRESIDENT OF MARKETING**





# GROW YOUR QUALIFIED LEADS & REVENUE

Tie social to revenue by filling the funnel from social channels with your exact target buyers—done for you or with your team.







**Generate Leads & Revenue**

# **PAID ACQUISITION & AUTOMATION**

**Ad Audits**

**Campaign Strategy**

**Ad Creative Production**

**Chatbots & Email Funnels**

**HubSpot Automation**

**Conversion Reporting & Tracking**





grow faster

generate leads

# generate leads & grow faster

---

Hit your business goals by generating more conversions at every stage of the marketing funnel with paid social and marketing automation.

## HOW WE DO IT

ad copy and creative testing

paid social & search management

customer journey mapping

hubspot consulting

conversion tracking & reporting

landing page optimization

funnel email content

drift chatbot management





grow faster

generate leads

case study

# icr iowa

---

## BACKGROUND

ICR IOWA is an economic development organization serving the greatest market in the world—the Iowa City-Cedar Rapids area. In 2019, Sculpt helped ICR jumpstart the ‘Talent Hub,’ a job-matching program built on HubSpot with a goal of recruiting quality candidates to local employers..

## APPROACH

Starting from zero, we needed a bold pitch to get candidates in the funnel. We produced a series of social video ads featuring the Director of Talent Attraction that spoke directly to what our audience wanted most, and designed a self-aware email nurturing sequence to keep their attention.

## RESULTS

At the beginning of the campaign, we joked that our real goal was to attract so many leads that our client wouldn’t be able to keep up. Be careful what you wish for. We smashed their top-of-funnel goal with time to spare.

# 500+

**qualified leads in first year**

*(Exceeding 2019 goal)*

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# 15 - 20%

**avg. conversion rate of ads**







How do I find a job in ICR?

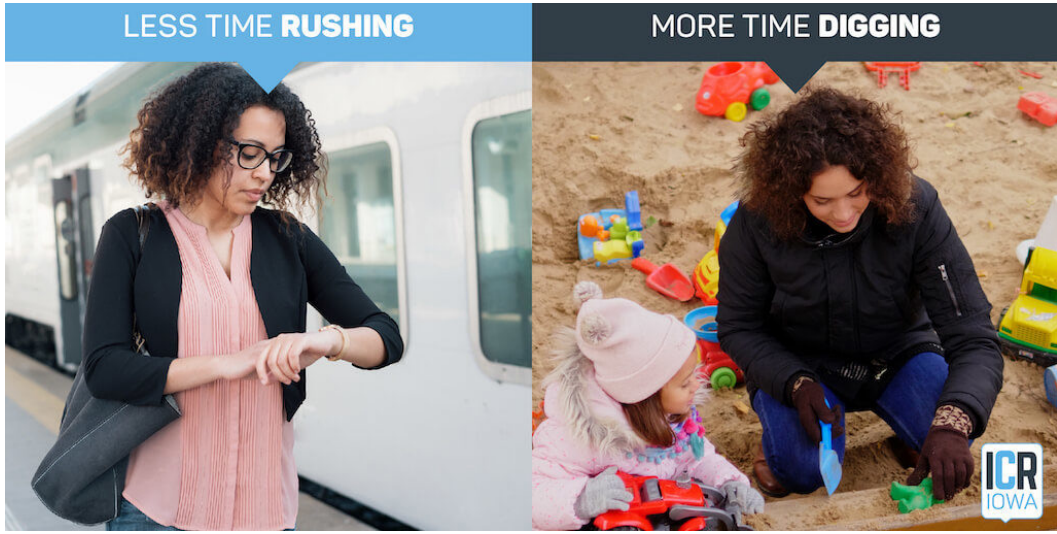
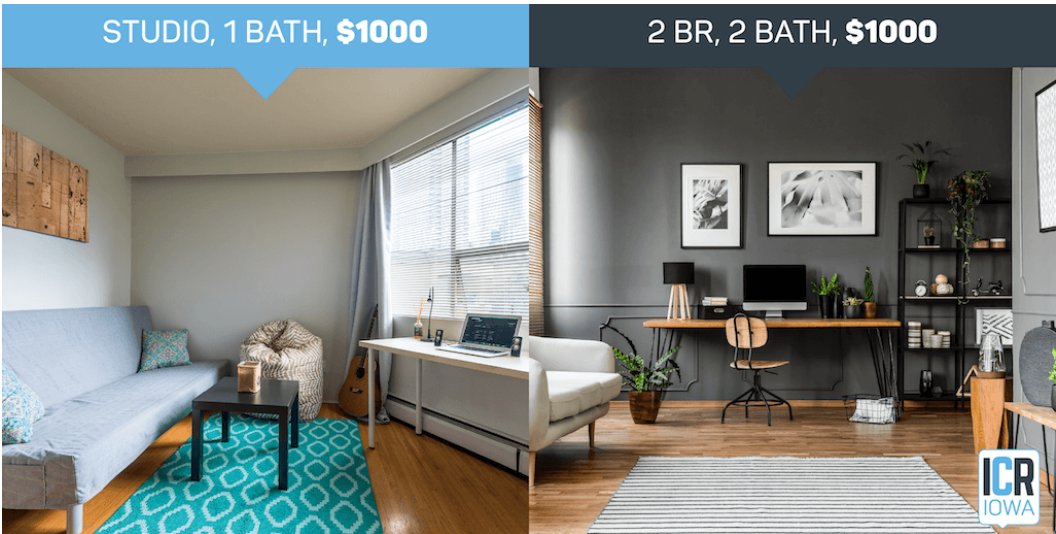
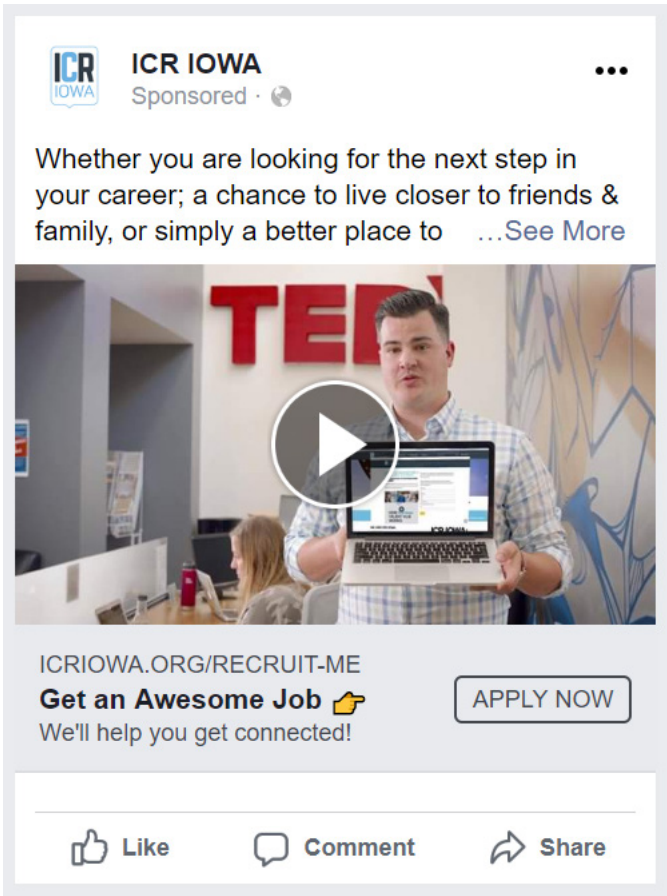
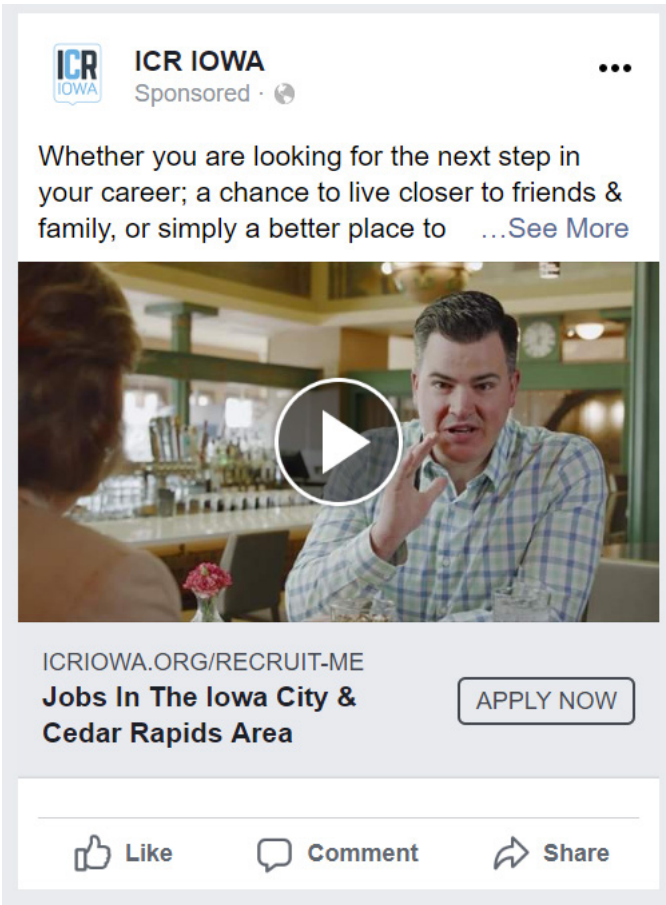
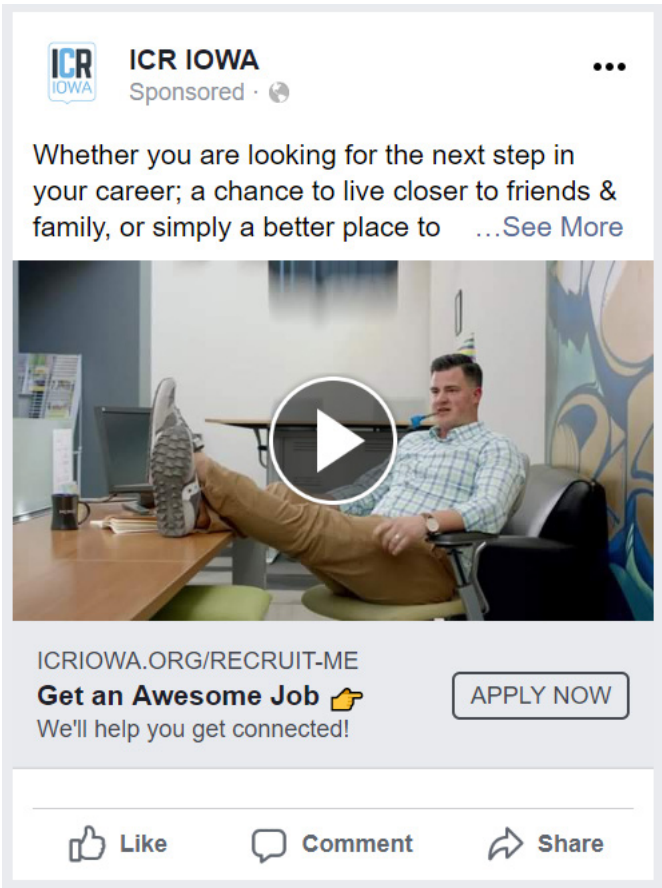
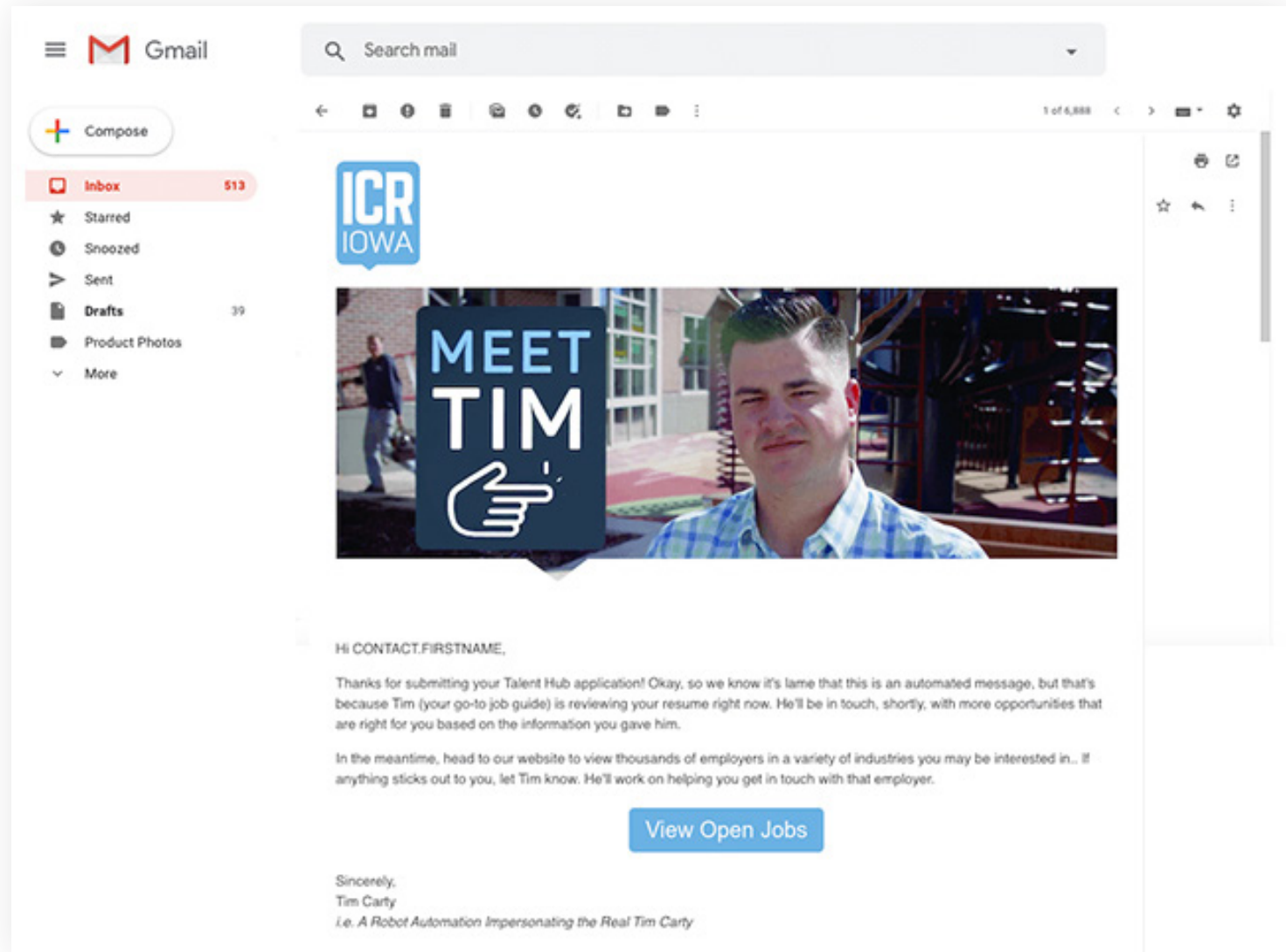


There's this thing called the  
TALENT HUB

Is there anything to do in ICR?



We have festivals  
over the summer.







**We've passed our six-month goal in three months** and show no signs of slowing down. Additionally, the leads that we're getting are more qualified than ever before.

---

**TIM CARTY, DIRECTOR  
OF TALENT ATTRACTION**



grow faster

generate leads

case study

# collective data

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## BACKGROUND

Collective Data's SaaS solution gives private companies and government agencies greater visibility of their day-to-day. Their marketing team wanted to align their digital marketing activities with their sales team's goals.

## APPROACH

Sculpt helped Collective Data define their new buyer personas and customer value journey. We then built and managed a robust paid advertising campaign on Google Ads and LinkedIn to drive MQLs, and employed Drift and HubSpot to convert leads into demos.

## RESULTS

Collective Data dramatically increased visibility with their lucrative law enforcement prospects—experiencing an 18% conversion rate in October. After consulting on an organizational migration to HubSpot, their marketing and sales team are now aligned on the same system, goals, and process for the first time.



8-12%

conversion from  
online advertising

---

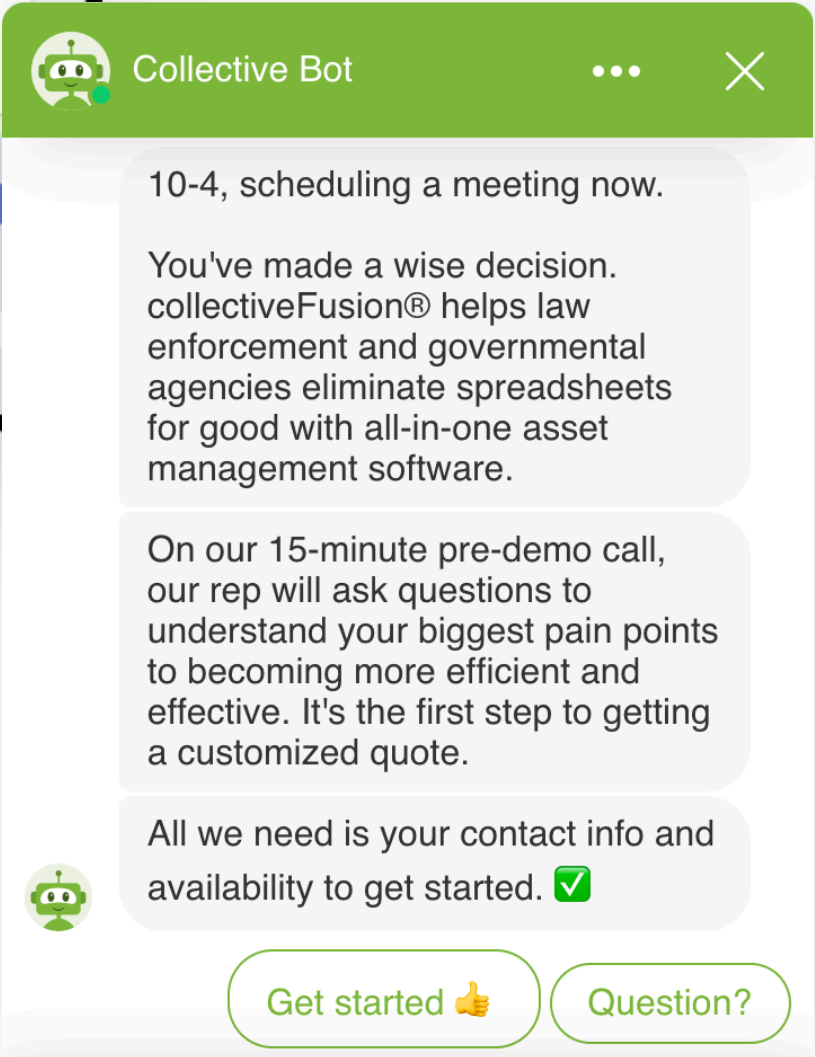
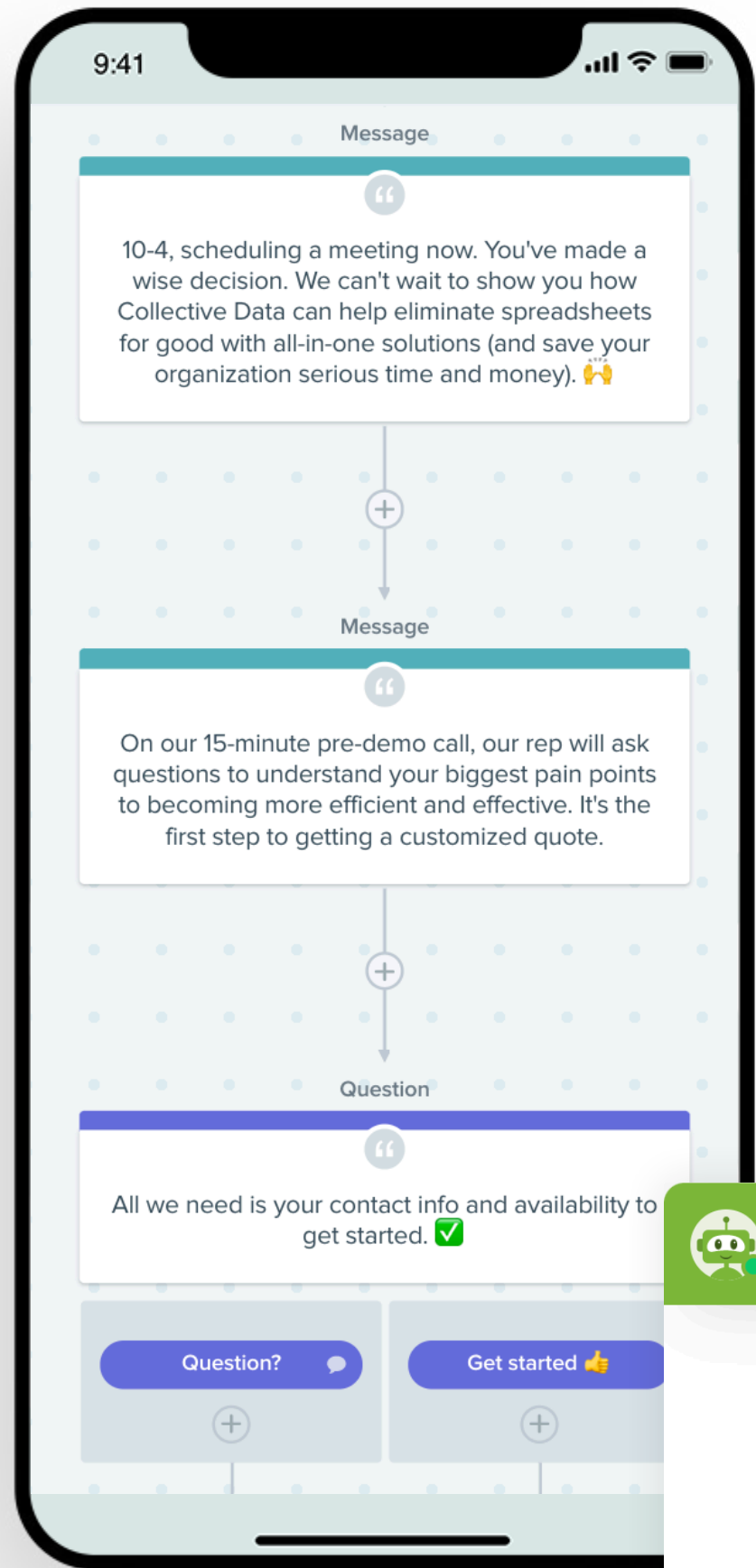
70%

decrease in average CPL from  
previous acquisition channel

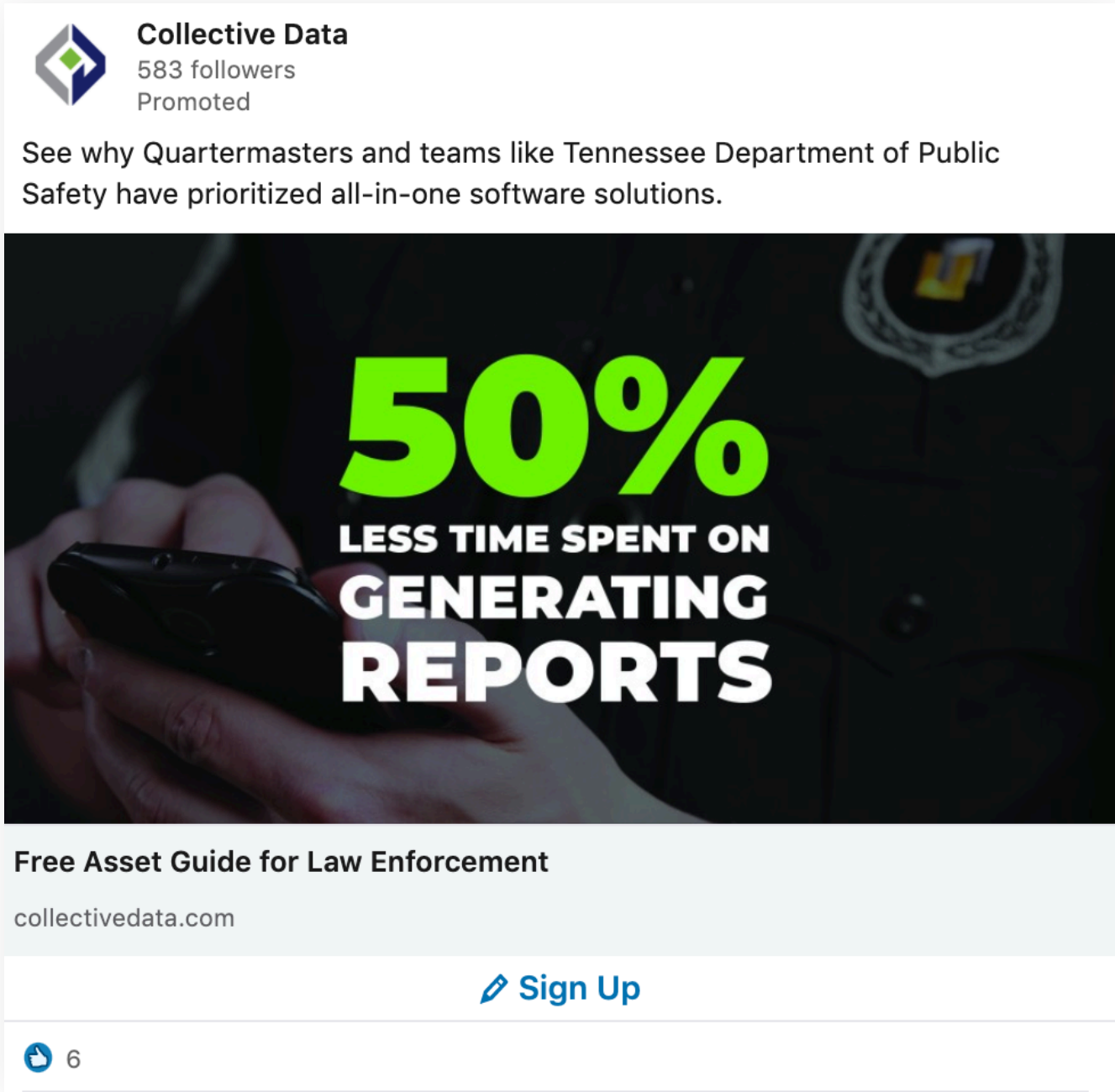
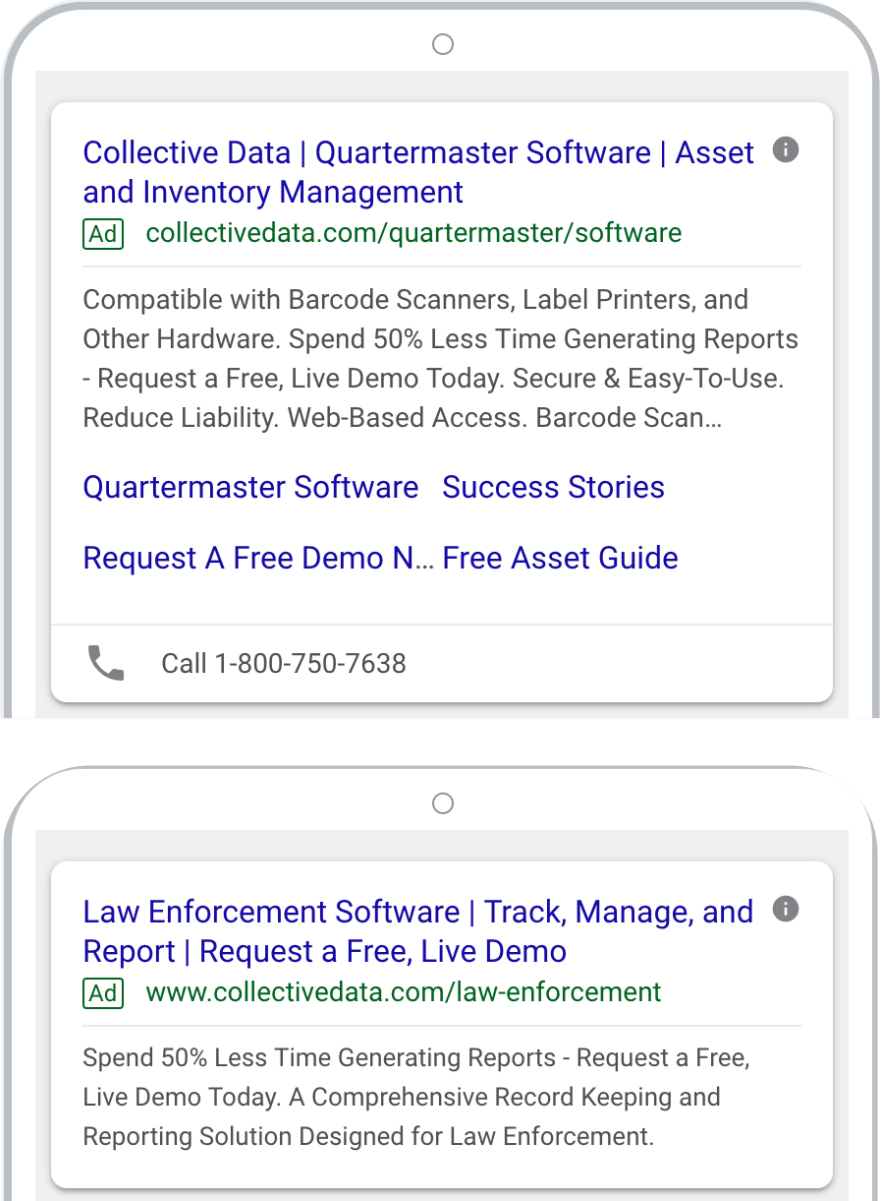




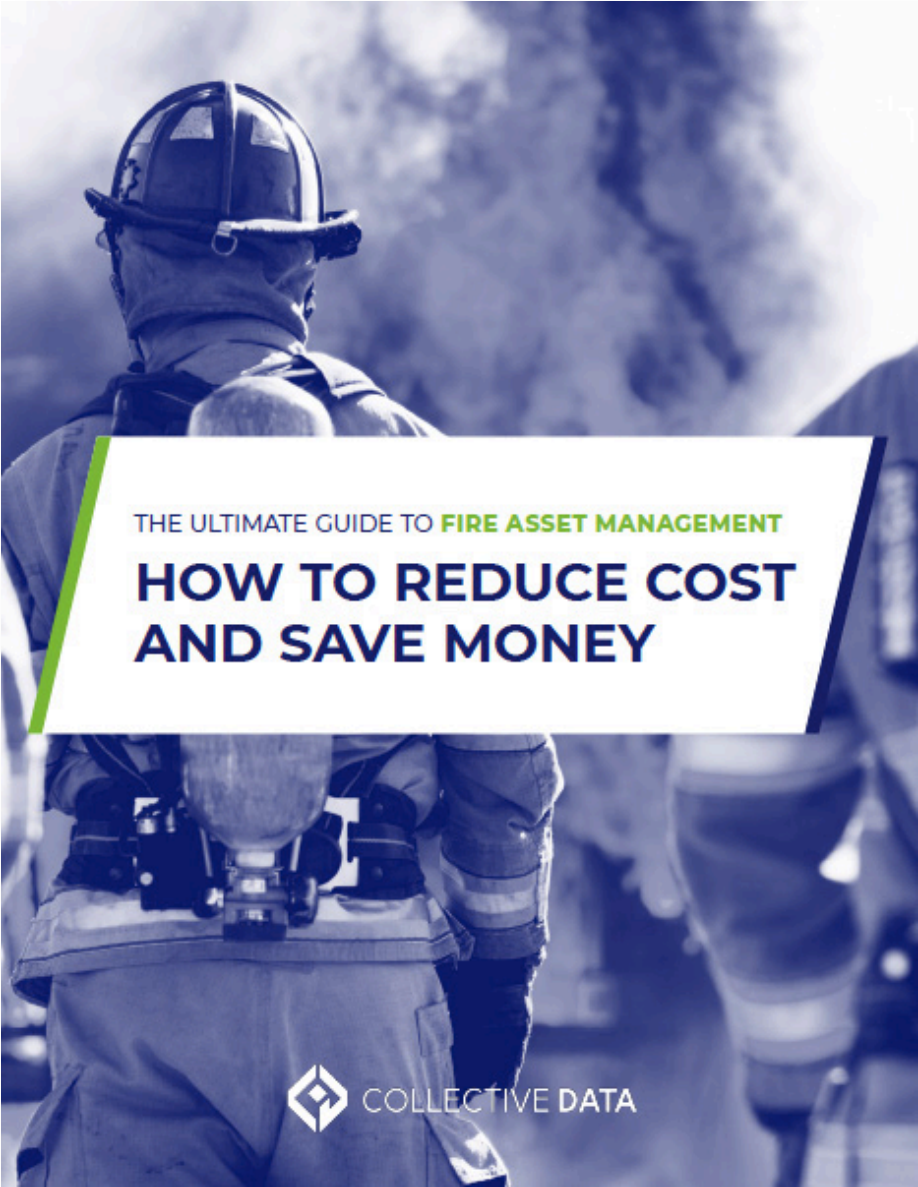
chatbot



Google text ads



ebook





What is most impressive is their willingness to help, and they truly look at our partnership as a PARTNERSHIP. They are not just providing a service, but they are succeeding with us, and we are one team.

---

**SETH PENNOCK, MARKETING ANALYST**





grow faster

generate leads

case study

# CIMBA

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## BACKGROUND

A fickle college audience, changing marketing landscape, and limited time — CIMBA needed help building a student recruitment campaign that could bring in study abroad program leads across campuses.

## APPROACH

Sculpt developed paid acquisition campaigns that integrated with campus events marketing and converted eyeballs into applications. We targeted prospects across Facebook, Instagram, Google, and Snapchat using user-generated content remixed with motion and text to incite FOMO.

## RESULTS

In 3 months, the social and search campaigns had generated 67 new leads, 9 completed applications with a tuition value amounting to a 289% ROI.



# 677k

**targeted campaign  
impressions across platforms**

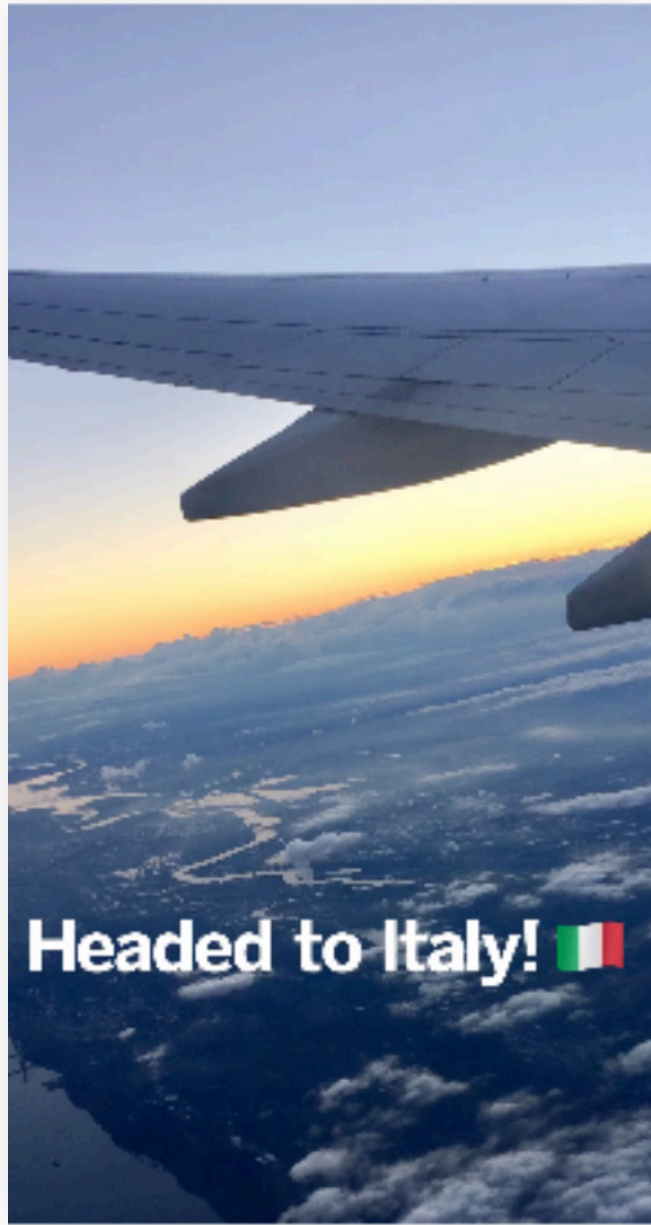
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# 289%

**projected ROI based on LTV**








**CIMBA Italy Study Abroad Programs**  
Sponsored · 🌐

Hey there Hawkeyes! Thinking about studying abroad? CIMBA Italy is ready for you with stunning mountain views, English-taught classes, and easy credit transfers!

Stop by the CIMBA office (Suite C-300 in PBB) on Thursday, 10/11 from 4 p.m. - 5 p.m. and meet Stephanie, our program director, to learn more!

BONUS: fill out this form to let us know you're coming for a chance to win \$500 off your expenses if you decide to go abroad!



**Study Abroad in Italy**  
Embark on an adventure while kicking off your career.

**RSVP now for a chance to win \$500 off your experience** ➔ [Sign Up](#)


👍❤️ Addi Bennett, Brandon Treviño and 3 others

👍 Like    💬 Comment

**CIMBA Italy Study Abroad Programs**  
Sponsored · 🌐

Study abroad. Graduate on time. Kick off your career with an adventure. With CIMBA Italy, you can take the courses you need and build your resume all while experiencing the stunning beauty and culture of Italy.

Click here to submit your info before 11/15/2018 and be entered to win \$500 off your fall or spring semester expenses if you decide to go. Learn more now.



**Submit your info now to win \$500 off your experience** ➔ [Learn More](#)

👍👍 Alyssa Hoffmann, Kelsey Batterson and Colby Jo Reffert

👍 Like    💬 Comment

**CIMBA ITALY**  
LEADING THE WAY in Global Business Education

Life-changing Exploration in Northern Italy and Beyond

**Download the Brochure**

Fill out this form to get the brochure and take the first step on your journey.

Full Name \*

Email \*

Phone Number

[Next](#)

**Leaders Get Their Start at CIMBA**

*Grow your network, create new friendships, travel the world, and make lifelong memories. It starts here.*

**Embark on an adventure while kicking off your career.**

When it comes to studying abroad, why settle for anything less than an experience you'll never forget and a stepping stone to your future career? At CIMBA Italy, you can:

- Experience the heart of Italy.** Wake up each morning to a stunning view of Paderno del Grappa, the home of our campus where you'll enjoy english-taught classes from the base of the Italian Alps.
- See where they began.** Take a quick trip to visit the major cities that are home to the international companies like The North Face, Diesel, Benetton, and Tecnica.
- Travel through Europe.** The rest of Europe is calling. Take a day trip and explore the cities of Venice, Milan, and Florence, all only a few hours away from campus.




*"Studying and living in Paderno del Grappa gives you a true home away from home as well as lasting friendships with students from across the U.S. and the world. I wouldn't trade my experience in Italy for anything. My advice to anyone thinking about CIMBA is to just go for it!"*

 Brooke, Spring 2018

*"When people ask about my favorite part of being abroad, I tell them about Paderno. I would chase the sunsets over the Alps, chat with locals, and learn how to adjust to a daily culture much different from my life at home. I visited busy cities on the weekends, but I always looked forward to time in my little mountain town."*


 Caroline, Fall 2017

**Make the most of your semester.**




**Stay on Track for Graduation**

Many students hesitate to study abroad due to fear of falling behind. With CIMBA, you don't have to worry about your courses abroad not transferring back. Before you take off, we will sit down and work with you to ensure your schedule covers your necessary credits for the semester.



**Find Financial Aid & Scholarships**

Good news! You don't have to scrape up the full expense on your own. Financial aid and scholarships for available for all CIMBA programs. Contact your financial aid office for more details.



**Start Your Career Out Right**

Build your resume with courses that are designed to enhance your leadership skills, challenge you in an innovative setting, and develop your personal skills. Key assets to set you apart as you enter the workforce.

Individuals with... sponsored... accommodation in order to participate in this program, please contact University Housing and Dining in advance at 719.325.0000

👍❤️ 16

👍 Like    💬 Comment    ➦ Share

**CIMBA Italy Study Abroad Programs**  
Sponsored · 🌐

Don't settle for just studying abroad. Instead, embark on an adventure while kicking off your career!

At CIMBA Italy, you'll grow your network, create new friendships, travel the world, and make lifelong memory. Get started on your journey now — click to learn more.



**The Credits You Need** [Learn More](#)



**The Best of Italy** [Learn More](#)



**Plenty of Travel Time** [Learn More](#)



**Scholarships & Financial Aid** [Learn More](#)

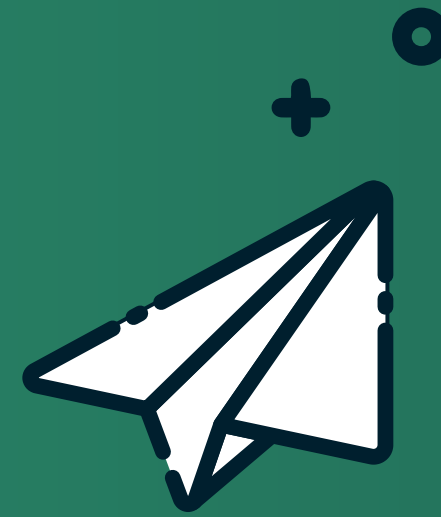
👍 Like    💬 Comment    ➦ Share

**CIMBA Italy Study Abroad Programs**  
February 14 · 🌐

Love knows no borders ❤️ To celebrate #ValentinesDay and #FlashbackFriday, CIMBA is looking back at a few of the couples that







# PROCESS MAKES PERFECT

Our engagements follow a proven path to success.





## 1. Opportunity Assessment

Align social marketing and sales goals, get clarity on what's holding back growth, and define success with data.

10 days

## 2. New Foundation

Build a new foundation for social media marketing with a content and campaign strategy centered around your most valuable target audiences.

30 days

## 3. Campaign Build & Launch

Ratchet up engagement and start collecting qualified leads with a paid social acquisition campaign that's driving prospects through your refreshed funnel.

60 days

## 4. Optimize Campaigns

Double your total qualified leads at your target cost and learn which campaigns are converting best as your team monitors alongside us.

90 days

## 5. Scale Results with Your Team

Add new channels, content production, and ad spend to grow faster. All while teaching your team and sharing new ideas.

6+ months

### FIRST 100 DAYS

Send new targeted leads from conversion campaigns to your customer/sales team, then sign off on the next phase of growth.

### FIRST 6 MONTHS

Double your total qualified leads and conversions.

### IN FIRST YEAR

Hit goals with confidence while saving your team 10+ hours / mo to focus on customer engagement.





# trusted by humans at B2B brands

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Allsteel®





# an agile approach

---

Each day brings a new tweak, test, and tactic to the big social media platforms. Imagine if your team was always on top of it? We weave monthly retrospective and planning checkpoints into your collaboration so we're constantly learning and improving.

## MONTHLY SPRINT PLANNING

We map activities and actions four weeks at a time.

## CROSS-DISCIPLINARY TEAM

We center you around a team of experts led by a dedicated engagement manager.

### What's Inside of a Sprint?





# cross-channel monthly reporting

Clients get access to our proprietary, cross-channel social media analytics tool. Built on Data Studio, we visualize your social media channel performance to understand ad, organic content, and website performance. Get granular data to compare tactics, or share high-level trends for your leadership.

Executive Scorecard

Social Performance Overview

Paid Media Performance

Top Posts Breakdown





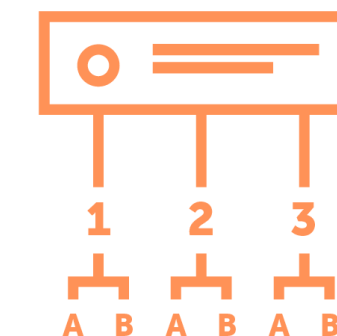
# predictable pricing made to flex

Every single task in a monthly sprint or project has a value assigned. We call these “Points.” This value takes into account the estimated time, value, and complexity. We promise to fulfill everything we scope within the point range we estimate.

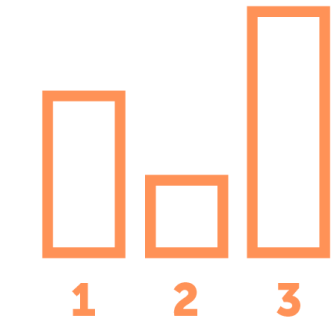
## Planning



## Goal Setting



## Task Setting



## Task Sizing



# flat rate service packages that grow with you

We develop solutions based on your organization’s level of social media business maturity & goal.

social media maturity level	level 1	level 2	level 3	level 4	level 5
status	Active & Inconsistent	Measured & Maintained	Growing & Integrated	Leading & Responsive	Innovating & Defining Culture
package	Traffic	Growth	Accelerated	Enterprise	
estimate	\$3k - \$5k/mo		\$5-8k/mo	\$8-13k/mo	let's talk



Contact us to see pricing options and potential outcomes for your team



# meet your brand's biggest fans

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We get you. We also get social, digital strategy, branding, content, and PR. And we use all of those things to help you meet your marketing goals.





# core values

We believe our hustle & heart will set you apart

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## SPARK

What if and let's try

## COLLABORATIVE

We over me mindset

## DOER

Bias towards action and impact

## HUMANS FIRST

Critique ideas, not people

## GROWTH MINDSET

Forward-thinking, future-focused

## CARE ABOUT QUALITY

Proudly creating work that works



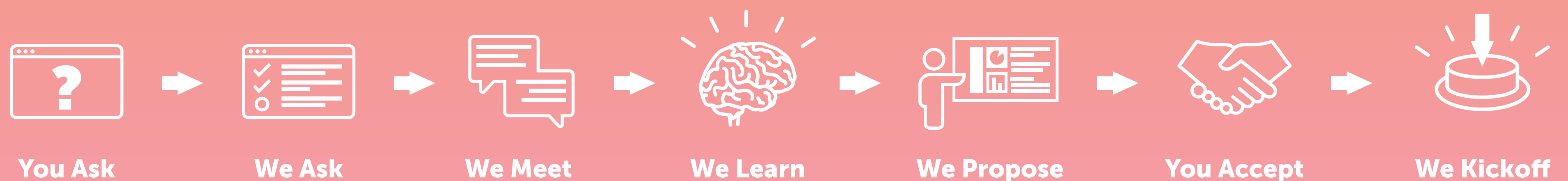






# Let's get started

Send us a message. Tell us about your goals, your vision, and why you do what you do. We'll listen, and start to develop a strategy that will push your plans for growth forward. Let's get started.







visit  
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