

SUCCESS STORY

LP® SMARTSIDE®

INTEGRATED MARKETING CAMPAIGN TO BUILD
BRAND AWARENESS

hfa

Maximizing the experience

LP SmartSide Trim & Siding needed to build brand awareness and increase profitable sales by educating and inspiring consumers within relevant trade environments.

With the right content, visuals and user experience, we allowed customers to envision LP SmartSide's durable beauty without putting the product in their hands.

hfa developed an integrated marketing campaign, which included targeted emails and print ads as well as digital and social activations. Intuitive navigation and relevant content on LPSmartSide.com allowed visitors to learn more about LP's array of products and influenced users to take action toward an LP purchase.





536%
INCREASE

In website sessions

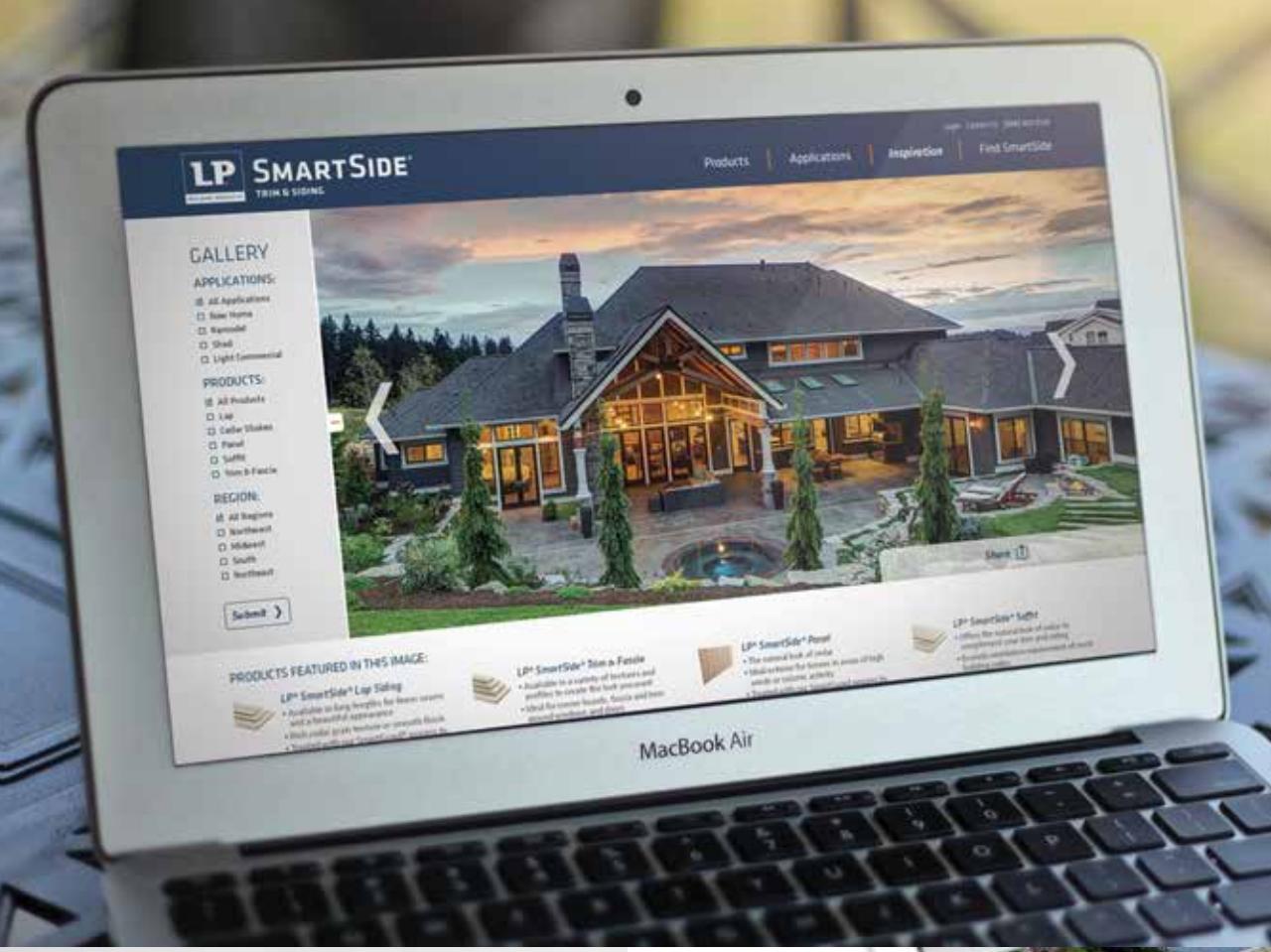
1.6
MILLION

Media impressions
in 4 months

56%
INCREASE

In click-through rates over
the industry benchmark







To help drive your brands and business, please call Keith.



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