



CASE FILE: REEL PAPER



AFTER 12 MONTHS...



6,000% GROWTH IN
INSTAGRAM FOLLOWERS



2,400% GROWTH IN
FACEBOOK FOLLOWERS



5,900% GROWTH IN
EMAIL LIST SUBSCRIBERS



1,415% GROWTH IN
MONTHLY SALES

ABOUT REEL PAPER

Reel Paper is a subscription-based company that sells out-of-this-world, luxuriously soft toilet paper that is made from 100% bamboo. Their ultra-sustainable product is a must have for any eco-friendly home. To make their deals even sweeter, Reel donates to SOIL, a non-profit organization in Haiti working to create jobs while cleaning the community, with every purchase.

THE PROBLEM

Prior to working with Cornell on their content marketing, Reel was just starting out. They had a website, a logo, and little else. They were making four-figures per month in sales and had considerable proof of concept, but they knew there was so much more success to be had.

“We needed to get the word out, drive organic traffic, and build up our marketing strategy,” said Derin Oyekan, the company’s co-founder and CEO.

Oyekan is no stranger to launching successful startups and knew the exact steps he needed to take to build what he calls “the full stack” of marketing.

“Content marketing is absolutely critical, especially for businesses like ours,” said Oyekan. “When we decided to start marketing Reel, our first consultant engagement was for email marketing and our second call was to Cornell for content creation. Our third move was design. That’s our stack. Everything we needed to do for our company – from building engagement to mitigating customer acquisition costs with organic traffic – is in that stack.”

THE SOLUTION

When considering their options for filling their content needs, CEO Derin Oyekan said, “I had worked with

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“WHEN COUPLED WITH EMAIL MARKETING, OUR CONTENT MARKETING WORK WITH CORNELL DIRECTLY IMPACTED CONVERSIONS.”



Derin Oyekan,
Reel Paper
Co-Founder & CEO

Cornell Content Marketing while at another company and when we started Reel we knew we wanted to work with the same team again. We had never before experienced such a smooth, streamlined, nailed down process before. As someone who wears a lot of hats in the business, Cornell made it as easy as possible for me and took care of everything from coming up with the ideas to creating on-brand content to publishing.”

THE RESULTS

A common question business owners ask is: how does content marketing affect the bottom line? According to Oyekan, “When coupled with email marketing, our content marketing work with Cornell directly impacted conversions.”

Like all great things, content marketing takes time. But Reel was committed, relied on Cornell for consistent content creation and publishing, and enjoyed the rewards.

After one year, Reel Paper had:

- Increased their Instagram followers from 175 to 11,000 (6,000% growth)
- Increased their Facebook followers from 100 to 2,500 (2,400% growth)
- Increased their email list from 1,000 to 60,000 subscribers (5,900% growth)
- Increased their sales by 1,415%

“I’ve worked with several other content creators and consultants before, but nobody was nearly as organized or had such a smooth process and experience as Cornell,” said Oyekan. “The editorial calendar you put together and the fact that all I had to do was go in and approve ideas quickly made my life easier. And the content and copy were always great.”



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CORNELL CONTENT MARKETING’S HEAD OF STRATEGY TODAY.**