



CASE STUDY:

The Custom Content Partnership Between

KARDIEL  **ENGAGED**[®]
MEDIA, LLC

Deepen the Bond with Your Customers

Engaged Media knows how to connect with audiences. Across our print magazines, online media, and in-person events, our talented content creators ensure anyone can engage with our brands in any way they want to.

Your brand can achieve this connection through our Custom Content Partnership.

Businesses need to go beyond selling products to their customers—they need to give their customers inspiration, motivation and solutions. It's their best way of creating a long-term, loyal audience.

Kardiel, the modern furniture brand, wanted this stronger connection with their buyers. Since launching the magazine Kardiel Modern Home with Engaged Media in 2020, they've achieved that and more.

The Need: A Kardiel Community

Kardiel already had influence, but its owners wanted the company to become a leader in the interior design community. They wanted to create a deeper brand engagement than their furniture and website could give—through valuable lifestyle content. The company had begun a Kardiel blog for their website, but it didn't quite go far enough. They sought content that tells the stories of people living well-appointed lives in the modern world.

The Solution: An Optimized Customer Experience

Engaged Media began Kardiel's partnership by focusing on their marketing goals. Based on the vision for building a design community, we started with Kardiel Modern Home, a quarterly print magazine.

But the Engaged-Kardiel partnership team realized that the original goal for deeper brand connection needed a digital arm to complement and boost the print content. Kardiel already had the blog to house the new articles. With user experience in mind, Engaged recommended converting the new print content for online customers, to attract and engage them. Before long, we integrated those print articles into the Kardiel website, designed a new reader-first layout, and optimized every word to make sure that new readers would find Kardiel's expertise.

And at every point, we made sure that integrating the magazine into Kardiel's website helps customers find much more than furniture when they visit. Kardiel can now inspire their customers through the stories that show the larger context of Kardiel products. That's how their customers get a more meaningful experience with the brand.

The Future: Integrated Partners

Engaged Media now works closely with Kardiel and its partners through regular meetings and constant collaborations. The Engaged-Kardiel partnership continues, because Kardiel Modern Home and its digital assets get the brand attention the company sought in the first place. Its readers now have the deeper engagement that the owners had originally sought. Reader testimonials, newsstand increases, and subscriber growth confirm the plan's success.

Engaged Media and Kardiel continue preparing for the future. We're continuing the magazines. We're continuing the print-to-digital conversion for the Kardiel blog. For 2022 and beyond, we're focusing on better integrating the compelling content into the customer experience. With our help, Kardiel continues to earn brand loyalty through its valuable content, deepening the way their customers engage with them and turning buyers into evangelists.

Can We Help You Connect With Your Brand Community?

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