

CASE STUDY

Social Media

CLIENT: **nolte**
KÜCHEN

SECTOR: B2C Kitchens

COMPANY PROFILE

The company's founder Georg Nolte, first produced polishing discs in the Westphalian town of Rheda back in 1923. In the 1930s, the company switched to constructing furniture, after taking over a small furniture factory in Delbrück. A second factory was then founded in Brilon in 1937. Georg Nolte's son Konrad took over the company's management in 1945, with the intent to develop and expand Nolte even further. In 1958 Konrad Nolte established Nolte Küchen in Löhne, located in the region of East Westphalia.

In 2000, Express Möbel was established and focused on standardized, ready to assemble and stand-alone wardrobes. With its success, Express Küchen was launched in 2010, to expand the kitchen range and introduce system kitchens. Today, the Nolte family owns Nolte Küchen, Nolte Möbel, Express Küchen, Express Möbel, and Nolte Spa brands, all of which are manufactured solely in Germany. With a total of over 3,000 employees, Nolte products are exported to over 60 countries worldwide.

BACKGROUND STORY

Nolte Küchen is a leading manufacturer of fully fitted German-quality kitchens. Nolte Middle East has been a client of Nexa for some time now, with the original engagement based in Dubai helping Nolte support partners in marketing the Nolte brand. When Nexa began crafting the social media strategy for the brand, Nolte KSA had absolutely no social, web, or digital campaigns running whatsoever. Nexa was required to start from scratch and create a digital footprint for Nolte KSA in an extremely short timeframe. The contract was signed one week prior to the disastrous impact of the COVID-19 pandemic and associated lockdowns and restrictions which meant social media was more important than ever.

We began an aggressive campaign targeting different audiences across KSA for maximum reach and optimum results. The ultimate goal was to drive traffic to dedicated landing pages that were integrated with the Hubspot CRM where leads were pulled into the funnel for further nurturing and engagement techniques resulting in sales conversions. Nexa was tasked to increase engagement and we placed our focus on creating fun and interactive posts and WhatsApp ads. In order to get around social distancing that prevented the target audience from physically viewing the products, we launched branded social media channels, as well as Google Maps integration, with a focus on showroom visitors' needs. Within the first 10 days of the campaign, Nolte sold 6 kitchens online. Once showrooms could open again, the strategy shifted towards increasing foot traffic through campaigns that incentivised customers to visit the showrooms.

SCOPE OF WORK

- 20 posts and 10 stories per month, Facebook, Instagram and Twitter
- Creative content including GIFs, animations, video and ad campaigns
- Community management and social listening

