



Client Case Study

HELPING AN OVERSEAS BEAUTY BRAND DEFINE &
TAP INTO THE USA MARKET

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BrentonWay



BRENTON WAY INC.

Our Approach

EVERY BUSINESS IS UNIQUE, SO WHY SETTLE FOR TRADITIONAL MARKETING CAMPAIGNS THAT PROVE NO ROI? BRENTON WAY'S CORE BELIEF IS THAT YOUR UNIQUENESS IS FOLLOWED WITH TAILORED SOLUTIONS BY A WORLD CLASS MARKETING TEAM. EXPECT AGILE GROWTH ACROSS VARIOUS VERTICALS AND A PLANNED OUT LONG-TERM STRATEGY TO POSITION YOU AS A THOUGHT LEADER IN YOUR VERTICAL.

BRENTON WAY USES TECHNOLOGY AS A CATALYST TO DRIVE DEEP DATA ANALYSIS AND PROOF OF CONCEPT STRATEGIES FOCUSED ON BUILDING VALUE AND NOT "FLUFF". IS A DATA-DRIVEN MARKETING AGENCY WITH A FOCUS ON BUILDING VALUE. WE BRIDGE THE GAP BETWEEN YOU AND YOUR AUDIENCE BY USING INNOVATIVE TECHNOLOGY. LET US BRING YOUR IDEAS TO LIFE.

SINCERELY,
JONATHAN SAEIDIAN, CEO

CONTACT US
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02/10



Brenton Way

Overview

COMPANY

Serendi Market

WEBSITE

serendi-market.com

COMPANY FOCUS

A global beauty & wellness sales network. A New paradigm in sales platform for sellers.



Client Requests

- Increase Digital PR presence
- Get more press to talk about the brand
- Have more influencers to promote the products
- Increase overall social media brand awareness

Our Solutions

- Digital PR
- Copy Creation
- Social Media Strategy
- Influencer Marketing

+250K IN
MONTHLY SOCIAL
IMPRESSIONS

35% NEW SOCIAL
ENGAGEMENT

RESULTS

+1500 NEW
MONTHLY SOCIAL
SITE VISITORS

+3 MAJOR
SECURED PRESS
ARTICLES

Press Features


Secured top
placements in:
Refinery29
Yahoo!
Vogue

NEW YORK

New York's Best Stores For Korean Beauty Products — & What To Buy There

[f](#) [p](#) [e](#)

SEE ALL SLIDES **BEGIN SLIDESHOW** >



LANEIGE
Water Sleeping
Pack EX
Crystal clear & hydrated skin
with water science
for all skin types / 80 ML

[p](#) [f](#)

ducts are having a
America right now.
s of U.S.-based e-
licated to the
ad hotspots like
1 Outfitters have even
but if you're lucky
ew York City — or are
on — the full
ity is as close as a

ces to shop (and
), we picked the
he city's best Korean-
rs — Charlotte Cho
a Yoon of [Peach &](#)
Chang and Sara Lee
nd narrowed the top
own to Chinatown,
ashing (take the 7
the line in Queens,
rself in K-beauty
w?).

Digital PR

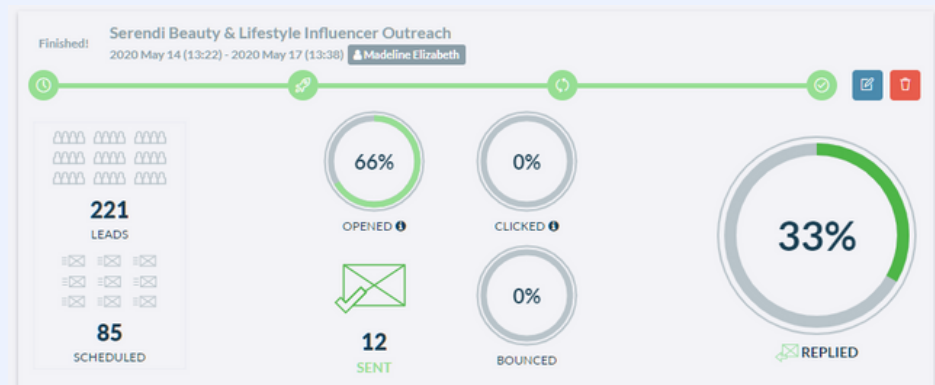
Generated hyper-targeted brand influencers by accessing our exclusive database of contacts & using our seamless outreach process.

Exclusive Database

We tapped into our exclusive database of over 90k contacts

Seamless Outreach

We used automation to reach potential influencers at scale



Digital PR Results



Beauty

Garnered 20+ new contacts & relationships



Lifestyle

Garnered 25+ new contacts & relationships



Press

Secured 3 press pieces revolving around the brand

Social Media

Increased the overall site traffic from social media sources by 1,500 per month by setting a clear creative direction & cohesive brand strategy.

Improved Content Direction

Improved content of social media content that was directed to the specific audience.

Cohesive Brand Strategy

Analyzed the competitive landscape and helped give the brand a specific position & USP in the market.

Contact Us

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