

CASE STUDY



*THE FORECAST LOOKS BRIGHT
FOR PARTLY SUNNY STUDIOS
AFTER PARTNERING WITH
IMPACT GROUP MARKETING.*



**OVER 7,000 SOCIAL
MEDIA FOLLOWERS
WITHIN 9 MONTHS**



**IN 2020, SUNNY THE
APATHETIC BUNNY WAS
SEEN OVER 2 MILLION
TIMES ON INSTAGRAM
AND 1.5 MILLION TIMES
ON FACEBOOK.**

About Partly Sunny Studios

Partly Sunny Studios is an online publishing company. This mother-daughter team is unique because it's female-driven in a male-dominated industry. Partly Sunny Studios is most famous for Sunny the Apathetic Bunny. Sunny is a weekly "slice of life" web comic with fans all over the world.

The Goals

Partly Sunny Studios came to Impact Group Marketing with three clear-set goals:

- 1** Attract more visitors to their website
- 2** Increase their social media following
- 3** Boost their social media presence

The Strategy

To help Partly Sunny Studios achieve their goals, we redesigned their website and started utilizing Facebook and Instagram advertising to build their following. Each week, a recent high-performing post is shown to a specific target audience that previously had never seen Sunny the Apathetic Bunny.

Partly Sunny Studios creates cartoons and images each week chronicling Sunny's adventures. Social Media Marketing allows us to introduce Sunny the Apathetic Bunny to a specific demographic that we knew would respond well to this animated character's sassy attitude.

Partly Sunny Studios will be launching their Etsy store with Sunny the Apathetic Bunny merchandise very soon, which will turn them into a revenue-generating business.



Business Impact

"Once we partnered with Impact Group Marketing, the difference was overnight. We started with sponsored ads on Facebook and Instagram, and they took off immediately – we gained over 1,000 followers the first month," said Partly Sunny Studios.

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**WHEN WE STARTED WITH
IMPACT GROUP, WE HAD
ONLY HAD 200
FOLLOWERS. EIGHT
MONTHS LATER, WE HAD
OVER 7,000. WE STILL
ATTRACT OVER 100 NEW
FOLLOWERS A WEEK!”**
”

A Trusted Partnership

"Impact Group knew how to get us in front of our targeted audience – quickly! We don't have that knowledge or expertise. The support they offer is invaluable, and they are always available to answer our questions and keep us informed. And the results speak for themselves!"

From website design to social media marketing, Impact Group Marketing can help your business, no matter the size, accomplish its unique goals with a custom digital marketing plan.



Contact us today!



979-383-2965



ImpactGroupMarketing.com



info@evolveig.com