

# **JIGSAW**

**MARKETING SOLUTIONS**

FLOURA TEETER LANDSCAPE ARCHITECTS  
CONTENT MARKETING CASE STUDY



## FLOURA TEETER LANDSCAPE ARCHITECTS 10TH ANNIVERSARY

With their 10th anniversary looming, the owners of Baltimore-based landscape architecture firm Floura Teeter Landscape Architects (FTLA) knew they wanted to find a creative way to celebrate this milestone in a way that wasn't just self-serving.

### JigSaw's Assignment

JigSaw helped develop the firm's "10 Years/ 10 Causes" campaign, which commemorated the firm's 10th anniversary by pledging support to 10 different Baltimore-area non-profits while helping raise FTLA's awareness among influential decision makers.

### Strategy + Tactics

JigSaw developed a detailed strategic plan that included designing a logo for the promotion, evaluating which non-profits to support, setting up online voting for a "People's Choice" cause and planning a "Big Ten Event." We also implemented an integrated marketing communications schedule that included:

#### Website Promotion

The 10 Years, 10 Causes initiative had its own page on the FTLA website. Colleagues, clients, friends and the media could learn about the unique initiative as well as participate in online voting for the "People's Choice" recipient, the tenth cause FTLA would support.

#### Blog Entries

Each month JigSaw posted at least one blog entry for FTLA announcing the cause of the month. In most cases, a follow-up blog entry was made that sometimes included pictures and would link to the non-profits website so readers could easily access more information if they were interested.

#### Social Media

JigSaw made dozens of Facebook and Twitter posts related to the campaign, both through the voting process and throughout the 10 months of service.

#### Email Marketing

JigSaw created two e-mails supporting the initiative: an announcement for the campaign requesting votes for the "People's Choice" cause recipient and an invitation to the Big Ten event that further promoted the ten selected causes.

#### Big Ten Event

The entire promotion culminated in a "Big Ten" event to which FTLA invited clients, colleagues and local civic leaders. The event both showcased the FTLA offices as well

"JigSaw has been working with our firm to develop and implement our marketing plan. Their knowledge of our industry, creative ideas, and quality of her work has helped our firm grow and reach new clients. Owner Kathy Walsh is very responsive, detail oriented, delivers a high quality product, and a pleasure to work with."

-Joan Floura,  
President, Floura Teeter  
Landscape Architects

as the selected non-profit partners, each of whom was invited to exhibit at the event to raise further awareness for their cause. JigSaw worked closely with FTLA to coordinate all details for the event, including invitations and catering.

### Results

Services and monetary contributions to the 10 non-profits impacted 37,000+ Baltimore area residents while the Big Ten event brought 70 prominent Baltimore business leaders directly into the FTLA offices.

The promotion won a Mayor's Business Recognition Award as well as a Marketing Excellence Award from the Baltimore Chapter of the American Marketing Association.

The promotion also garnered extensive coverage in local media including a feature article in the Baltimore Business Journal and photo coverage in The Daily Record.

Most dramatically, exposure from the campaign positioned FTLA for a significant increase in revenue, nearly 30% over the previous year.

