

## SUCCESS STORY

LP® SMARTSIDE®

INTEGRATED MARKETING CAMPAIGN TO BUILD  
BRAND AWARENESS

hfa

# Maximizing the experience

LP SmartSide Trim & Siding needed to build brand awareness and increase profitable sales by educating and inspiring consumers within relevant trade environments.

With the right content, visuals and user experience, we allowed customers to envision LP SmartSide's durable beauty without putting the product in their hands.

**hfa** developed an integrated marketing campaign, which included targeted emails and print ads as well as digital and social activations. Intuitive navigation and relevant content on LPSmartSide.com allowed visitors to learn more about LP's array of products and influenced users to take action toward an LP purchase.



**536%**  
**INCREASE**

In website sessions

**1.6**  
**MILLION**

Media impressions  
in 4 months

**56%**  
**INCREASE**


In click-through rates over  
the industry benchmark







**To help drive your brands and business, please call Keith.**

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