



**CASE STUDY:**

# JERRY HARVEY AUDIO

## SOCIAL MEDIA CAMPAIGN



Jerry Harvey Audio, a pioneer in custom in-ear monitoring technology, sought to amplify its online presence and connect directly with a fast-growing audience of musicians, audiophiles, and sound engineers. To elevate the brand’s digital footprint and drive measurable engagement, evok advertising developed a dynamic social media campaign that merged creativity with conversion-focused strategy.

By composing a cross-platform initiative built on real-time interaction and performance optimization, our team transformed Jerry Harvey Audio’s digital channels into a powerful driver of awareness and sales. Through platform expansion, targeted promotions, and data-driven engagement, the campaign turned brand followers into loyal customers—proving that when innovation meets execution, every message can strike the perfect chord.



**INDUSTRY**  
CONSUMER PACKAGED GOODS



**AUDIENCE**  
MUSICIANS  
SOUND ENGINEERS  
TECH SAVY MUSIC ENTHUSIASTS



**CATEGORY/TACTICS**  
SOCIAL MEDIA MARKETING  
PAID SOCIAL PROMOTIONS  
CONTENT DEVELOPMENT  
INTERACTIVE CAMPAIGNS  
REPORTING



Social Media Graphics



## IDEAS.

Aiming to match the digital innovation and forward thinking at work within the Jerry Harvey Audio family of products, evok set out to compose a social media campaign capable of captivating and engaging the brand's target audience. The ROI-focused interactive efforts offered an opportunity to not only grow the brand's online influence but also drive product sales.



## WORK.

Working to create and maintain a social media presence capable of reaching JHAudio's desired audience, evok orchestrated the launch of several new social media profiles while managing the brand's existing online engagements. In order to expand JHAudio's reach, we debuted new Tumblr and MySpace pages—platforms focused on young, tech savvy music fans. Evok also scored a series of holiday-centric sales, which toured across social media channels, delivering tangible results from a virtual campaign.

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Social Media Graphics



# RESULTS.

With over 17 million brand impressions on JHAudio's Facebook and Twitter profiles since the beginning of the partnership, evok's goal of engaging the brand's audience was met with resounding success.

Three holiday-centric sales were presented to the brand's social media following, each offering 15-20% off the price of custom in-ear monitors. Through the development of a customized, like-gated Facebook app, evok required users to 'Like' the JHAudio Facebook page in order to gain access to the coupon code. One of our most successful efforts, the 'End of Summer' promotion saw a 69% increase in sales over the previous year's numbers and, with combined profits from the three special offer periods totaling over \$729,000, the duet between JHAudio and evok advertising continues to amass a loyal fan base.

## 'ROCK YOUR INDEPENDENCE' Fourth of July Sale July 4-7, 2013

**\$120,000**

in sales

**205%**

higher CTR than  
Facebook ad average

**218%**

lower CPC than  
Facebook ad average  
for retail brands

**650+**

new Facebook  
fans during 4-day  
sale period

## 'END OF SUMMER' Labor Day Sale Aug 29-Sep 2, 2013

**\$129,000**

in sales

**4,580%**

higher CTR than  
Facebook ad average

**292%**

lower CPC than  
Facebook ad average  
for retail brands

**700+**

new Facebook  
fans during 4-day  
sale period

## Black Friday Sale Nov 29-Dec 2, 2013

**\$480,000**

in sales

**8,152%**

higher CTR than  
Facebook ad average

**466%**

lower CPC than  
Facebook ad average  
for retail brands

**700+**

new Facebook  
fans during 4-day  
sale period

## KEY TAKEAWAYS

- A creative, analytics-driven social media strategy transformed Jerry Harvey Audio's digital presence into a measurable source of brand engagement and sales.
- Expanding into new platforms and cultivating an active online community established a deeper connection with audiences passionate about sound innovation.
- Strategic use of promotions and interactive content produced significant returns, generating over 17 million impressions and more than \$729,000 in direct sales.
- Performance monitoring and optimization ensured every campaign element—from creative assets to call-to-action placements—delivered peak efficiency and engagement.
- The partnership between Jerry Harvey Audio and evok advertising demonstrated how a well-tuned social strategy can harmonize creativity, technology, and measurable ROI.