

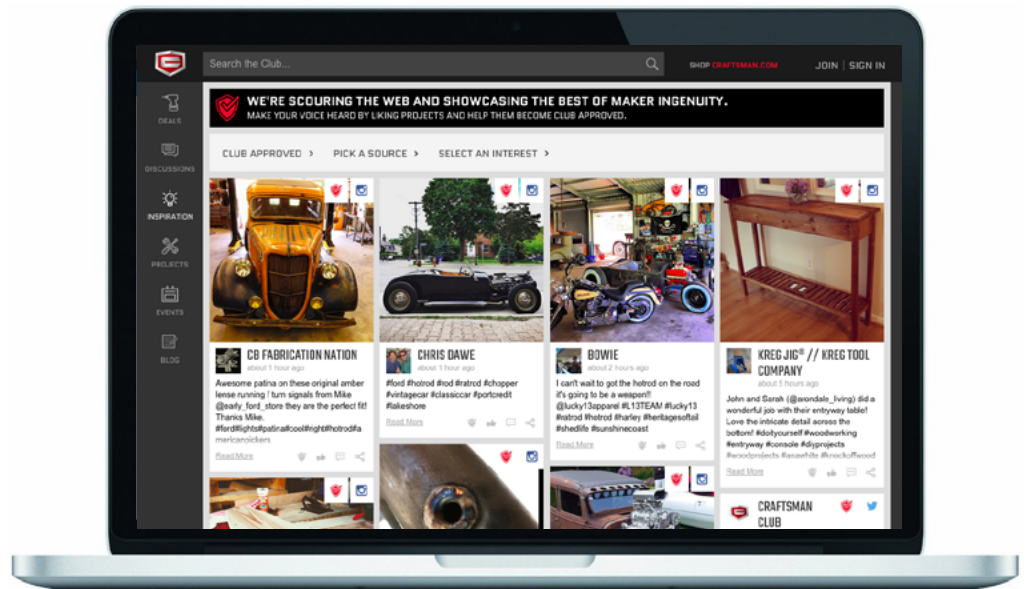
How Craftsman hammered, sawed and built an online community for makers



The Challenge

As part of a larger effort to grow a more substantial user base, the Craftsman brand marketing team decided to redesign their Craftsman Club website. The goal was to create an exclusive, central online destination where Craftsman Club members could share personal projects and advice with other Club members. The Craftsman marketing team also hoped to bring new, brand-loyal members to their Community of Makers, and inspire people to set out on their own DIY conquests.

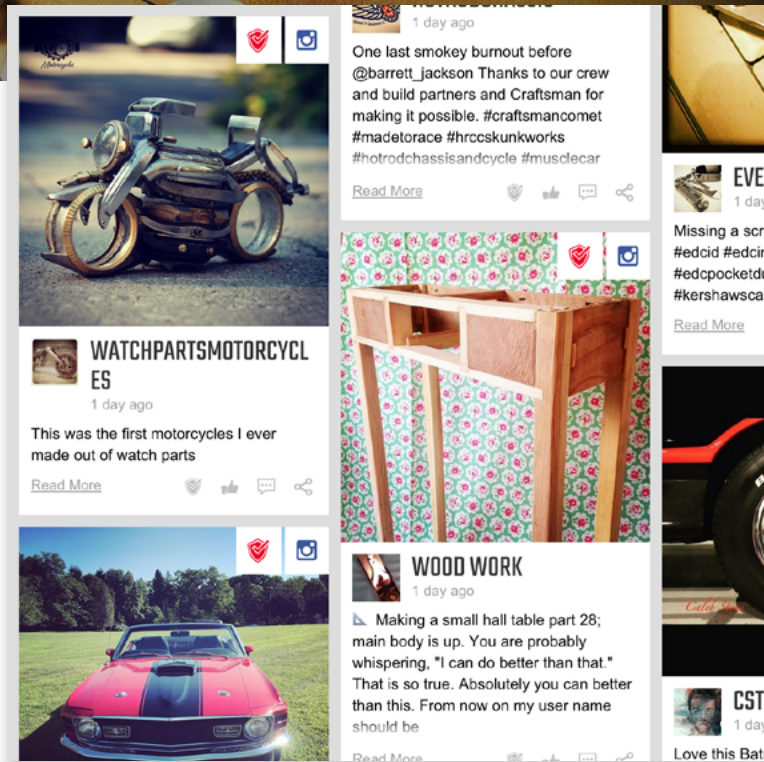
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The Solution

With the help of Livefyre, the Craftsman brand's digital agency, Aisle Rocket Studios, created the Craftsman Inspiration Wall. A curated collection of social posts, the Inspiration Wall showcased the personal masterpieces of mechanics, woodworkers, gardeners and DIYers from across the web. The Wall encouraged and inspired current and potential Craftsman users to become Makers in their own rights, sharing their creations, tips and tricks with the rest of the Craftsman community.

To track the expansion of their user base, visitors were asked to log in before engaging with the site's content. Since Livefyre easily integrates into a wide range of platforms, the Craftsman brand team was able to track new Club member sign-ups with their own, already-implemented User Identity Management System.



Craftsman Club Inspiration Wall - <https://club.craftsman.com/inspiration>

"Since the launch of the Craftsman Inspiration Wall, the Craftsman Club website saw a 190% increase in digital membership to the Community of Makers."

190%

Increase in Membership

6X

Longer Time-On-Site

78%

New Online Community Members

The Results

Since the launch of the Craftsman Inspiration Wall, the Craftsman Club website saw a 190% increase in digital membership to the Community of Makers. Site visitors spent over six times longer on site, engaging with other members' DIY projects, sharing ideas and inspiration.

The site successfully attracted new Craftsman Tool users, as 78% of Craftsman Club's online members joined the community after the revamp.



360 3rd St. Suite 700, San Francisco, CA 94107

+1 (855) 566-8700 | info@livefyre.com | [@livefyre](https://twitter.com/livefyre)

For more information:
livefyre.com