

People remember...



**20%**

20% of what they hear



**30%**

30% of what they see



**70%**

An amazing 70% of  
what they see & hear!

**SAUCY HORSE SWIPE & DEPLOY GUIDES:**

Brilliant Marketing Ideas  
for Boring Businesses



Do you have a campaign strategy for online video?

Do you know how to harness the power of social media marketing before your competitors beat you to it?



If you don't, because you don't think there's anything interesting to say about your business, here's our guide to creating brilliant content – for whatever service or product you offer, boring or not!

Are you passionate about what you do? Do your customers ask questions about your products or services?

Does your company have more strings to its bow other than just selling stuff?

And what about your employees? Do they have hidden talents or superpowers? Are you harbouring a secret salsa aficionado, or a terrific trombonist?

And we bet you have some stories on how you've helped your customers with your products and services, as well.

To prove it's possible to create interesting and useful content even when you don't qualify as a "sexy" company, we've compiled a few examples of businesses and brands that are doing just that - telling stories in ways that get people talking about shipping containers, razors, and estate agency - pretty run-of-the-mill items and services.

You can add va va voom to any subject – it's about understanding how to tell stories that engage and interest your audience – and deliver value. [#DontBeVanilla](#)

Here's our selection of digital marketing campaigns that you can translate into your own business – with a little bit of thought and effort.

**[If you need help with planning a strategy we're here to help – visit saucyhorse.co.uk](http://www.saucyhorse.co.uk)**



## Dollar Shave Club & The Container Team – using video to launch a campaign with a bang!



**It's a razor blade and it costs \$1 – pretty ordinary, but the story behind this launch makes for easy reading...**

When Michael Dubin, CEO and founder of Dollar Shave Club planned his launch video, he decided to take a different approach. For a small fee each month, Dollar Shave Club members receive high quality razors delivered right to their door, rather than buying expensive ones and holding onto them for too long. The tagline? "Shave time. Shave Money."

Rather than go for the usual marketing piece, the company plumped for a parody, with the CEO taking us on a tour of the Dollar Shave Club warehouse. "The world is filled with bad commercials and people who are marketing too hard," Dubin says. "I think what we wanted to do is not take ourselves too seriously, and deliver an irreverent smart tone."

Dubin wrote the spot last October and shot it with a friend who also co-directed. It cost about £3000, and the team did it in a single day, shooting on location at the actual factory warehouse. "Sketch has always been a hobby of mine," Dubin says, "but I'm also passionate about business. Nowadays the line between art and commercial is very blurry, especially on the web. This is a great opportunity to create art that can actually boost a business. I'm passionate about the internet and comedy, and this is a perfect intersection of those two passions for me."

People have responded passionately to the ad too. The amount of traffic Dollar Shave Club received from a [Reddit](#) post slowed its website to a crawl. This is a luxury problem for a start-up to have and a sign of the efficiency of the new model of blurry advertainment.

"Our challenge is to build a brand that people are going to feel good about using," Dubin says. We think he's done it and if you don't laugh, we're not coming over for tea .

*Warning: explicit language so check your volume settings are right for the environment you're watching it in.*

[Watch it here>>](#)



15,436,880 views and counting... Great, huh? "But that won't translate into something relevant for a business in the UK..." I hear you say. Or will it?



## Secure Sign and Store

**Would you like the Rolls Royce of self storage? These are fully serviced self store units which means we will receive your deliveries for you and you can come and go as you please 24 hours a day using your own unique access code.**



*Swipe & Deploy headline figures for you to think about – they launched the business with 30 units to sell, and had hit their targets with months to spare, after generating 19,000+ views on YouTube and using Twitter to share the launch video.*

## Estate Agents – boring and predictable. Not! Twitter, YouTube, Blogging and PR

Simon Miller & Company is an estate agency chain of 10 branches. Simon competes in an extremely competitive market – estate agent property & property investment. There are 9 estate agents alone in the town where their HQ is based – Maidstone, in Kent – and at least 5 of them are on the same high street. In addition, they run offices out of a further 9 Kent villages. They wanted to be brave in order to stand out in a very crowded market place. We pitched a number of ideas, aimed at dismantling deep seated misconceptions about estate agents as well as helping them to appear different to the rest of the agents with whom they compete. Their audience is geographic specific – Maidstone & The Weald of Kent, with a wider target area for pensions and investments.



The campaign Brand Builder: Move with Miller – you can [watch it here on vimeo.](#)

We think it speaks for itself - 14,246 views on YouTube for an estate agent based in Maidstone.

More importantly, the story behind the making of the video was featured in the local newspapers both in print and online, and Simon was interviewed by a number of publications whose readership matched exactly the company's prospect persona. *The upshot is an increase in gross profits of 270% over a 12 month campaign.*

[See more on the full marketing campaign on our website – saucyhorse.co.uk/case-studies](http://www.saucyhorse.co.uk/case-studies)

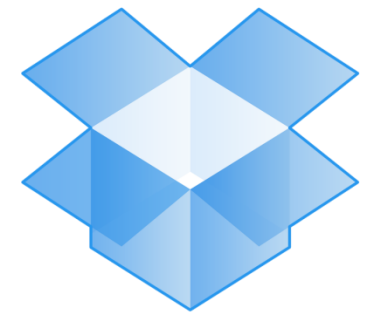
### Dropbox – Email Marketing Ninjas making cloud storage engaging.

Dropbox recognizes that if they want their emails to get read, they have to minimize the snooze factor of the content inside them, especially when your attention is drawn to email notifications from Facebook or new pictures from Grandma.

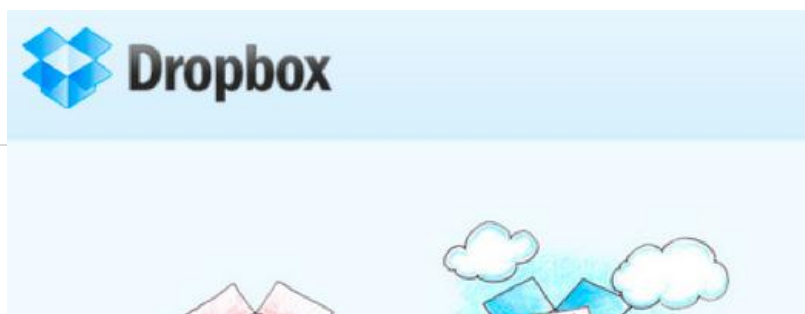
That's why they keep the message short, use a simple and compelling illustration, and use language that has personality. They do this particularly well in their email content, which combines lovable design and personable, easily consumable copy.

Why does cloud storage have to be lame and boring, full of jargon no average consumer would understand? The example of their email below makes sense. It has cute images that make your Dropbox look sad for being unused. And it has an emoticon. :-)

***Making Email Marketing Accessible to your customer and improving your business results***



**Dropbox**





For more ideas on how to turbo-charge your video, social media and digital marketing content [visit saucyhorse.co.uk](http://www.saucyhorse.co.uk)