

## Case Study – Kazoom Kids Books

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### Challenges

Kazoom Kids Books was a digital publishing startup focused on multicultural books for children. Geared towards children 7 – 13, Kazoom Kids books was planning a simultaneous web and app launch.



- Due to its startup nature, Kazoom Kids Books was primarily interested in curation only with minimal resources to drive conversation on Facebook and Twitter.
- Kazoom Kids Books wanted to market their current offerings and begin developing their customer base
- Kazoom Kids Books wished to leverage social media to engage authors and publishers who were engaged in creating and publishing multicultural children's literature

### Breakthrough

Taking advantage of Kazoom's desired curation-only approach, a social media editorial strategy was crafted which allowed for both direct engagement of eminents and distribution of industry news and articles.

- Focus was placed on curating then-current industry news, author/parent/review blog posts about multicultural children's literature
- Other content was curated focused on educational technology, writing, and other key issues related to Kazoom's mission
- Facebook and Twitter analytics allowed us to find key times of activity to use Hootsuite for scheduling
- When Kazoom made an appearance at a professional conference, information (including panel appearances) was live-tweeted to provide a real-time experience

### Results

- Kazoom Kids Books experienced a 25% increase in the share of voice around conversations focused on multicultural children's books
- Audience reached increased by 30% through direct engagement with other authors and publishers