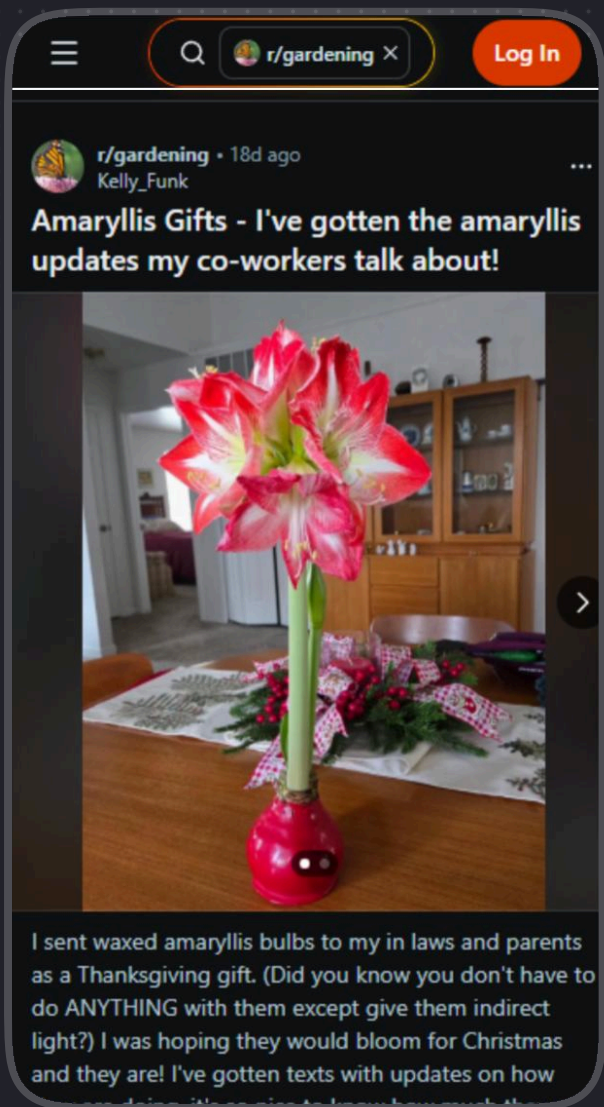


# We Built A Digital Word-of-Mouth Funnel For Park Seed

## Problem

Park Seed had an audience that wanted fast answers when they were stressed – but they didn’t know how to reach them!



## Our Solution -----> Results

- Responded to as many questions as possible in Reddit with judgment-free advice.
- Built a comment section that feels like gardening group therapy.
- Created posts that drove sales and trust in the brand itself!

Improved brand perception & authority for Park Seed as a brand.

Built a working digital word-of-mouth referral system for Park Seeds products.

Improved sales WITHOUT increasing advertising budgets.



By engaging with our audience directly on Reddit and fostering a community-driven approach, we turned questions into trust and built a digital word-of-mouth funnel that not only improved sales but also boosted brand authority—without increasing our ad spend.”

**Steve Cozzolongo**  
Chief Marketing Officer

Ready to see similar results for your brand?  
Let's optimize your marketing strategy and drive new customer growth today!



BOOK A DISCOVERY CALL