



Overview

Aprons, Etc., a promotional products and apparel company, partnered with McKay Creative Solutions to revamp their social media presence and achieve measurable brand visibility across multiple platforms.

Challenge

Aprons, Etc. faced stagnant social media growth due to an underutilized digital presence that wasn't translating into increased brand awareness or customer engagement. The company needed a strategic partner to develop a sustainable framework for multi-platform growth while honoring its brand legacy in the promotional products industry.

Solution

Platform-Specific Content Optimization

Created customized content strategies for every platform—visual product displays for Instagram, B2B thought leadership for LinkedIn, and community engagement centered on events for Facebook.

Strategic Event Promotion

Leveraged warehouse sales, product launches, and industry events as content opportunities to increase engagement and create urgency around promotional offers.

Visual Storytelling Enhancement

Prioritized high-quality product photography, behind-the-scenes content, and customer stories to establish authentic connections and showcase the company's manufacturing process.

Increased Posting Frequency

Created a structured content calendar with themed weekly posts, including "Made in the USA Mondays," "Testimonial Tuesdays," and "Behind the Scenes Fridays," to keep audience engagement consistent.

Result

62.53%

Increase in total impressions

176.57%

Instagram impression growth over five months