



Success Story: Baby K'tan



*700% average
increase in
Facebook page
Likes per month*



*Building
communities of
ambassadors
around the globe*



*Personalized
customer service
helped gain trust
amongst parents*

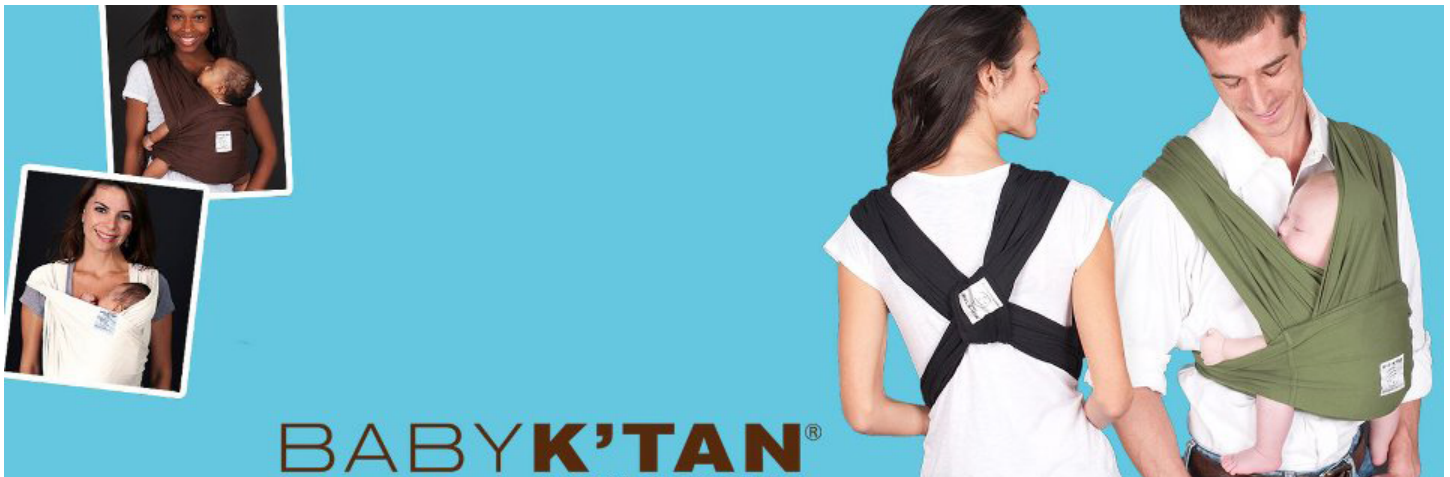


*Having one
dashboard
enables quick
customer service
response*

As the inventors of a series of baby wraps and slings that help parents create strong bonds with their newborns, Baby K'tan has a very personal connection to its customers.

"We have a product that has a lot to do with making sure that mom and baby are happy, and people want to make sure they're using it right," says Tali Zipper, Director of Marketing and Sales at Baby K'tan. "Customer service is huge for us."

The ability to personally engage with its audience drew the team at Baby K'tan to social media, which they use as a primary tool for communicating with customers and fans.



The concept for the company's products came about when Zipper's sister, Michal Chesal, was looking for a way carry her infant son who was born with Down Syndrome. The baby carriers she found at the time, more than ten years ago, didn't support his low muscle tone. They also involved complicated wrapping or buckling that proved challenging while holding a baby. So she created her own ready-to-wear version, with a unique double-loop design that allows parents and caregivers to comfortably carry children in multiple positions, with no complicated set up or adjustments. Chesal used the prototype with her own newborns, then passed it along to friends. She realized it might be a marketable product after getting many positive comments and questions as she wore it around town.

Since 2012, Baby K'tan's Facebook fan page has grown by an average of almost 700 likes per month. They are steadily building a community of parents who support the product, share stories and pictures, and even answer each others' questions through social networks.

Babywearing Safety
By Baby K'tan

Baby should be **Visible & Kissable** at all times!

Baby carriers are meant to mimic the way you would hold your baby in your arms. Check your baby's position after placing him in the carrier by embracing him in your arms, his position should not shift significantly in your embrace.

Attend to and check on baby often, especially those under 4 months of age.

Baby's face should be visible at all times. Do not let baby's face press into your body. Do not cover baby's face with a blanket, sling fabric, etc.

Baby's chin should not be resting on his/her chest. Check often to ensure that baby's airway is not restricted and that baby is breathing regularly.

Consult an expert if you have a preemie, low birth weight baby, or if your infant has respiratory problems. Extra vigilance is required with these babies.

If nursing in a carrier, always reposition baby to a more upright hold with face visible as soon as the baby is done feeding.

Baby K'tan @BabyKtan · 19 Dec 2012
@TargetBaby, check out these great tips on babywearing safety! Lets stay safe during the holidays! pic.twitter.com/xmDmwSyb

Reply Retweet Favorite HootSuite



Social Customer Service in Real Time

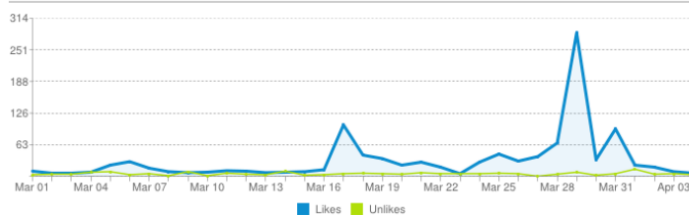
Today, Baby K'tan fields most customer questions and comments through social media. With over 8,000 followers on Twitter and over 25,000 likes on their Facebook fanpage, they engage in frequent conversations, and use Hootsuite to help manage their activities.

Mar 01, 2014 - Apr 04, 2014

Snapshot

Total Likes ?	New Likes ?	People Talking About This ?	Weekly Total Reach ?
24,942	1,105	680	54,138
↑ 3.8%	32 (daily avg)	↑ 47.5%	↑ 381.6%

Daily Likes



I think the main benefit of Hootsuite is having the dashboard available to see everything that's happening in one place. We are able to monitor things in real time, so we're not missing out on a Tweet that's super interesting. Or if someone has a question, we can respond right away."

- Reina Christian
Marketing Coordinator, Baby K'tan.

In addition to responding to customers inquiries, Baby K'tan uses social media to help conduct surveys and get feedback on new products. For instance, they have made decisions on what new colors to introduce after polling their Facebook fans. "That's great because we know it's what our customers want," says Zipper. "And those colors do very well, obviously."



Connecting with Brand Ambassadors to Boost Business

Since Baby K'tan carriers are sold via retailers, social media has helped Baby K'tan empower their distributors by sharing their images and customer experiences. Working together with one of their Canadian distributors, Baby K'tan has recently partnered with Canadian Olympic diver Emilie Heymans. Heymans is now an ambassador for the brand, as well as a customer. Social media provides a way for Baby K'tan to connect with bloggers and others who want to take part in their brand ambassador program, which includes attending local baby and parent events in exchange for products and the gratitude of a growing business.

As a small business with a lean marketing team, Baby K'tan has found Hootsuite vital for supporting their marketing strategy. They are building strong personal relationships with current and potential customers using social media to listen, engage and respond quickly to parents' questions and concerns. "Social media and Hootsuite are definitely giving us an opportunity and platform to connect with those individuals, and that is such an important part of our customer service and brand strategy," says Christian. "I think having that connection and being able to reach someone immediately has worked wonders for our brand."



To start connecting with your customers on social media, [try Hootsuite Pro today](#)