



# Building an online community of makers.

Craftsman lays foundation for dynamic online community using Livefyre, part of Adobe Experience Manager.



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*Bob Boyle, Vice President, Client Engagement, Aisle Rocket Studios*

## SOLUTION

Adobe Marketing Cloud, including Livefyre, part of Adobe Experience Manager

## RESULTS

**190%** INCREASE in digital membership

**6x** LONGER time on site

**78%** NEW online community members



## Craftsman

Established in 1927

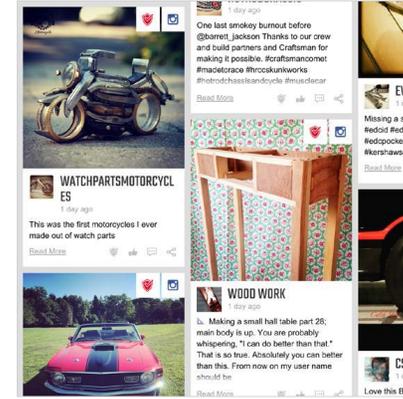
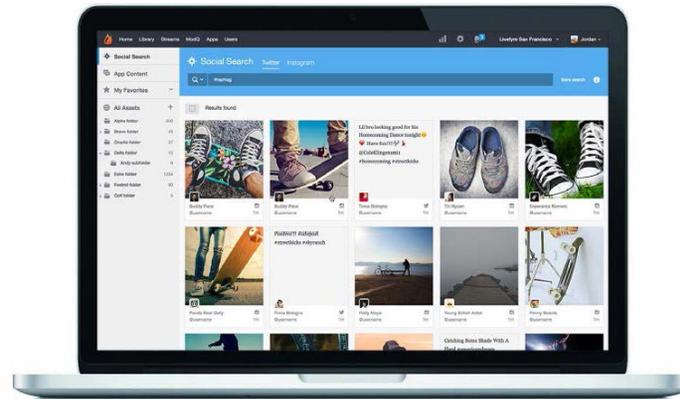
More than 80 product categories and 6,000 products

Hoffman Estates, Illinois

[www.craftsman.com](http://www.craftsman.com)

Aisle Rocket Studios

[www.aislerocket.com](http://www.aislerocket.com)



## CHALLENGES

- Create a reliable, easy-to-use members-only online destination
- Inspire existing and new members through enhanced sharing

“The Craftsman Club site incorporates different types of projects from DIYers that you aren’t able to get anywhere else in a single click. Livefyre gives our members the ability to browse all kinds of inspiration from across the web, in one experience.”

*Bob Boyle, Vice President, Client Engagement, Aisle Rocket Studios*

## Evolving DIY

For almost 90 years, the Craftsman brand’s commitment to delivering outstanding tools and services has inspired building professionals, do-it-yourselfers, and everyone in between. With more customers using the brand’s website and engaging in online communities, Craftsman—a brand in the Sears Holding Corporation—set out to redesign the Craftsman Club website to attract even more people to its popular tools.

The goal: Create an exclusive, central online destination where Craftsman Club members could share personal projects and advice with other members. The Craftsman marketing team also hoped to bring new, brand-loyal members to its Community of Makers, and encourage people to set out on their own DIY conquests.

## Inspired journeys

With Adobe Marketing Cloud, including Livefyre, part of Adobe Experience Manager, the Craftsman brand’s digital agency, Aisle Rocket Studios, created the Craftsman Inspiration Wall. A curated collection of social posts, the Inspiration Wall showcases the personal masterpieces of mechanics, woodworkers, gardeners, and DIYers from across the web. The Wall inspires current and potential Craftsman users to become Makers in their own rights, sharing their creations, tips, and tricks with the rest of the Craftsman community.

“With Livefyre, we’re able to bring in a ton of user-generated content about DIY projects and inspiration from across the web that our brand just couldn’t create on their own,” says Bob Boyle, Vice President, Client Engagement at Aisle Rocket Studios.

To track the expansion of Craftsman’s user base, visitors are asked to log in before engaging with the site’s content. Because Livefyre easily integrates into a wide range of platforms, the Craftsman brand team can track new Club member sign-ups with their own, already-implemented User Identity Management System.

## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including Livefyre, part of Adobe Experience Manager.

## Nailing it

Since the launch of the Craftsman Inspiration Wall, the Craftsman Club website saw a 190% increase in digital membership to the Community of Makers. Site visitors spent over six times longer on the site, engaging with other members' DIY projects, sharing ideas and inspiration.

The site successfully attracted new Craftsman Tool users, as 78% of Craftsman Club's online members joined the community after the revamp.

"The Craftsman Club site incorporates different types of projects from DIYers that you aren't able to get anywhere else in a single click," says Boyle. "Livefyre gives our members the ability to browse all kinds of inspiration from across the web, in one experience."

### For more information

[www.adobe.com/solutions/customer-experience/web-experience-management](http://www.adobe.com/solutions/customer-experience/web-experience-management)

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Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
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