



CASE STUDY

NUMI GLOBAL'S COST-EFFECTIVE SUPPORT FOR JUNEBUG WEDDINGS



The logo for Junebug Weddings features the word "junebug" in a black, elegant script font, followed by the word "WEDDINGS" in a black, uppercase, sans-serif font.<https://junebugweddings.com/>

The Client

Junebug Weddings is a leading online wedding publication known for its stunning visuals and creative inspiration. They connect couples with top wedding professionals while offering invaluable resources on planning, photography, fashion, and design.

The Challenge: Balancing Growth with Efficiency

Junebug Weddings' growth brought exciting opportunities—and mounting challenges. Their small, dedicated team found themselves stretched thin as they tried to meet growing demands:

Daily tasks piling up

Managing social media, producing fresh content, and staying responsive to a rapidly expanding audience became overwhelming.

Strategic focus compromised

The team's bandwidth was consumed by operational tasks, leaving little room for strategic activities.

Rising audience expectations

With growth came a heightened need for more content and faster engagement, threatening the quality their audience had come to expect.

These operational pressures created a sense of chaos that stalled scalability, risking Junebug's ability to deliver the seamless, high-quality experience they're known for.

The Goal: Achieving Scalability Without Breaking the Budget

Junebug needed a solution that would allow them to:



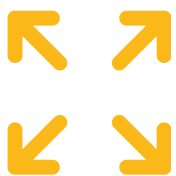
Reclaim Time and Focus

Offload time-consuming tasks to free up their team for strategic initiatives.



Boost Community Engagement

Strengthen relationships with their audience through faster responses and richer interactions.



Expand Their Content

Create more high-quality articles, blogs, and social media posts that align with industry trends.



Optimize Resources

Achieve all this without overextending their budget.

The Solution: Numi Global's Tailored Approach

When Junebug partnered with Numi Global in October 2021, the goal was clear: ease their workload, amplify their impact, and help them scale sustainably. Here's how we delivered:

1

Editorial Content Management

We stepped in to manage Junebug's content calendar, crafting compelling real wedding features, industry-relevant articles, and utility posts. By handling everything from writing to WordPress uploads, image curation, and SEO optimization, we ensured every piece aligned with their high standards.



2

Social Media Transformation

Junebug's social media presence got a complete makeover. We developed engaging posts for Instagram, Facebook, and Pinterest, created eye-catching reels, and curated vendor content that resonated with their audience.



3

Active Community Engagement

We helped Junebug build stronger connections by promptly responding to comments and messages. This hands-on approach deepened relationships, reinforced loyalty, and made their audience feel truly valued.



4

Marketing and Workflow Support

Beyond day-to-day tasks, Numi became a strategic partner. From brainstorming editorial ideas to organizing vendor materials and producing multimedia content, we streamlined workflows and supported Junebug's creative vision.

The Results: Growth, Engagement, and Efficiency

By outsourcing these key functions, Junebug found the time and space to focus on growing its brand while staying cost-efficient.

Increased Brand Engagement

Junebug's social media channels saw dramatic improvements:

- **20% growth in Instagram followers** and a **15% boost in engagement** in just six months.
- **30% increase in monthly Pinterest viewers**, driving more traffic to their blog and elevating their online visibility.

Consistent Content

With a steady stream of high-quality articles and social content tailored to their audience's interests, Junebug solidified its reputation as a trusted authority in wedding inspiration.

Operational Efficiency

Partnering with Numi allowed Junebug's team to focus on high-impact projects. With smoother workflows and reduced workload, they could dedicate their energy to strategic growth, enhancing both their platform and their audience's experience.

Conclusion: Achieving More with Less—The Numi Global Advantage

By collaborating with Numi Global, Junebug Weddings turned its operational challenges into opportunities for sustainable growth. We helped them scale their operations efficiently without the significant costs associated with expanding an in-house team. Our cost-effective solutions provided them with top-tier support and expertise, all while keeping their budget intact.

In a competitive industry where every dollar counts, Junebug was able to:

Reduce Operational Costs

By outsourcing, they saved on salaries, benefits, and overhead associated with additional full-time staff.

Maximize ROI

Our affordable services delivered significant returns in engagement, audience growth, and brand reputation

Allocate Budget Strategically

Savings were reinvested into other growth areas, amplifying their overall success.