



Case study

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# talent's cost-effective support for Junebag Weddings





## The client:

*junebug* WEDDINGS

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, highquality 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: **talent's** tailored approach

Junebug partnered with **talent** in October 2021 to reduce workload, increase impact, and scale sustainably. Here's how we delivered:



### **Editorial content management**

We took over Junebug's content calendar, producing real wedding features, industry articles, and helpful posts. From writing to WordPress uploads, image curation, and SEO, we ensured every piece met their high standards.



### **Social media transformation**

We revamped Junebug's social media with engaging posts, eye-catching reels, and curated vendor content across all major platforms.



### **Active community engagement**

We strengthened Junebug's connections by promptly responding to comments and messages, deepening relationships and reinforcing loyalty.



### **Marketing and workflow support**

**talent** served as a strategic partner, streamlining workflows through idea generation, vendor coordination, and multimedia content production.

## 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 **talent** let Junebug focus on high-impact projects. With smoother workflows and a lighter workload, they could drive strategic growth and elevate the audience experience.

## Conclusion: Achieving more with less, the **talent** advantage

By partnering with **talent by Numi Global**, Junebug Weddings turned operational challenges into sustainable growth. We helped them scale efficiently without the high costs of expanding an in-house team, delivering top-tier support within budget.

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.