

# RE-BATH

*Bathroom Remodeling Franchise*



## ANATOMY OF THE PROJECT

*Summary of things created*

- Content marketing publishing calendar
- Development of social media content
- Creation and optimization of social media channels for all franchisees on up to eight different platforms
- Weekly blog content development and publishing
- Social engagement monthly reporting

### CLIENT DESCRIPTION

Re-Bath has manufactured and installed bathtub liners since 1979. Today the company has grown to an international, full-service bathroom remodeling company with more than 200 franchisees and a range of bathroom products that includes everything from shower heads to sink vanities.

Re-Bath specializes in quick, efficient and affordable bathroom remodels by skilled designers, craftsmen and installers who create custom home bathrooms every day.

### CREATIVE SOLUTION

Re-Bath was seeking increased positive recognition online, but struggling to find a solution that would work well for both the corporate office and franchisees. Since Divvy was already managing Re-Bath's collateral materials and print marketing, the Re-Bath team approached Divvy by Alexander's for a solution.

Divvy designed a social media publishing program for Re-Bath's 200+ franchisees that utilized multichannel marketing strategies to boost SEO and generate leads through online engagement. The Alexander's marketing team creates content, manages publishing on a handful of social platforms for each franchise, and provides monthly reporting.

## RESULTS

More than 160 locations using our social publishing software.

Content marketing: A social media publishing program that allows franchisees to opt-in to automatic social media updates.

A single source of corporate-approved content franchisees can access to improve their digital marketing.

More than a 26% increase in traffic to Re-Bath's website.

RECENT POSTS

- 6 Places in your bathroom you're forgetting to clean
- 4 ways to make small bathrooms feel bigger
- Extraordinary bathroom storage from ordinary items
- Bathroom technology we wish we owned
- Five best apps for the bathroom
- Why remodeling should start with a new shower
- Transform your bathroom into a spa with simple bathroom upgrades
- 7 Bathroom Hacks to Simplify Your Life
- 4 Flashy DIY bathroom projects
- 5 ways to eliminate bathroom odors

RECENT COMMENTS

- Re-Bath on 7 Tips for maximizing space in your small bathroom
- Nancy Clifton on 7 Tips for maximizing space in your small bathroom

ARCHIVES

- June 2014
- May 2014

Posted on May 30, 2014

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## EXTRAORDINARY BATHROOM STORAGE FROM ORDINARY ITEMS

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Your bathroom is a place where you're constantly balancing your stuff and your storage space. When you don't achieve that balance, you end up with all sorts of odds and ends scattered around the room, and it doesn't look pretty.

If you want a tidy bathroom that also has style, we have a few suggestions — and all of these bathroom storage ideas can be made from things you most likely already have in your home.

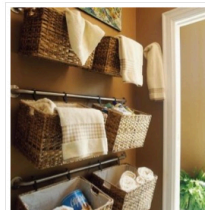
### Mason Jars

Do you even remember buying mason jars? Maybe not, but somehow, you probably have them in your home. It doesn't matter where these mysterious jars came from; you can use them to improve your bathroom.



- Wire them to a towel rack, or hang them from pegs.
- Attach them to your cupboards with screws and horse clamps.

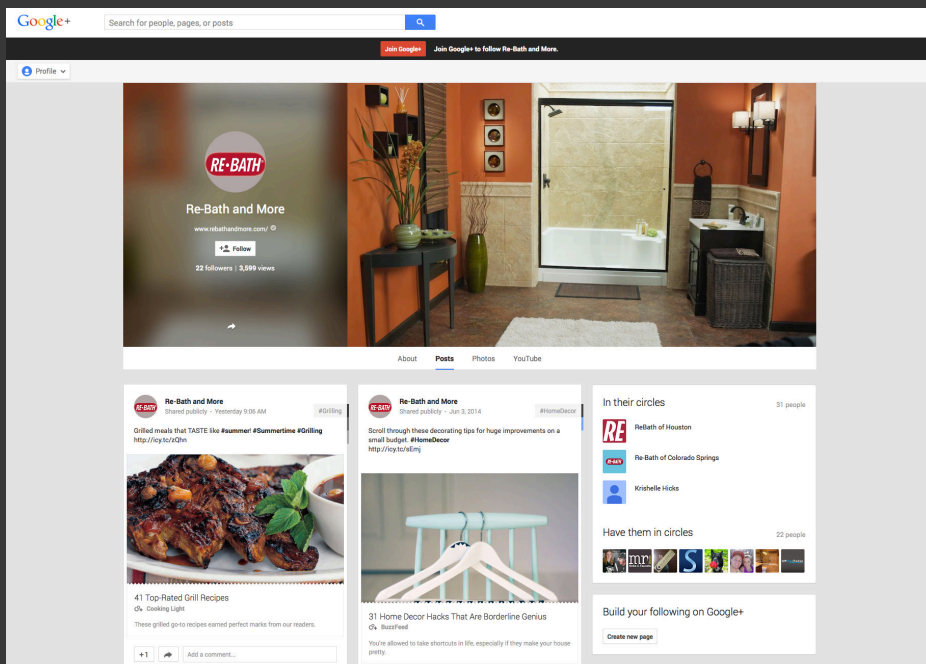
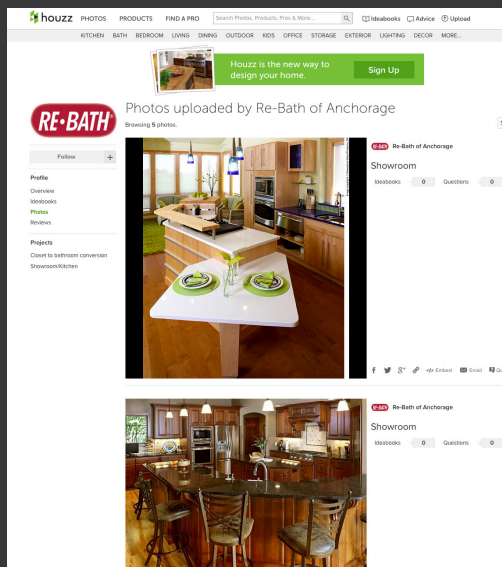
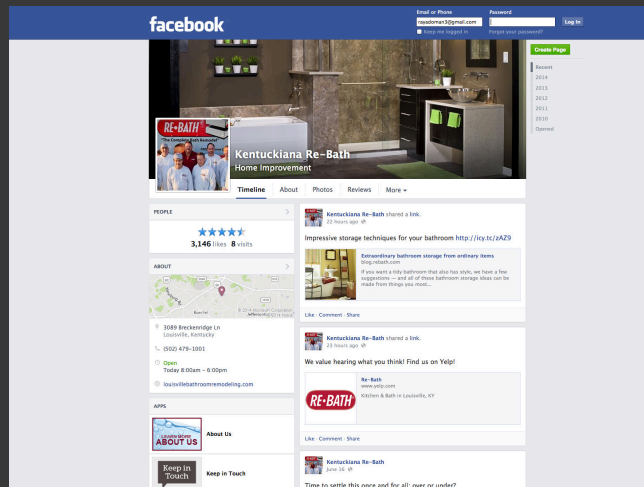
If you need a tutorial on how to make a mason jar organizer, click [here](#):



### Baskets

Chances are, somewhere in your home, you'll find an unused wicker basket. If not, wicker is pretty inexpensive, so go pick up a nice basket and hang it from a bathroom towel rack or a wall hook. Wicker baskets can also be fastened to a wall with screws to make a neat cubby for towels or toilet paper. Just be sure to screw into studs or use appropriate sheetrock anchors.

**RE•BATH®**



*"Alexander's is like a Swiss Army Knife. You open it up and more cool stuff keeps coming out. From managing production and shipping of our branded collateral, to keeping Facebook and Twitter up to date for our franchisees, Alexander's is a tremendous asset."*

*—Bill Taysom, Marketing Manager  
Re-Bath*

