

AMERICAN SOY ORGANICS EMBRACES MARKETING DEVELOPMENT

ABOUT AMERICAN SOY ORGANICS. Company founders, Eric and Janet Sparrow, have strong ties to agricultural America. It's their Midwest upbringing that inspired the creation of a cleaner, healthier candle experience. Starting off as a hobby for the couple in 2002, their candle making began in canning jars bought at local auctions. They shared their creations with friends, family, and co-workers, and suddenly they started getting more requests for candles. Years after the original candles were produced, Milkhouse has grown into a thriving company that continues to produce soy and beeswax candles. Currently they have locations in New Hampton, Iowa (American Soy Organics), and St. Ansgar, Iowa (Milkhouse Candles), and have over 130 employees.

THE CHALLENGE. American Soy Products needed assistance with both marketing strategy development and tactical execution for a new product line. For help they turned to CIRAS, part of the MEP National Network™.

MEP CENTER'S ROLE. Together with trusted third party resources, CIRAS facilitated the development and implementation of a strategic marketing plan as well as the development and implementation of a search engine optimization strategy (digital marketing strategies). CIRAS assisted in the launch and maintenance of a new website, e-commerce system and Google Ads marketplace. The team also developed and executed a social media marketing strategy while providing project management support to ensure coordination of resources and client success.

"We've tried to hire others in the past. I wanted to work with someone I trust and were in my backyard, so I can talk directly face to face with them. In the past we have spent a ton of money with people who know their thing, but did not understand manufacturing like CIRAS does. I came to Paul because I trusted him and he knows manufacturing AND marketing. We got the experience we were looking for through CIRAS. Vince was really good at keeping me going down the path when we needed to make things happen. Running Robots have been excellent for taking care of our day to day website and ecommerce needs."

-Eric Sparrow, Owner

RESULTS



6 jobs created



\$2,500,000 increase sales



\$658,000 in equipment, information systems, workforce

CONTACT US



Iowa State University
1805 Collaboration Place,
Suite 2300
Ames, IA 50010



(515)294-3420



www.ciras.iastate.edu

