



**Get Back  
Here Dog**



**AMERICAN WOOL**

## **DRIVING DEMAND FOR AMERICAN WOOL**

Expanding the global brand reach and  
effect on American Wool Brands

January 17, 2025

# 2019 in New Orleans

## An ASI Annual Meeting Agenda Item Was Brand Marketing

There had been a big investment in a new brand identity, social media posts were being made, ads were going in trade mags, international consultants were putting it to work, but something didn't feel right.

### Where was the traction?

"It feels like we are always fighting from behind."

"How do we handle crisis, like PETA?"

"Industry partners don't participate-in or promote in our story?"

"We don't have budget to compete"

"Growers feel the commodity price war"



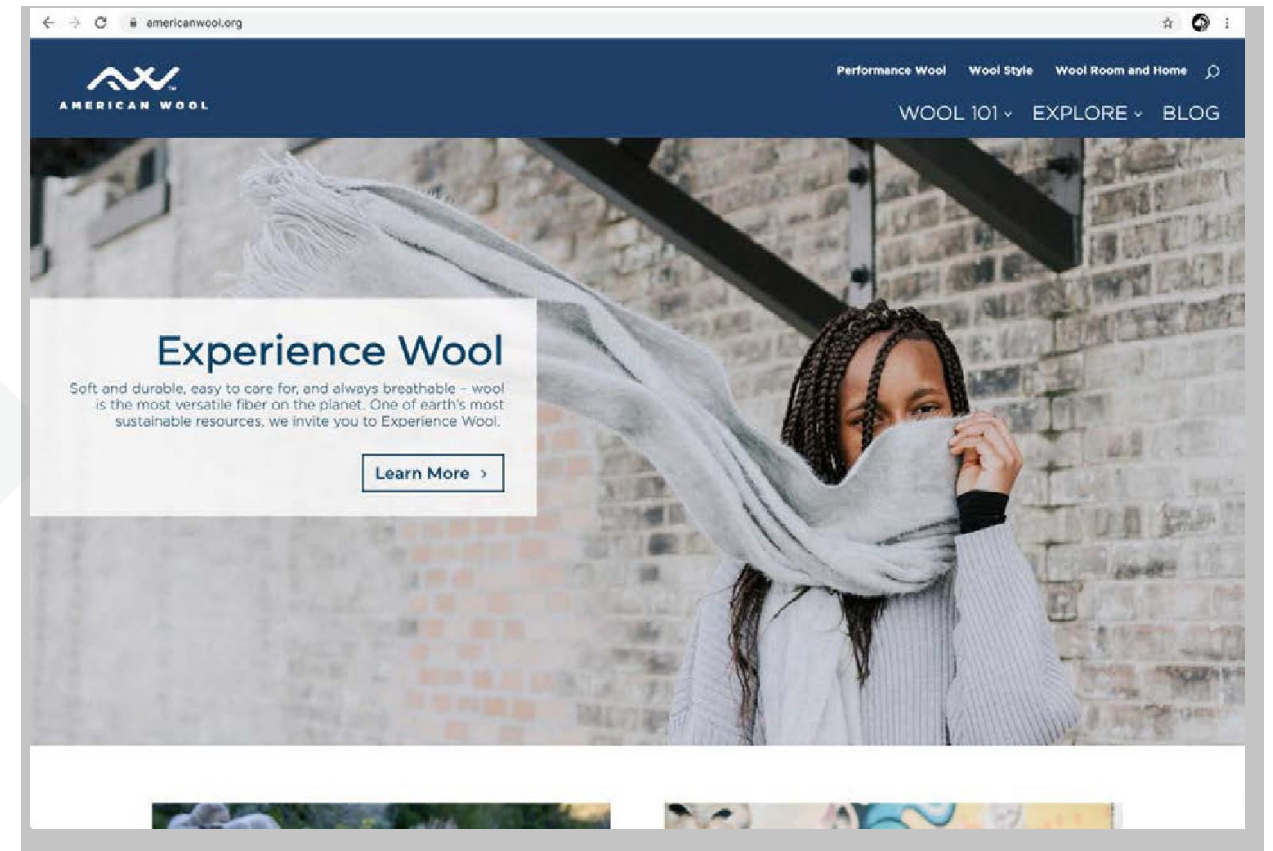
**Build a digital first brand communication strategy that takes us into the future, but solves the challenges of today.**

1. Move the brand into a proactive position and take control of our narrative.
2. Create a highly engaged group of brand enthusiasts, educate, and empower them to carry our message for us.
3. Stay true to our brand, and ensure there is flexibility for whatever happens.





USE SOCIAL TO  
**RAISE AWARENESS AND ENGAGEMENT  
OF THE AWC MESSAGE.**

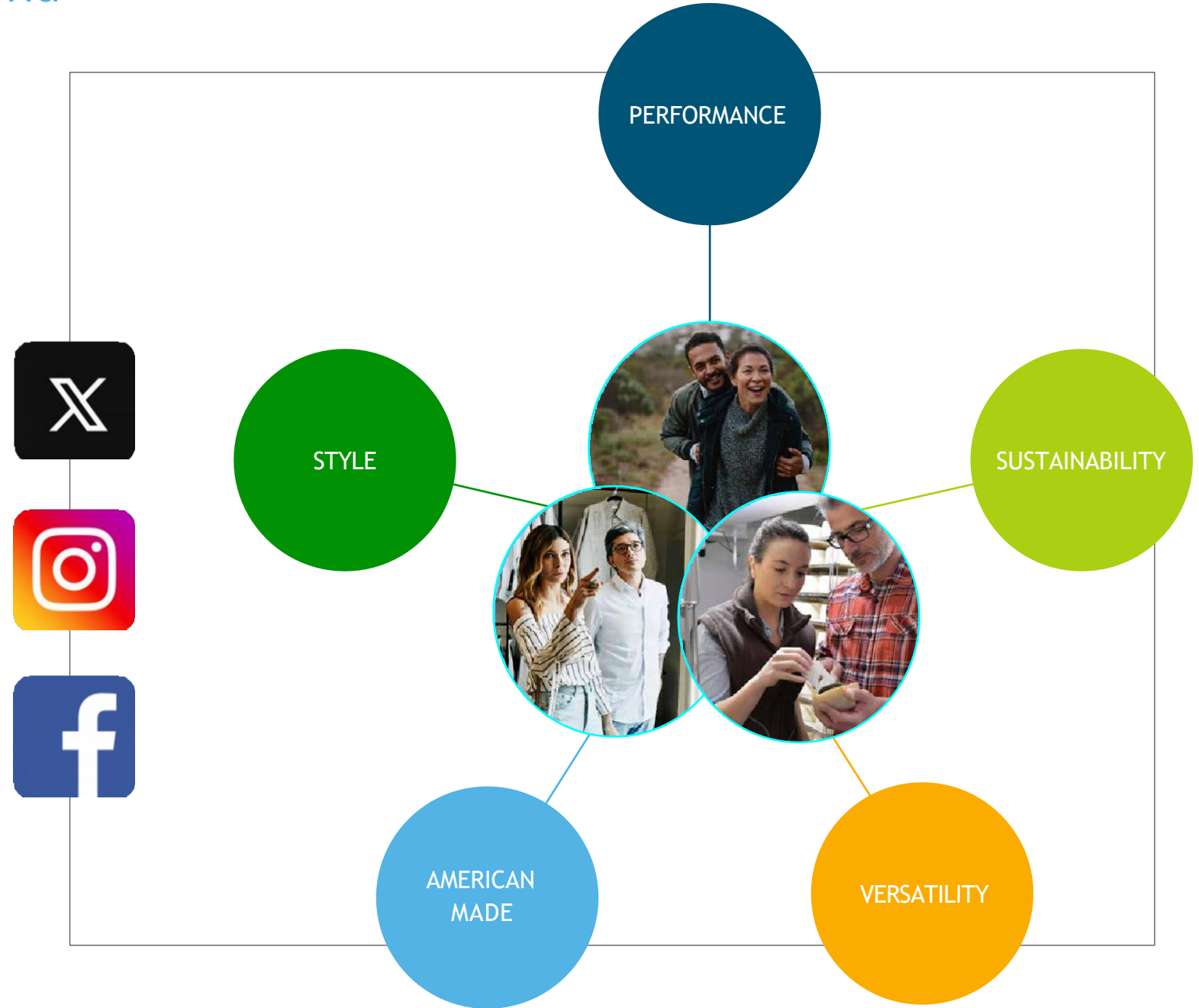


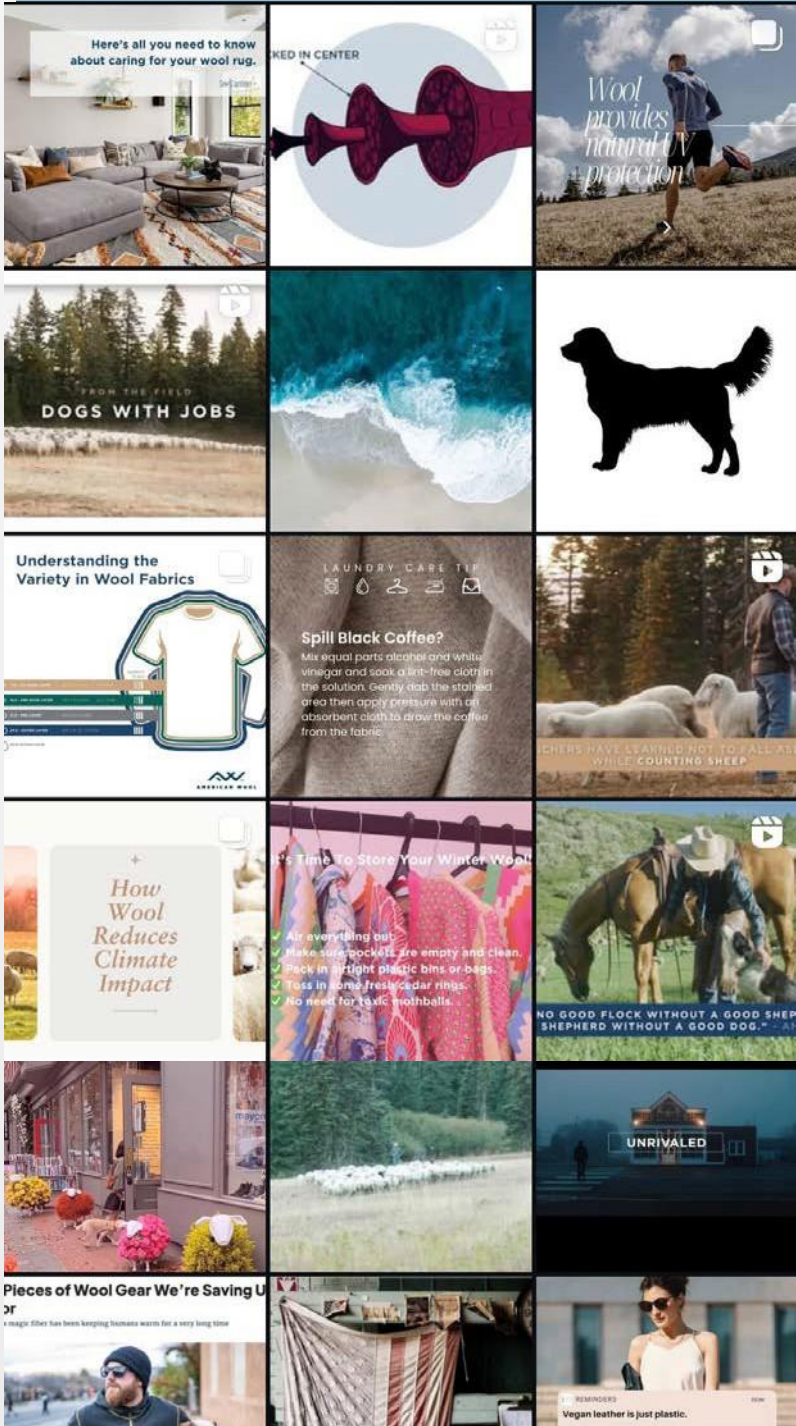
PUSH PEOPLE TO THE WEBSITE FOR  
**FURTHER ENGAGEMENT AND CONSIDERATION.**





**This is how we agreed to** own the narrative, stay true to our brand, and a highly engaged group of brand enthusiasts.



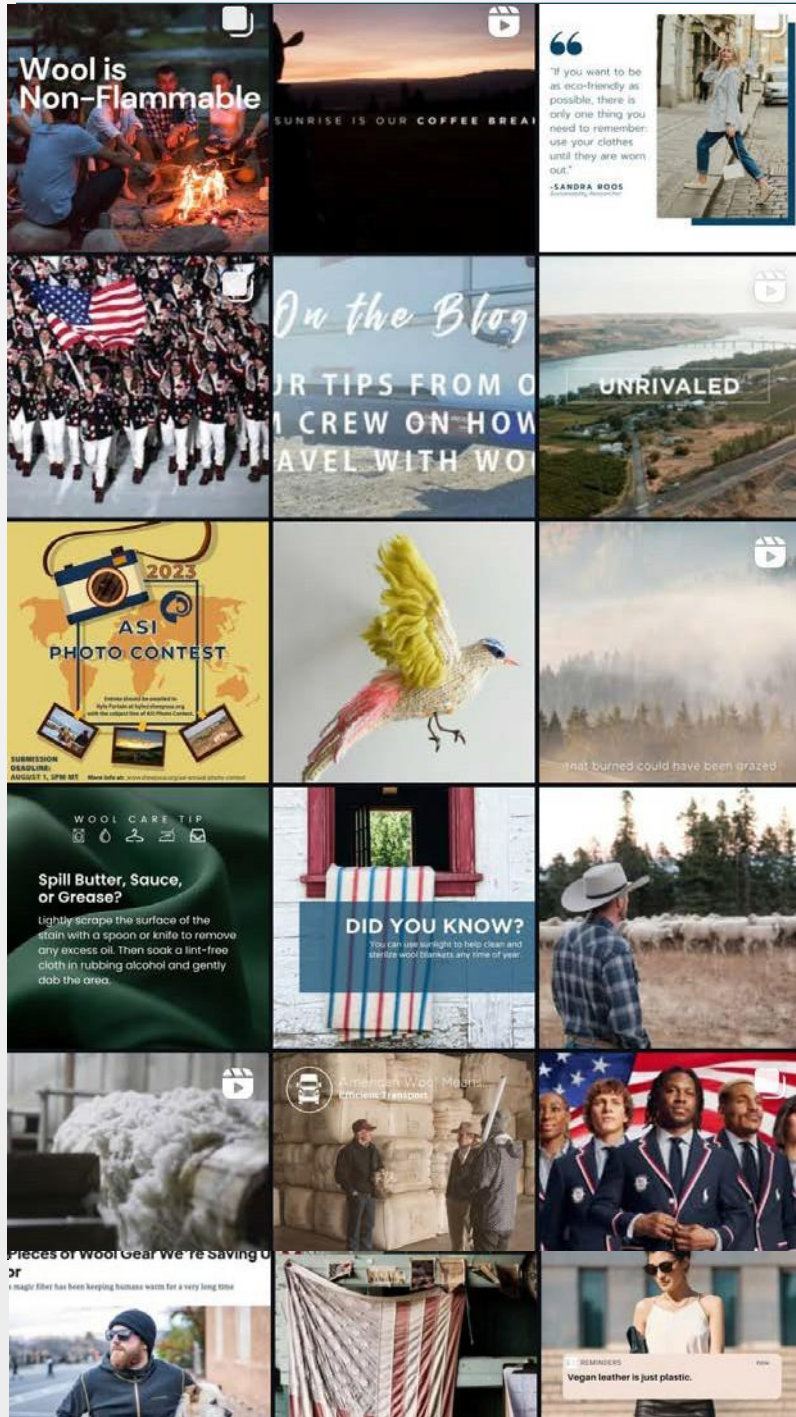


## When we left you in 2023

We anticipated an acceleration in content consumption trends, with social media users consuming more content at a faster pace while engaging less with individual posts. This shift would present significant challenges for brands striving to maintain meaningful connections with their audiences.

**Recognizing the importance of addressing content saturation, declining engagement rates, and the rise of 'passive scrolling,' we adapted our strategies to stay ahead of these trends.**





## We were well prepared for 2024

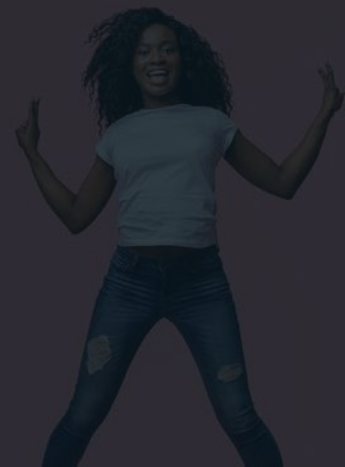
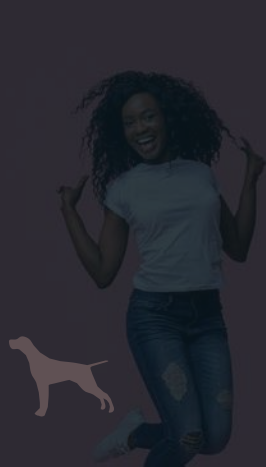
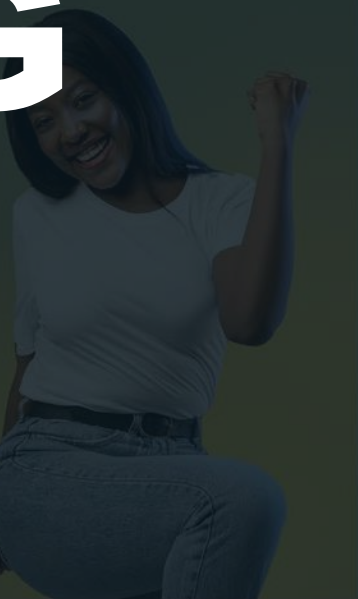
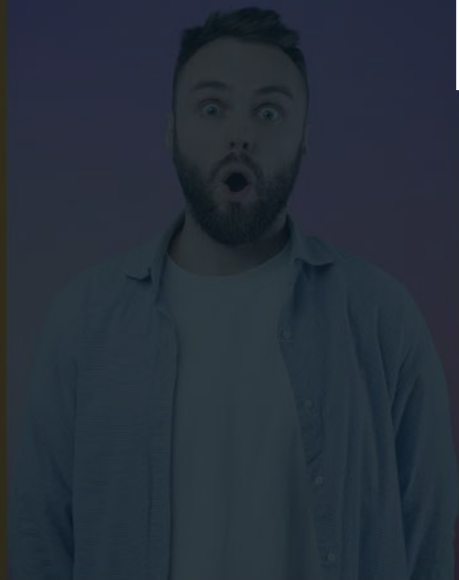
The American Wool Council’s five-year investment in cultivating a highly engaged community of brand enthusiasts has provided deep insights into our audience. This knowledge enables us to effectively identify new like-minded audiences and strategically influence preferences for American Wool products.

Key strategies to navigate the market trends:

- **Prioritize Quality and Relevance**
- **Foster Community Engagement**
- **Diverse Content and Cross-Promotion**



# FOSTERING STRONG CONSUMER RELATIONSHIPS

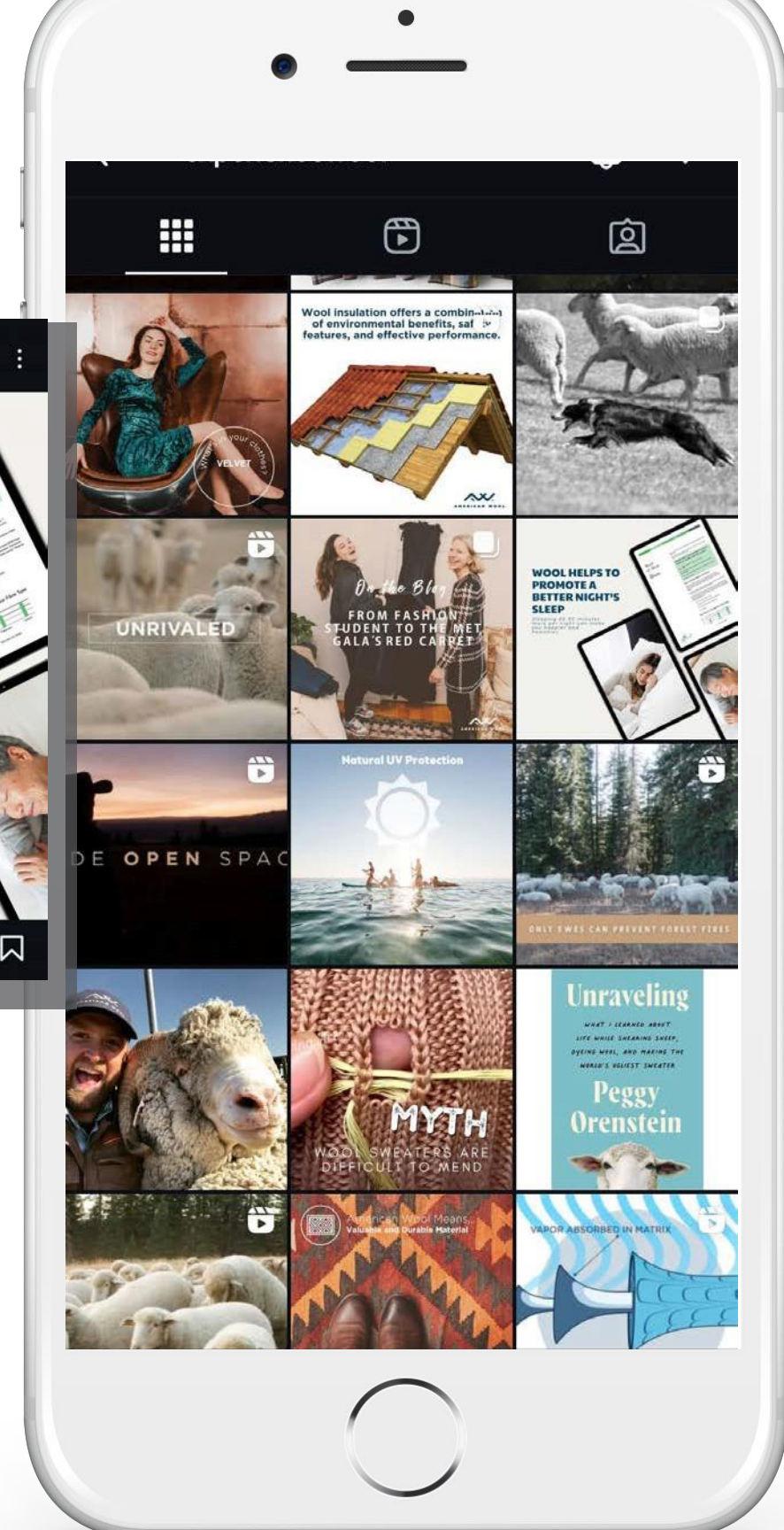
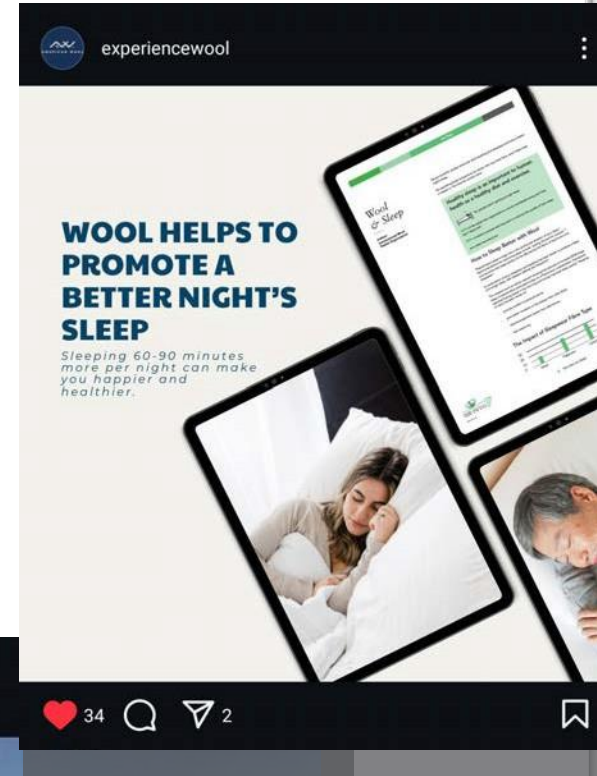
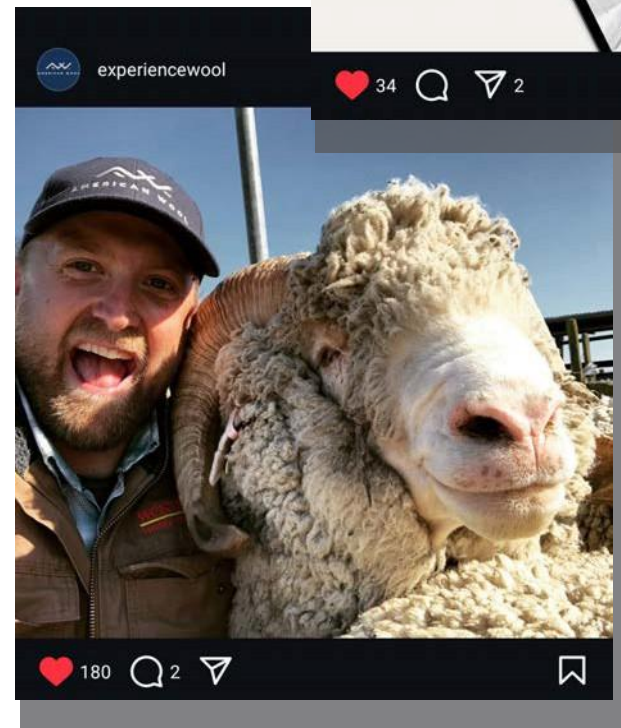




# #1 PRIORITIZED QUALITY AND RELEVANCE

Create meaningful, high-quality content tailored to your audience's interests, making American Wool stand out in the crowded textile and sustainability clothing space.

- Highlight the sustainability and durability of wool through educational posts.
- Share engaging stories about the people and farms behind American Wool to add authenticity.



# Where We Went / Top Performing Posts of 2024



**Experience Wool**

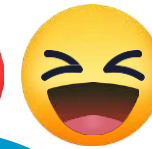
February 19, 2024 · 🌐

There's a lot we don't know about this picture.

But we do know, we like these vibes.

[#experiencewool](#) [#crochetlife](#) [#hipgrandma](#)

📷: recordsafari



**1,710**  
Reactions



**237**  
Shares

**354**  
Comments

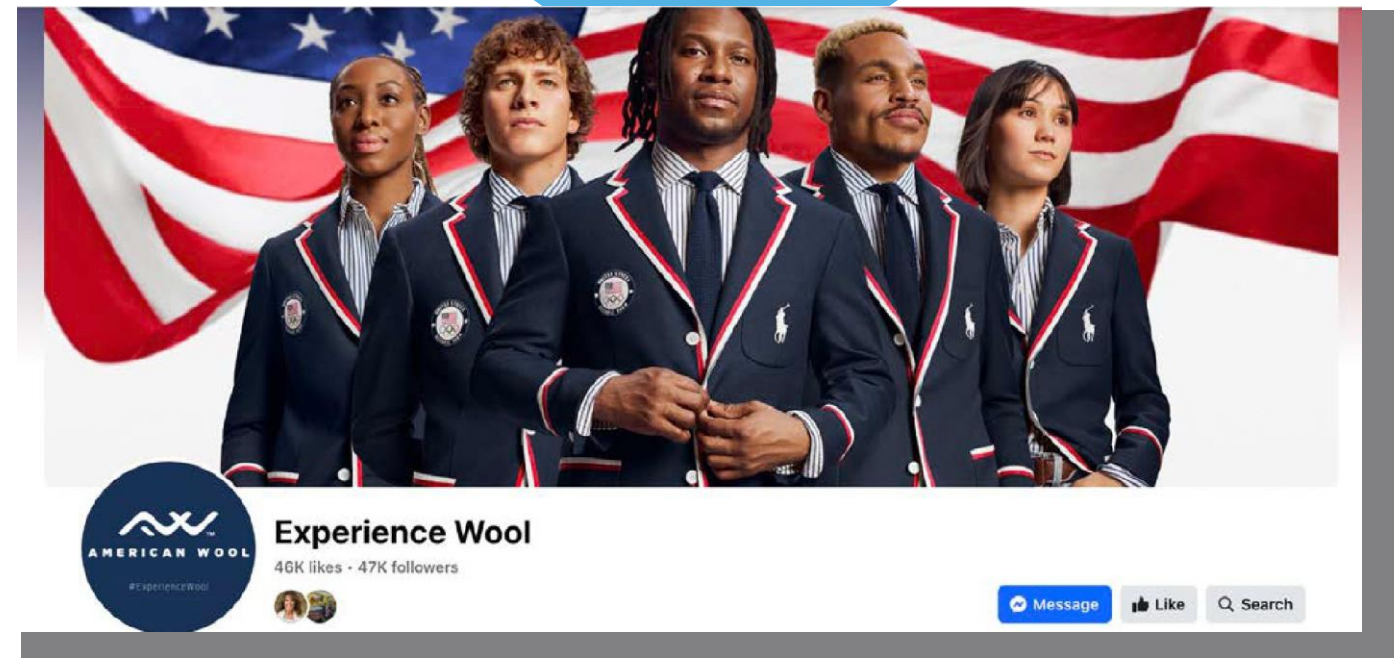
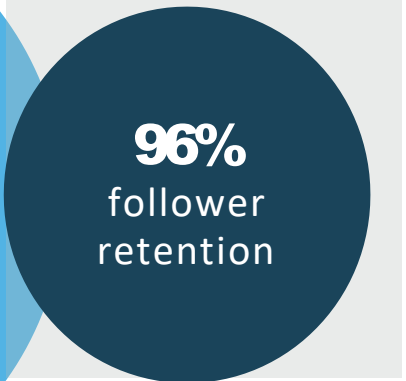
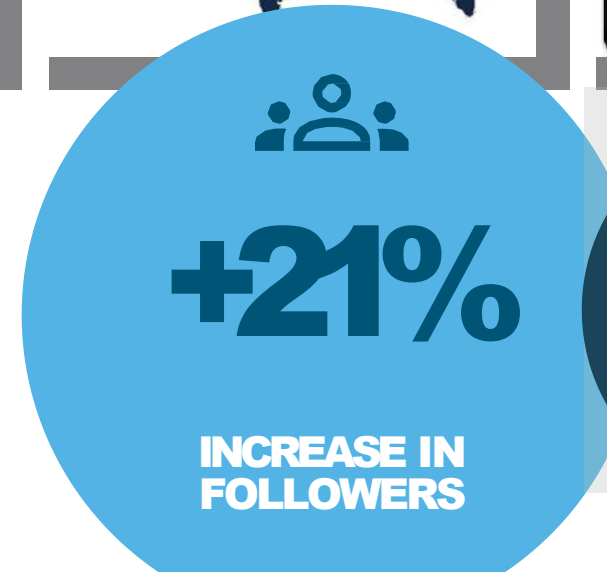
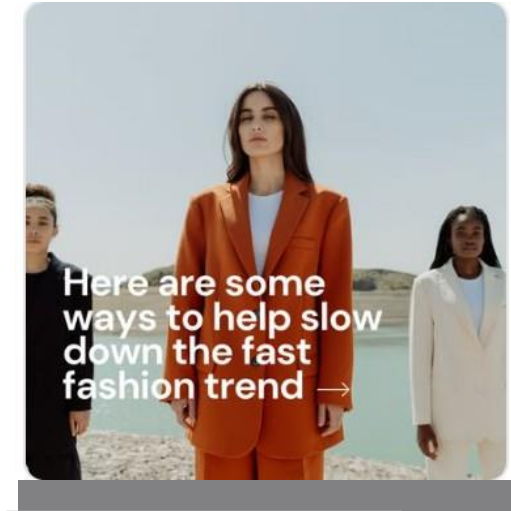




## #2 CULTIVATING RELATIONSHIPS

Strengthen trust with existing followers and building and loyalty with new by actively engaging with followers and leveraging our understanding of the consumer market to recruit new evangelists.

- Expand our partnerships and celebrate brands that chose to use American Wool.
- Launch targeted campaigns to reach new audiences, emphasizing wool's eco-friendly benefits and versatile applications.





# Where We Went / Top Performing Posts of 2024

**30%**  
of all posts had  
an engagement rate >6%

**Experience Wool**  
December 5, 2024 · 🌐

Wool is 100% biodegradable because it's a natural fiber, just like the hair on your head. When it's no longer needed, wool breaks down quickly in the soil, turning into nutrients that help the earth. Unlike synthetic fabrics that can stick around for years, wool leaves no trace, making it a truly eco-friendly choice.

Ready to start shopping wool? Head to our Shop page: [americanwool.org/shop](https://americanwool.org/shop)

#experiencewool



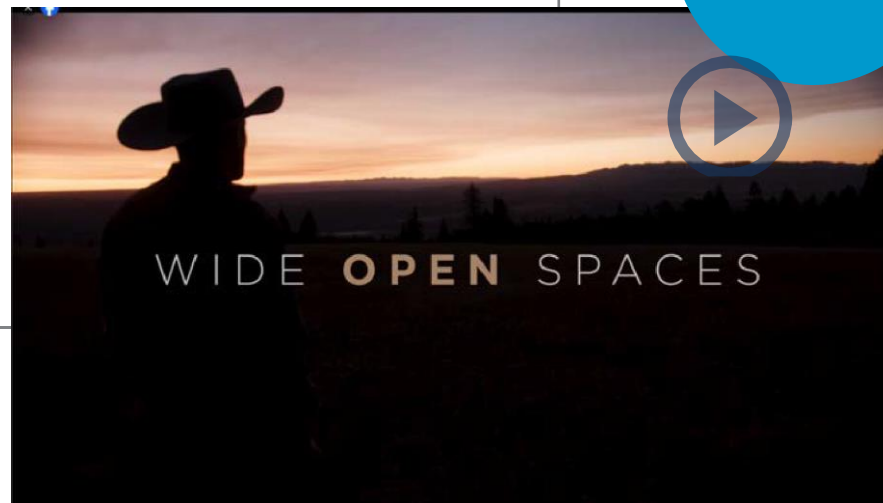
**Experience Wool**  
February 15, 2024 · 🌐

If you've ever wondered how Livestock Guardian Dogs get rid of predators using just their brains, check out this clip from **National Geographic TV** which shows guard dogs stopping a puma from hunting sheep in the pitch black Patagonian mountains, <https://cdn.jwplayer.com/previews/4vXCpJY>

#experiencewool

**14%**  
engagement  
rate

**65,000**  
video views on  
Facebook



**42%**  
Engagement on  
Facebook w/  
160 comments



### #3 DIVERSE CONTENT & CROSS-PROMOTION

Leverage our content buckets and deep consumer insights to foster stronger relationships with our audience while building new layers of trust and connection through a variety of tailored content that is culturally relevant.

- Incorporate short-form content such as styling tips or quick wool facts with long-form educational resources, and focus on visual storytelling through high-quality images and videos.
- Use social media to drive traffic to the website by offering exclusive resources like in-depth guides, wool care tips, and product recommendations.





## Long-format content hooks build AWC brand authority;

- Boosts SEO
- Reinforces our brand promise
- Assists consideration goals
- Encourages backlinking
- Sharable content


#1 performing Blog post

**Experience Wool**  
November 26, 2024 · 🌐

Navajo-Churro sheep are a dual-coated breed with a coarser outer coat and a softer inner coat. When both coats are spun together it creates a strong and lustrous yarn ideally suited to weaving blankets and rugs. It is also fabulous for knitting outerwear, similar to Lopli-style yarn.

Check out our blog to learn more about how Rainbow Fiber Co-Op, a Diné-led agricultural cooperative is working to preserve the present and future lifeways of Native pastoralists.

[#experiencewool](#)



AMERICANWOOL.ORG  
**The Rainbow People and The First Sheep**  
How the Rainbow Fiber Co-Op is protecting the culture surrounding the Navajo-Churro sheep ...


**Experience Wool**  
August 30, 2024 · 🌐

For those unfamiliar with fashion, the Met Gala is the Super Bowl of style—a red carpet graced by A-list actors, musicians, athletes, and the crème de la crème of high society, all to support The Metropolitan Museum of Art's Costume Institute.

For five consecutive years, designer Katya Ekimian brought American wool to the forefront, crafting stunning gowns that took center stage at this legendary event. Discover her journey and the timeless beauty of American wool in our latest blog.

Read more: [americanwool.org/unveiling-tomorrows-icons-katya-ekimian](https://americanwool.org/unveiling-tomorrows-icons-katya-ekimian)

[#experiencewool](#)  
[@katyaekimian](#)



On the Blog  
FROM FASHION STUDENT TO THE MET GALA'S RED CARPET

**Experience Wool**  
September 26, 2024 · 🌐


It's just this simple: sheep grazing is proving to be more economical, reliable, and ecologically beneficial when it comes to controlling vegetation and dust on solar sites. Save the fossil-fuel-powered mowers and chemical herbicides for another day.

Check out our story on conserving working landscapes and how solar grazing (a method of vegetation control around solar panels) helps to:

- 🌿 Mitigate wildfires
- 🗑️ Eliminate unnecessary chemicals, and
- 🔋 Reduce damage to the solar panel infrastructure

Full story: <https://www.americanwool.org/solar-grazing/>

[#experiencewool](#)




On the Blog  
WOOLY WEEDERS

**Experience Wool**  
February 23, 2024 · 🌐

Check out this behind-the-scenes tour of 150-year old **Bollman Hat Company**. From catwalks to tunnels, America's oldest hat factory has a surprise around almost every corner you turn. Thanks for the tour **HYPEBEAST**.

[#experiencewool](#)




**Experience Wool**  
February 15, 2024 · 🌐

If you've ever wondered how Livestock Guardian Dogs get rid of predators using just their bark, check out this clip from **National Geographic TV** which shows guard dogs stopping a puma from hunting sheep in the pitch black Patagonian mountains.

<https://cdn.jwplayer.com/previews/4vXC0PJY>

[#experiencewool](#)



Boost this post to get more reach for Experience Wool. [Boost post](#)

👍👎🗨️ 105      12 comments 166 shares





# USHERING CONSUMERS INTO THE PURCHASING CYCLE

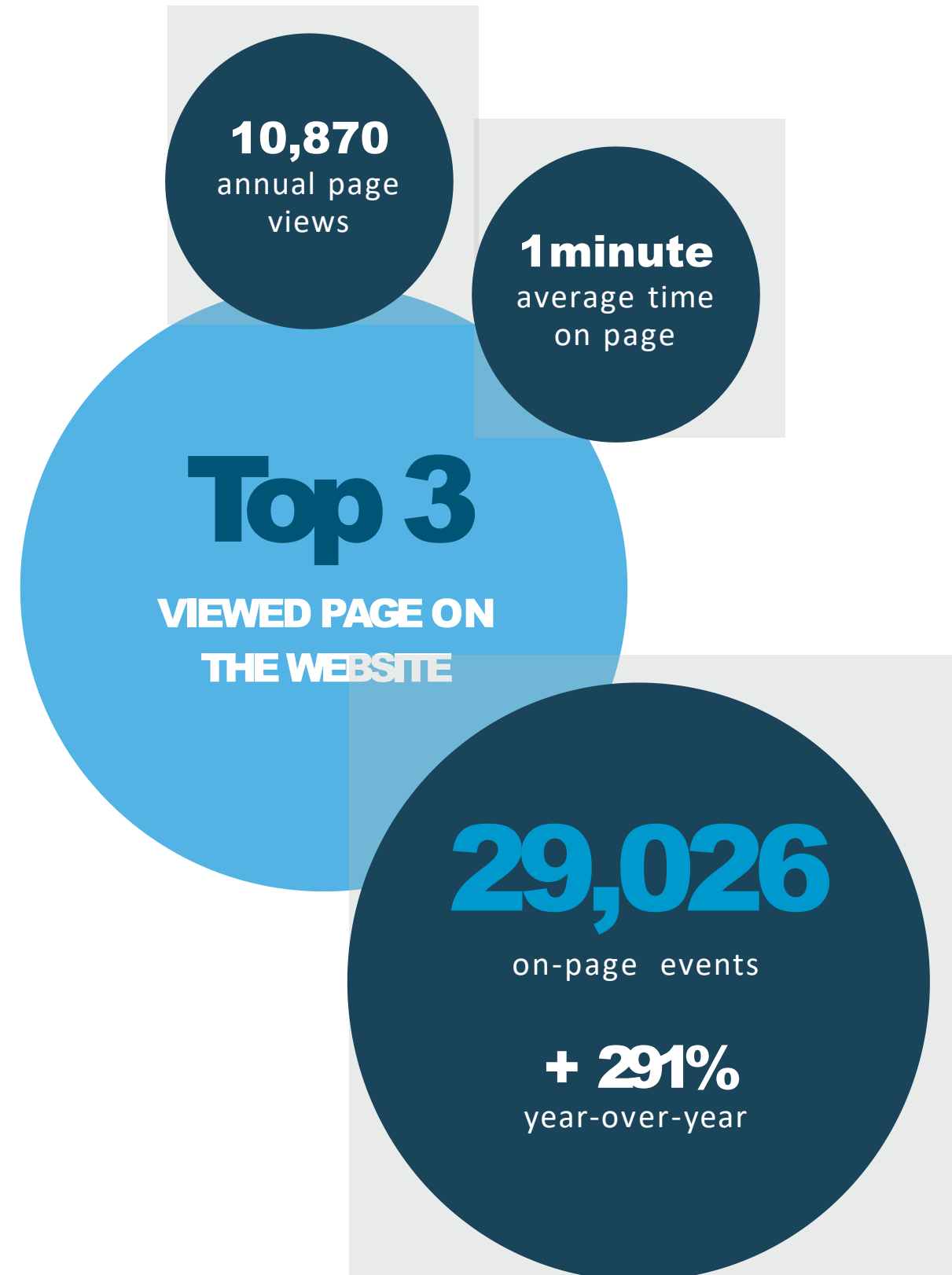


### #3 RE-IMAGINING THE SHOP EXPERIENCE

Improve the user experience on the American Wool website by restructuring and redesigning the shop page to introduce new consumer shopping categories and expand wool purchasing outlets, providing global consumers with greater access to American wool products.

#### Key Features:

- Intuitive Navigation
- Scan and Engage Design
- High-Quality Company Logos & Visuals
- Comprehensive American Wool Brand List
- Promotes American Wool Certification Program
- Advanced Sorting Options
- Encourages Additional Discovery



## Shop American Wool

Start your journey to quality here.

Uncover brands that embody the spirit of American craftsmanship through their commitment to using premium, homegrown wool. Whether you're seeking durability, sustainability, or simply the best in natural fibers, our curated list connects you directly to the makers who share your values. Start your journey to quality here.



## Brands

Clear All Filters Showing 64 brands

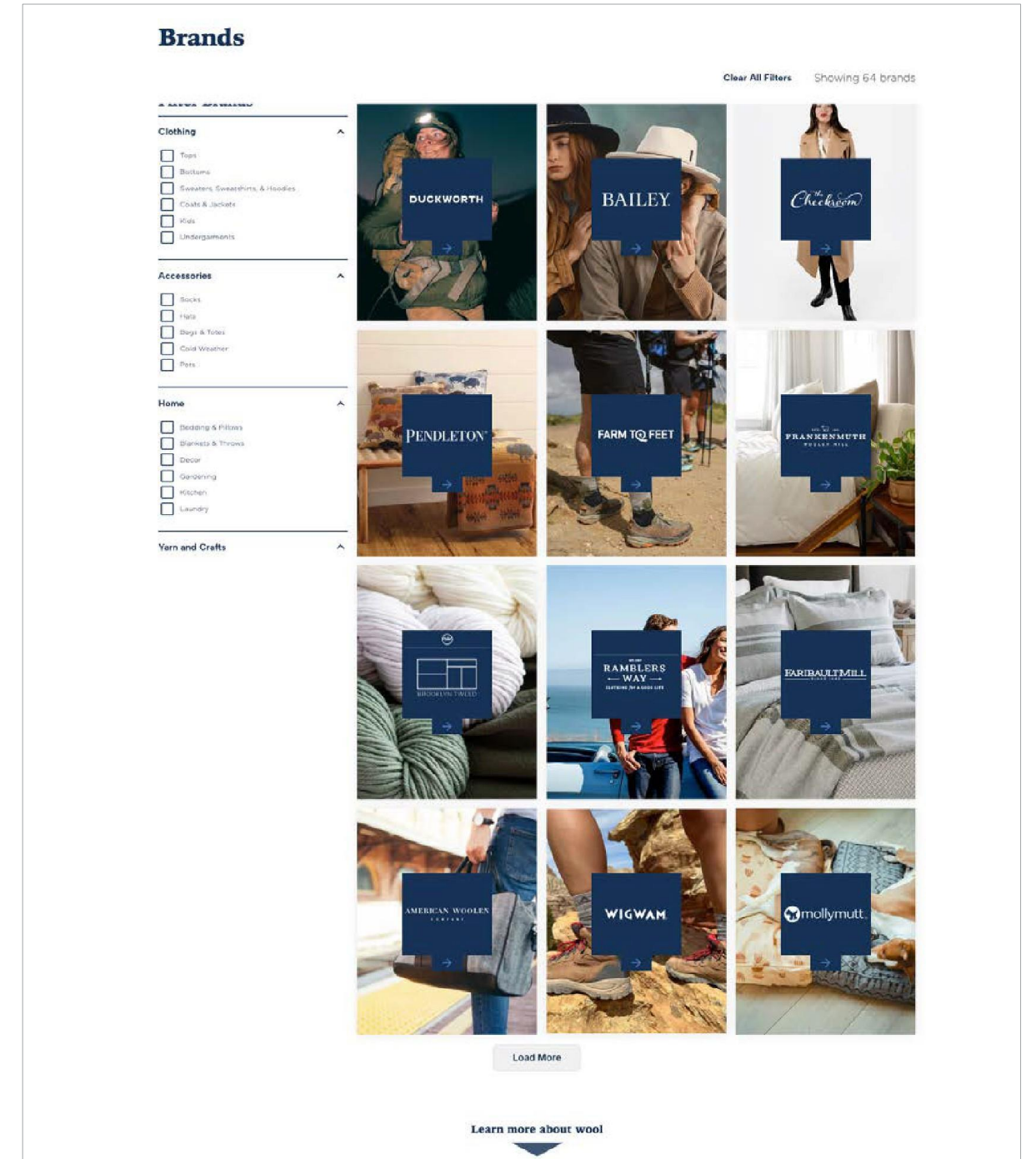
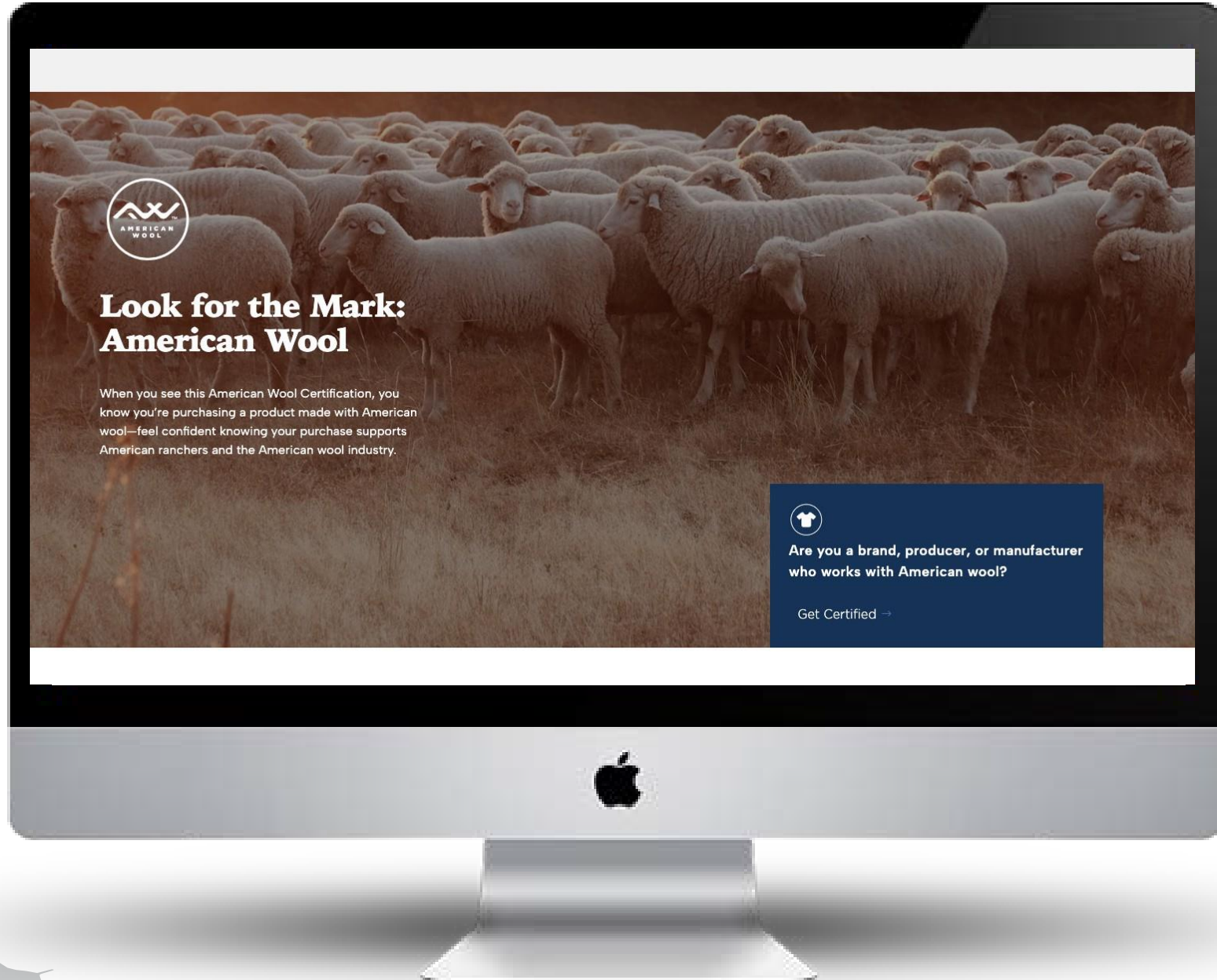
### Filter Brands

#### Clothing

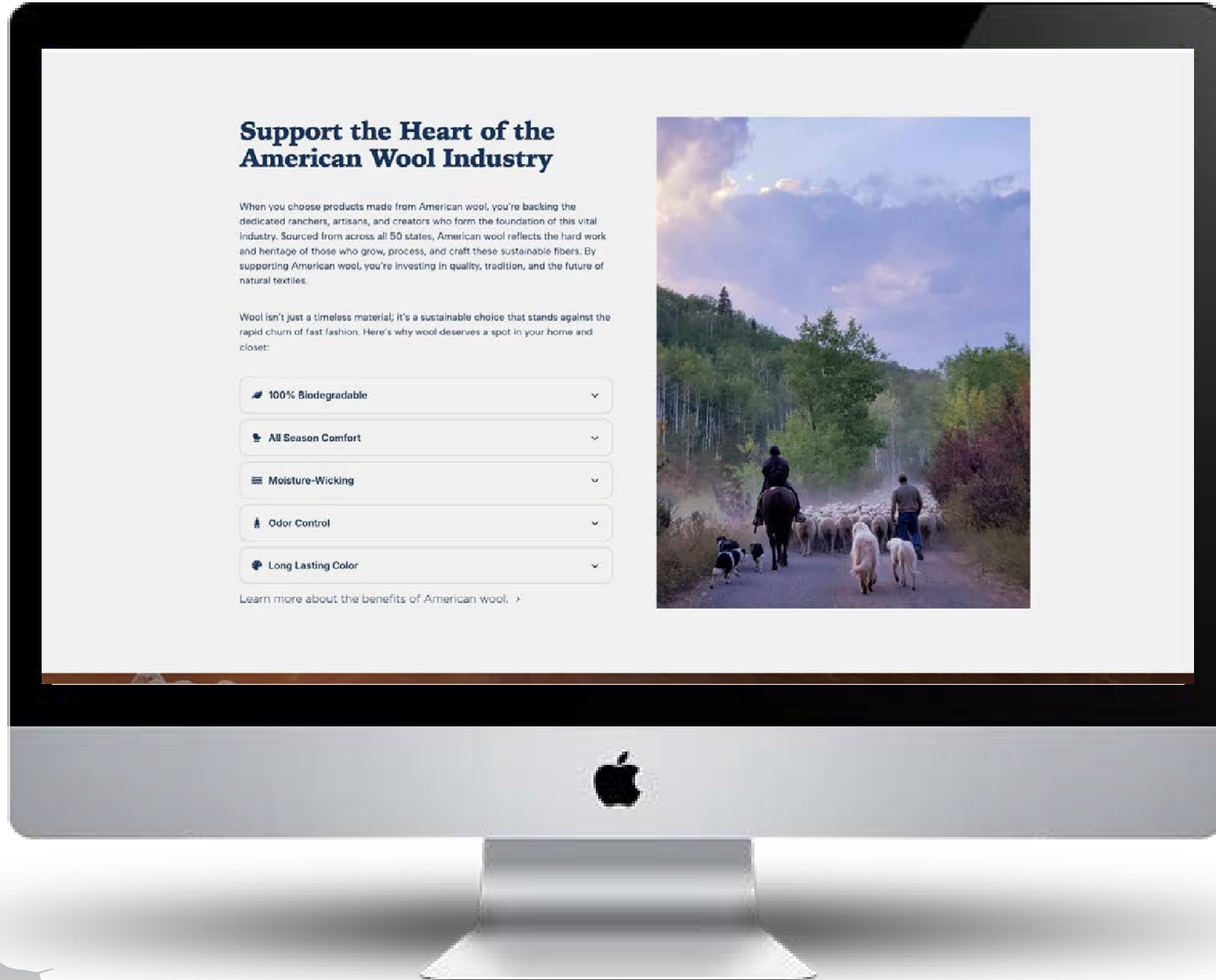
- Tops
- Bottoms
- Sweaters, Sweatshirts, & Hoodies
- Coats & Jackets
- Kids











## Discover More

Curious about why wool is the ultimate choice for comfort, style, and sustainability? Dive into our blog to explore articles that highlight wool's versatility, its eco-friendly benefits, and how it provides year-round comfort without contributing to landfills.



Caring for Wool at Home

[Discover More](#)



Journey to the Met Gala

[Discover More](#)



Slow Fashion vs. Fast Fashion

[Discover More](#)



Why Fashion Designers Love Working with Wool

[Discover More](#)



Men's Fashion

[Discover More](#)



Wool in the Garden

[Discover More](#)



**Holiday GIFT GUIDE** **SAVE 15%**

ONLINE AUCTIONS  
2<sup>nd</sup> Wednesday of Every Month  
Private Treaty Sales 365 Days A Year

Jan. 10 Cutoff Date Dec. 27	Feb. 14 Cutoff Date Jan. 31	Mar. 13 Cutoff Date Feb. 28	Apr. 10 Cutoff Date Mar. 27	May. 8 Cutoff Date Apr. 24	Jun. 12 Cutoff Date May. 29	Jul. 10 Cutoff Date Jun. 26	Aug. 14 Cutoff Date Jul. 31	
Sept. 11 Cutoff Date Aug. 28	Oct. 9 Cutoff Date Sept. 25	Nov. 13 Cutoff Date Oct. 30	Dec. 11 Cutoff Date Nov. 27					

just a preview

View the entire gift guide online:  
[americanwool.org/gifts](http://americanwool.org/gifts)

**LivestockMarket**  
www.LivestockMarket.com 844-775-4762 402-479-2171

Print Spread - November 2024

**Happy Shopping!**

[americanwool.org/gifts](http://americanwool.org/gifts)

**SANCTUARY ESSENTIALS**

Featuring eco-friendly woolen blankets and soft, breathable socks, these gifts are perfect for nurturing a love of comfort and nature. Ideal for kids who appreciate the cozy touch of natural materials with parents who value sustainable, long-lasting choices.

**F LOGO WOOL THROW**

By Fairbairn Mill  
Use code AMERICANWOOL for 15% off this item.

SHOP NOW

**JUST FOR KIDS**

Featuring eco-friendly woolen blankets and soft, breathable socks, these gifts are perfect for nurturing a love of comfort and nature. Ideal for kids who appreciate the cozy touch of natural materials with parents who value sustainable, long-lasting choices.

**CROWN OF WOOL**

By Gum Tree

SHOP NOW

experiencewool

3/4

**We've secured a special 15% off deal for many of the items in our Gift Guide.**

**Just use the promo code: AMERICANWOOL on qualifying purchases!**

144 11

**213,000**

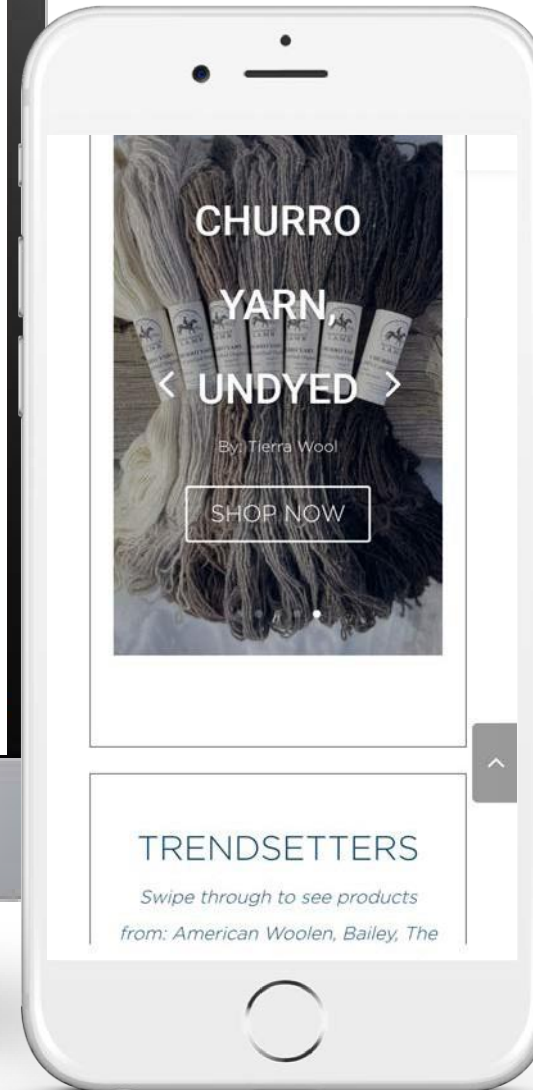
**TOTAL REACH**

**IN 45 DAYS**

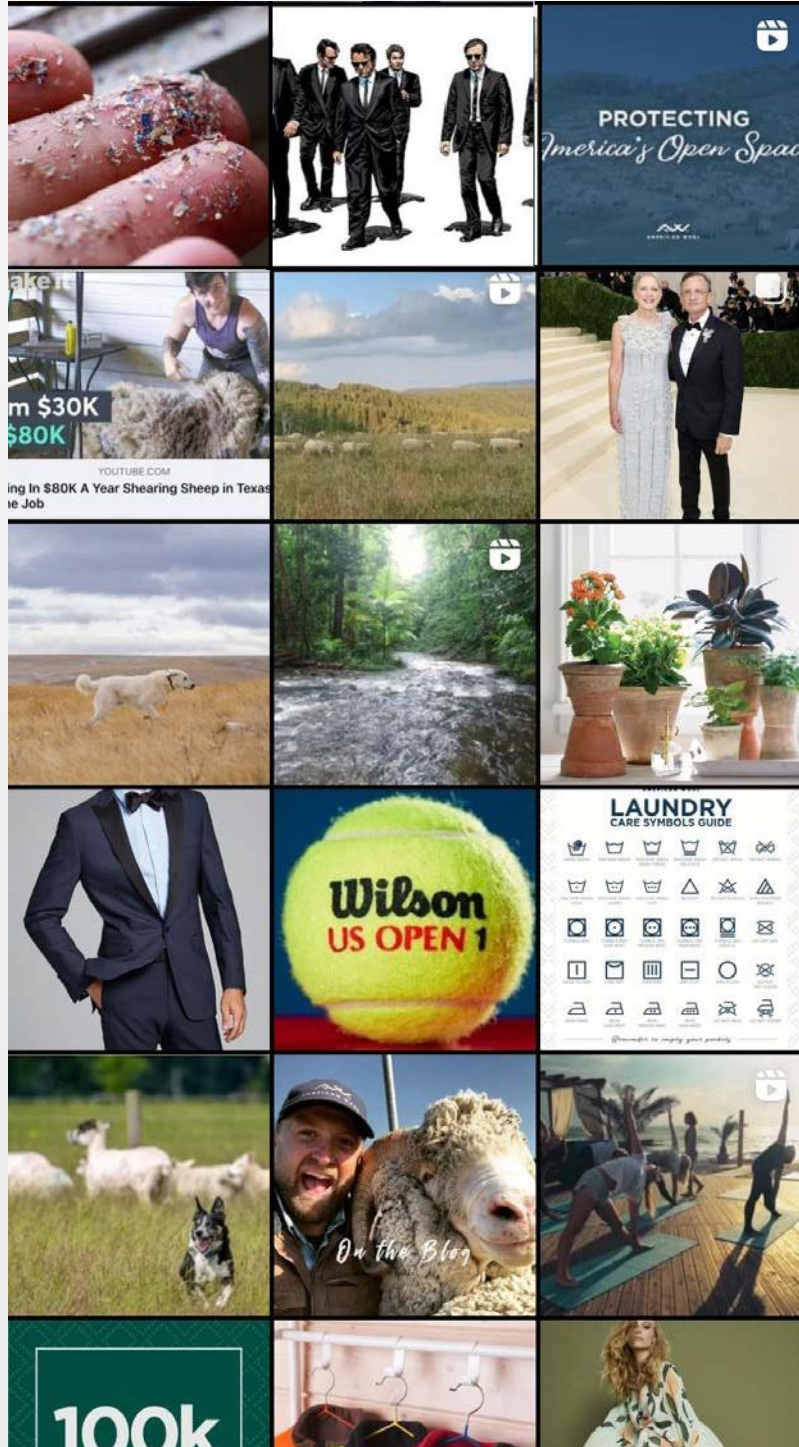
**8.9%**

organic social engagement rate



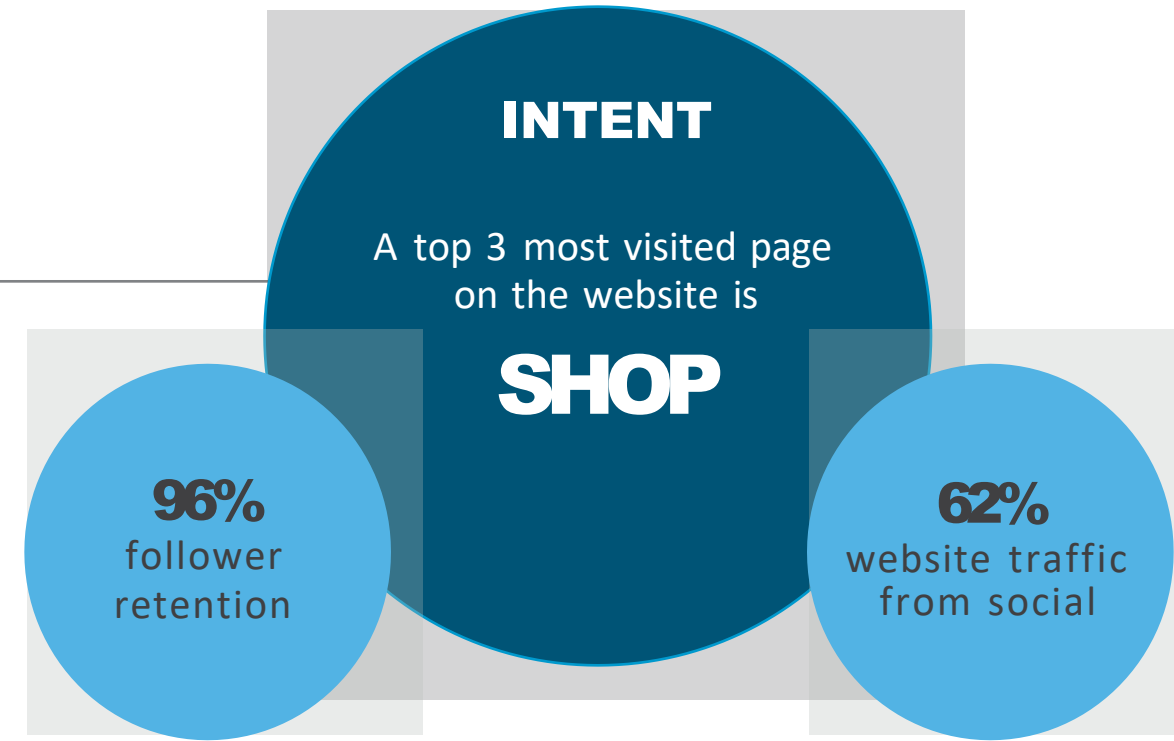






LISTENING, TUNING, AND EXPANDING  
**EACH YEAR WE SCULPT A STRONGER**  
**GLOBAL BRAND PRESENCE**

	2024	2023	2019	All Time Change
<b>Awareness</b> followers	<b>62,582</b>	51,574	7,376	737%
<b>Engagement</b> average across channels	<b>11%</b>	2.9%	.07%	+50%
<b>Consideration</b> annual website traffic	<b>93,000</b>	76,896	8,091	1,049%



Follow, Like, Share, Comment,  
and Engage with **@experiencewool**  
**#experiencewool**







**Get Back  
Here Dog**



**AMERICAN WOOL**

## **GLOBAL BRAND IMPACT**

Driving demand and global influence for American Wool brands