

Case Study: Capiness Recycled Medical Caps



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Client Overview

Capiness, a bold new artist working with recycled medical vial caps, faced a unique marketing challenge: how to position and promote a medium that's unfamiliar, highly niche, and easily misunderstood. While the work is visually stunning and rich with deeper commentary on health, waste, and renewal, potential buyers—particularly interior designers and collectors—needed context to appreciate its significance.

The Challenge

Traditional art marketing strategies fell flat, and early outreach struggled to connect with an audience that could value both the aesthetic and the story behind the materials. The challenge was to build awareness, credibility, and curiosity around a medium that doesn't fit neatly into conventional categories.

Our Solution

Social Media Marketing (Instagram, Facebook, LinkedIn, Pinterest)

We built a tailored, platform-specific strategy:

- Instagram: Focused on visual storytelling with bite-sized prompts, daily reminders, and serene imagery designed for saves and shares.

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- Facebook: Repurposed IG content with added long-form captions for a slower-paced, thoughtful audience.
- LinkedIn: Positioned Capiness as a thought leader in mental wellness with professional tone posts, founder storytelling, and work-life journaling tips.
- Pinterest: Created keyword-rich pins tied to journaling prompts, self-care routines, and seasonal mental health themes.

Results:

- 2x increase in follower count across IG within 4 months
- Pinterest impressions increased by 4.5x due to optimized pin designs and hashtags
- 25+ inbound DMs per month from Instagram asking about journals, workshops, or personal growth

Journal Article Submissions (Thought Leadership)

To elevate Capiness beyond just product marketing, we submitted and ghostwrote original articles for:

- Wellness blogs and self-development publications
- Psychology and lifestyle journals
- Guest posts on platforms like Medium and LinkedIn Articles

These pieces:

- Positioned the brand as an authority on emotional well-being and daily practice
- Created SEO-friendly backlinks for long-term organic discovery
- Generated new traffic streams from niche mental health communities

The WhichMat Podcast

- To humanize the brand and bring value beyond the app, we launched a podcast featuring BJJ competitors, coaches, and community voices.
- Results:
 - 1,000+ downloads within the first 5 episodes
 - Shared widely by guests and their teams

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- Reinforced WhichMat's image as "for the community, by the community"

Results

By combining strong visuals, meaningful content, and multi-channel engagement, we helped Capiness transition from a beautiful but hidden gem into a wellness brand with presence, trust, and momentum.

- Significant organic growth on Instagram and Pinterest
- Email leads converted to loyal, repeat customers
- Journal content featured across respected wellness blogs