

MARKETING & BRAND DEVELOPMENT FOR



Marketing Expertise in Action:
Elevating ThinkFun Through
Strategic Campaigns & Dynamic
Engagement

Get to Know ThinkFun!

ThinkFun is a leading toy and game brand known for creating innovative, educational, and engaging products that inspire learning through play. Renowned for their focus on STEM, critical thinking, and problem-solving, ThinkFun's games like Gravity Maze and Word A Round captivate minds of all ages.

K. Alexandria Marketing Agency has collaborated with ThinkFun to amplify their marketing efforts, crafting compelling social media campaigns and creating content that highlights their commitment to fun and learning. Through storytelling and strategic outreach, we've helped showcase how ThinkFun's products make education exciting and accessible.

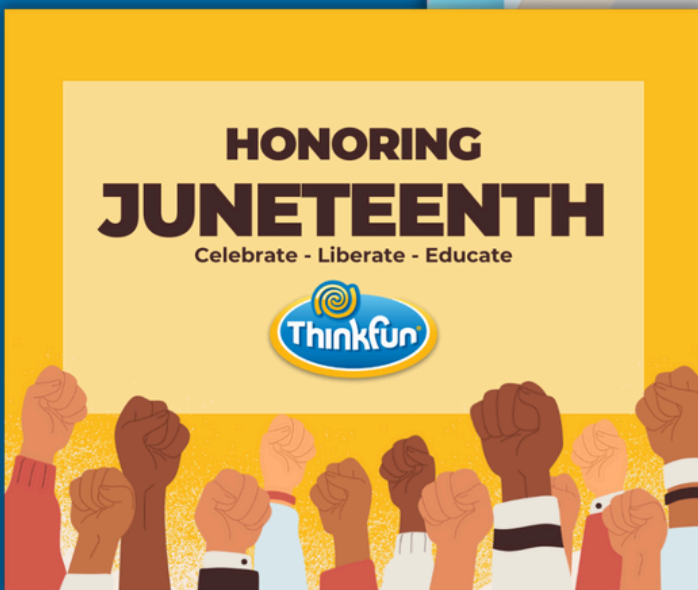
ThinkFun continues to be a trusted name for parents, educators, and families looking for meaningful play experiences.

GRAPHIC DESIGN

Highlighting creativity and visual storytelling, our agency designed eye-catching graphics for ThinkFun's social media platforms, email campaigns, and promotional materials.


These designs drove brand awareness, enhanced engagement, and aligned with ThinkFun's mission to make learning fun and interactive.

META Platform Graphics



EMAIL MARKETING

Our agency created and facilitated captivating email campaigns that showcased ThinkFun's products, promotions, and events, reaching more than 30,000 email subscribers. Through the use of engaging copy and appealing visual designs, we contributed to enhancing customer retention and boosting product awareness.



Email Marketing Assets



Gaming on the Go!

Learn Through Play all Summer Long!



Help Kids Develop Language and Matching Skills

with

Zingo!



SOCIAL MEDIA MARKETING

@ThinkFun - all platforms

Our social media management strategy included, curating and executing content strategies for ThinkFun that drove engagement, showcased product benefits, and built community.

Our work included planning content calendars, crafting posts, monitoring performance, and interacting with audiences on Facebook, Instagram, X, and YouTube.

Key Performance Highlights

Overall Growth (Instagram)

- Follower Increase: +20% (from 19k to 22k across platforms).
- Engagement Rate: Improved from 3.5% to 6.2%.

Post Reach (Facebook)

Increased by 64% (1.5k impressions in February to 14.2k in November).

Content Strategies that Worked:

- Video demos and how-to-pay content performed 3x better than static posts.
- Influencer collaborations generated significant follower and engagement boosts.

Conclusion

In just nine months, ThinkFun's social media presence experienced remarkable growth in followers, engagement, and conversions. Leveraging creative content and strategic campaigns solidified the brand's reputation as a leader in educational gaming.