



Replacing a Full-Time Hire with a Fractional Social Media Team

How Noah Social stabilized Kencko's social presence, increased output, and kept momentum moving — without rushing the wrong hire.

 ORGANIC SOCIAL

 SHORT-FORM VIDEO

 TREND EXECUTION

Team Turnover Meets High Expectations

Kencko is a well-known consumer brand with strong retail distribution across Target, Walmart, CVS, Kroger, and more. Social media plays a critical role in brand awareness – especially short-form video content that drives discovery and purchase intent across digital channels.

When Kencko hired Noah Social, they weren't unhappy with their social strategy. They were navigating a sudden and disruptive challenge: **team turnover**. Their full-time Social Media Manager had recently left, creating immediate pressure across the business and threatening to derail months of momentum.

The departure wasn't just an HR issue — it was a strategic vulnerability. Without consistent content, their brand presence would fade. Without trend execution, competitors would gain ground. Without stability, the entire marketing organization would feel the ripple effects.

Retail Footprint

Target, Walmart, CVS, Kroger
nationwide

Content Priority

Short-form video and trend-forward
execution

The Crisis

Social Media Manager departure
created immediate gaps

The Risk of Rushing the Wrong Solution

The departure created a ripple effect that extended far beyond one empty desk. The pressure was mounting from every direction, and the stakes were higher than most leadership teams anticipated.



Scrambling Internally

The team was rushing to fill the role while managing day-to-day operations, creating stress across marketing leadership and putting additional burden on already-stretched resources.



Content Gaps Emerging

Concerned about maintaining consistent posting schedules and brand presence, with TikTok remaining completely dormant and Instagram falling behind competitor benchmarks.



Brand Consistency at Risk

Worried about maintaining voice, visual identity, and strategic messaging without dedicated social leadership to guide execution and quality control.

At the same time, they recognized the limitations of traditional solutions. They didn't want to rush another full-time hire and risk repeating the cycle. They wanted less commitment than an \$80,000/year role plus benefits, health insurance, equity, and onboarding costs. They needed to reduce the risk of another turnover event disrupting operations again.

Most importantly, they needed **more output and faster trend execution than one person could realistically handle** — even an exceptional hire. The modern social landscape demands team-level capacity, not individual heroics. They needed stability without locking themselves into the wrong long-term decision.

A Fractional Team with Enterprise-Level Execution



Kencko chose to work with Noah Social as a **fractional social media team**, rather than replacing one employee with another. This wasn't a compromise — it was a strategic upgrade that fundamentally changed their capacity and velocity.

This approach allowed them to maintain momentum without missing a beat, increase output beyond what any single hire could deliver, move faster on trends with team-level resources, spend less than a full-time salary while getting more coverage, and buy time to hire intentionally in the future when the right candidate emerged.



Immediate Stability

Seamless transition with no content gaps or strategic disruption



Increased Capacity

Team-level output across multiple platforms and content types



Faster Execution

Rapid trend adoption without bottlenecks or approval delays



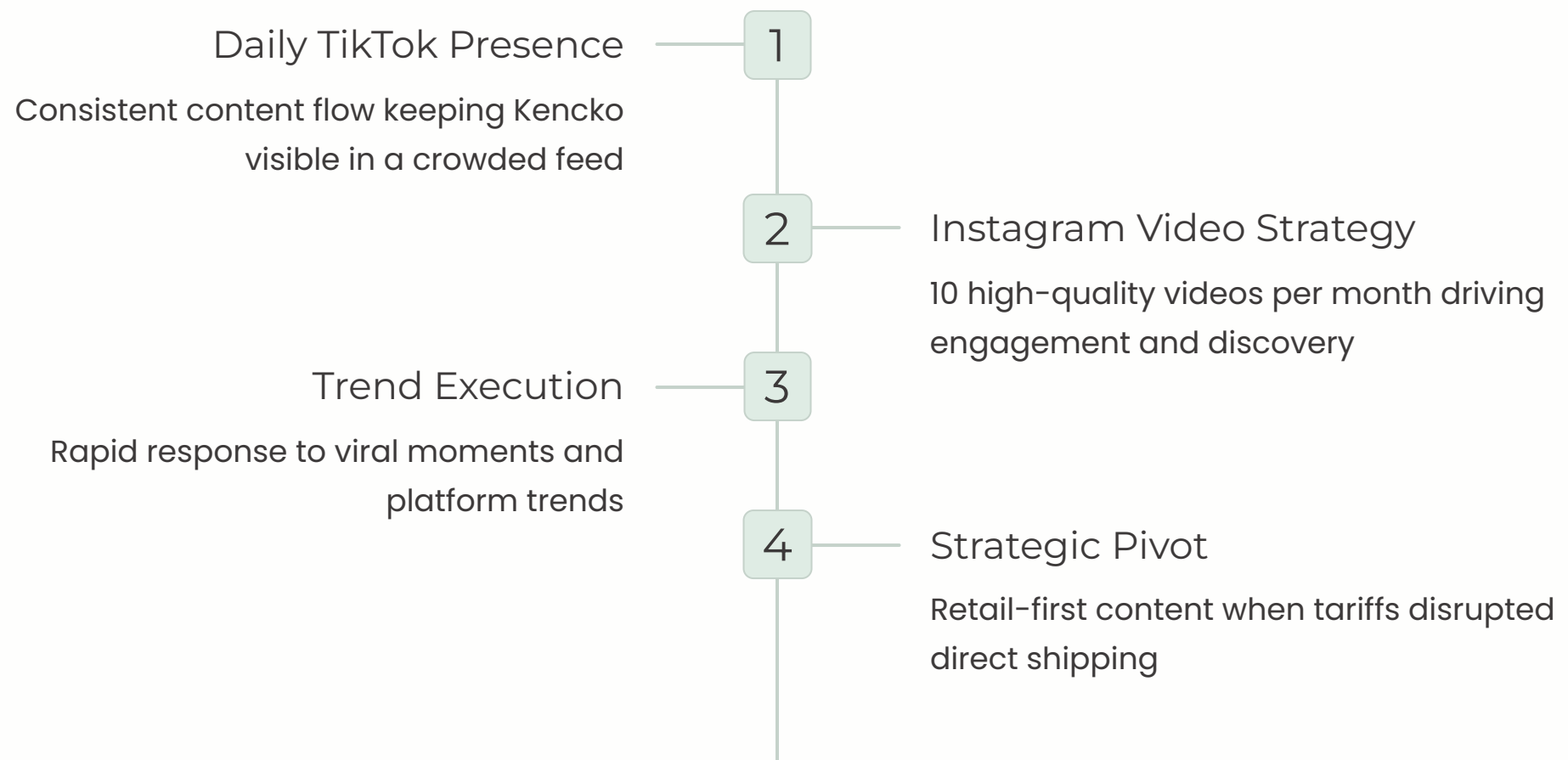
Cost Efficiency

Enterprise execution at a fraction of full-time hiring costs

Noah Social stepped in as Kencko's interim solution with enterprise-level execution, bringing specialized expertise, proven systems, and the flexibility to scale up or down based on business needs.

Speed, Trust, and Strategic Adaptability

Noah Social managed daily TikTok content, 10 Instagram videos per month, trend-forward short-form video strategy, light-touch approvals that respected Kencko's time, and fast execution with high trust between teams. The partnership is intentionally hands-off for Kencko — they trust Noah Social to move quickly, especially on trends that can't wait for long review cycles or committee decisions.



The External Challenge

Mid-partnership, Kencko faced an unexpected external challenge: **tariffs affecting direct shipping**. Many brands would have panicked or frozen their content strategy. Instead, Noah Social pivoted immediately.

Rather than slowing content production or waiting for new direction, the strategy shifted to retail-first brand awareness — showing customers exactly where to find Kencko in stores near them.

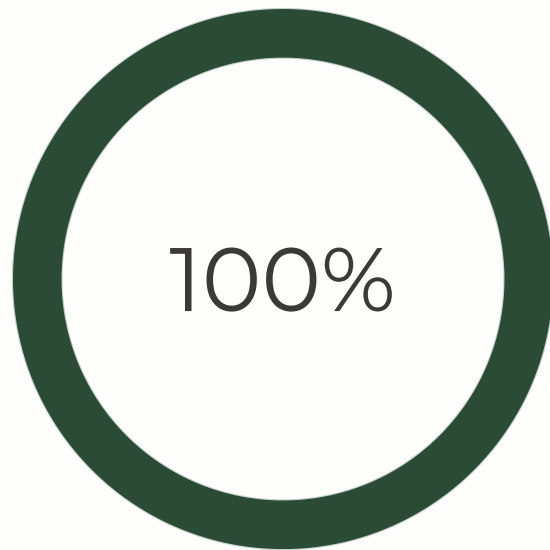
The Strategic Response

The content strategy evolved to emphasize in-store content at Target, Walmart, CVS, and more retail partners, showing customers where to buy Kencko rather than just what it is, and maintaining momentum during a period that could have derailed growth.

This adaptability ensured social continued supporting business priorities, even under external constraints that would have paralyzed traditional teams.

Stability Now. Momentum for What's Next.

Just four months into the partnership, Kencko is already seeing transformative results. While long-term social growth typically begins compounding around the six-month mark, the foundational wins are undeniable — and they're setting the stage for exponential growth ahead.

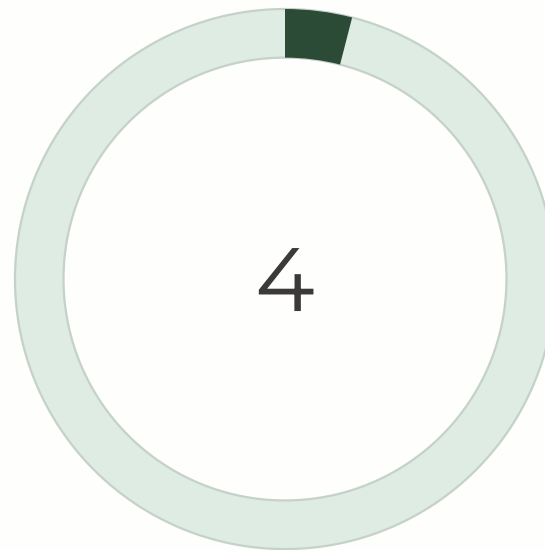


Posting Consistency

More consistent than ever before
across all platforms

Significantly Stronger TikTok Presence

From dormant to consistently
active, capturing attention in the
platform's most competitive
space for consumer brands

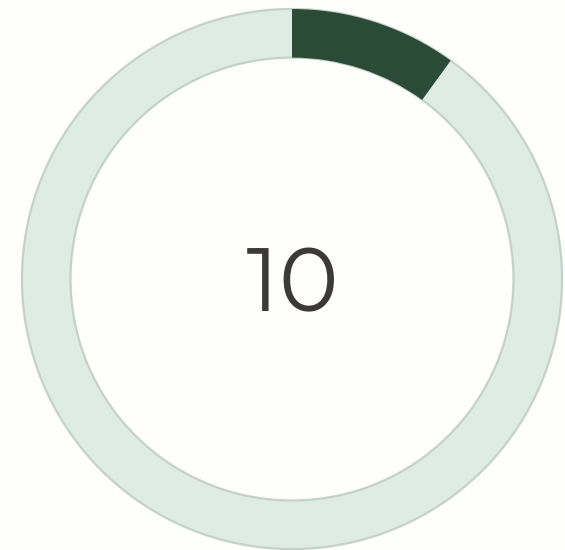


Months In

Already seeing measurable
impact on brand presence

Retail-Based Content Strategy

Increased brand awareness
through in-store content that
drives purchase intent at the point
of sale



Videos Monthly

Instagram video output driving
discovery and engagement

Faster Trend Adoption

Capturing viral moments and
cultural relevance that one-
person teams consistently miss

Perhaps most importantly: **clear confidence that social media is "handled"**. The leadership team no longer worries about content calendars, posting schedules, or whether they're keeping pace with competitors. They're focused on broader business priorities while social media runs smoothly in the background.

This consistency is already laying the groundwork for longer-term growth. Audience building compounds over time — and Kencko is now positioned to capture that momentum rather than starting from zero with each new hire.

Why Kencko Is Still a Client

Kencko stays because Noah Social takes a significant load off their team. It's not just about content production — it's about **mental bandwidth, strategic confidence, and operational stability**.

They trust the execution completely, knowing that trends will be captured, content will ship on time, and quality will remain consistent. They don't worry about content gaps, platform algorithm changes, or whether their brand is showing up when it matters. They don't have to think about social media day-to-day, freeing leadership to focus on product development, retail partnerships, and long-term growth initiatives.

Instead of one person managing everything — strategy, creation, editing, posting, analytics, trend monitoring, and crisis response — they get a full team with specialized roles, dedicated expertise, and enterprise-level systems. All without the overhead, risk, or long-term commitment of a rushed hire.

Trust the Execution

Confidence in quality, consistency, and strategic alignment

Zero Daily Worry

Content handled without constant oversight or micromanagement

Full Team Capacity

Specialized roles vs. one person wearing every hat

Flexible Partnership

Scale up, down, or transition when the time is right

The fractional model gives Kencko something that traditional hiring can't: **flexibility without sacrifice**. They're not locked into a multi-year commitment. They're not hoping a single hire can handle every platform, trend, and crisis. They're working with a team that's already proven it can deliver — and they can adjust the partnership as their needs evolve.

The Takeaway



Fractional Doesn't Mean Temporary

It means flexible, fast, and built for modern brands that need results without rigidity or long-term risk.



Results Over Resumes

Team-level execution beats individual heroics every time, especially in the fast-moving world of social media.



Stability Without Sacrifice

Get enterprise-level consistency and strategic adaptability without the overhead of full-time hiring.

Kencko's story isn't unique, it's increasingly common. Consumer brands are realizing that the traditional hiring model doesn't match the pace, flexibility, or specialized expertise required to win on social media today. Team turnover, budget constraints, and the need for multi-platform excellence are pushing smart brands toward fractional partnerships.

The question isn't whether fractional teams can deliver enterprise-level results. **Kencko proves they can.** The question is whether your brand is ready to move faster, reduce risk, and scale smarter than your competitors without betting everything on a single hire.

Fractional means freedom. Freedom to adapt, to scale, and to focus on what matters most while experts handle the execution. That's not a temporary solution — that's the future of how modern brands build their social presence!

[Learn More About Noah Social](#)