

Case Study


A LOOK AT SWEATYBANDS.COM

Step One – Identifying Target Demographic

- ▶ We identified Sweaty Band's Target Customer Demographic as Women between the ages of 25 and 44. That put our target customer pool at approximately 45 million.
- ▶ We initially wanted to hyper target women in that age group who engaged in a more healthy, active lifestyle. But we also wanted to appeal to a broader female demographic focusing on a more SWEATY BANDS ARE FUN message.

Step Two – Create Engaging Website

"OMG...THEY DON'T SLIP!" * NON-SLIP PERFORMANCE HEADBANDS FOR WOMEN


Sweaty  Bands 10 YEARS

SHOP NEW ARRIVALS BEST SELLERS CUSTOMIZE BE

Help Log In Cart 0

\$10 OFF \$50
Celebrate all of April! Use code: DECADE.

SHOP



■ □ □ □

DRINK UP
by Rachel Voris

SHOP

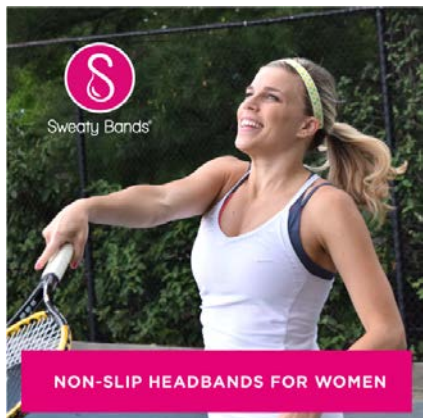
WEST COLLECTION
Only \$9 this week!

SHOP

Step Three – Create Brand Awareness

- ▶ Sweaty bands was a unique product concept. They had no competitors out there with a similar product line. Bad news is, no one knew what Sweaty Bands were.
- ▶ We engaged in an aggressive social media campaign across Facebook, Twitter, Instagram, Pinterest and Google Plus design to inform and attract.
- ▶ We simultaneously engaged in Paid advertising on Facebook and Instagram hypertargeting women between the ages of 25 and 44, with incomes of over \$30K per year and with an interest in an active lifestyle. We also ran display ads on various women's health and beauty magazines, i.e. Cosmopolitan, Elle, Allure, Self, Lifestyle, Women's Health, runnersworld, etc

Examples of Ads that were run



Results

- ▶ In the first month of the campaign, the website had approx. 1,500 new visitors.
- ▶ In the second month, it had 2,200.
- ▶ Total number of online sales in those 2 months = 22 only
- ▶ Total number of abandoned shopping carts = 301
- ▶ Total number of inquiries for additional information = 956. We had the email addresses for all 956 inquiries.

Step Four - Retargeting

- ▶ Now that we had a database of prospects to target, we engaged them thru aggressive email blast and retargeting campaigns across social media and display ad channels.
- ▶ We tried to make the offers that we were making more occasion specific, and not just offer a generic Call to Action.

Examples of Retargeting Ads Run



ST. PATTY'S DAY SALE

25%
OFF SITEWIDE

+
FREE SHIPPING ON
\$25

USE CODE:
GREENBEER

SHOP

A vibrant green advertisement for St. Patty's Day. It features a leprechaun character on a rainbow, a large green shamrock, and a 'SHOP' button.



PRESIDENT'S DAY SALE

25%
OFF SITEWIDE

+ FREE shipping
with \$25 purchase

use code: PRESIDENT

shop

A white advertisement for President's Day. It features a 'sale' banner, a hot air balloon with a heart, and a 'shop' button.

we're not
FOOLIN'
around



25%
off SITEWIDE

+
free SHIPPING
ON
\$25

code: FOOL2017

SHOP

A pink advertisement for 'Foolin' Around'. It features overlapping circles, a plus sign, and a 'SHOP' button.



Results of Retargeting Campaign

- ▶ In the third month, as a direct result of this retargeting campaign, the number of sales rose to 399.
- ▶ In the fourth month, the sales numbers rose to over 600.
- ▶ All the while, we kept on running the Step three display ads and adding more and more people to list of prospects we could retarget
- ▶ As Sweaty Bands started establishing themselves as the premier brand for women's head bands, we launched into step five.

Step Five – Organic Optimization and Paid Search Ads

- ▶ Now that there was considerable awareness among the target demographic, and according to our market research, an increased number of people had started actively searching for women's head bands or sweaty bands on search engines like Google, Yahoo and Bing, we engaged in Organic Optimization and Paid Search Advertising for the client, ensuring that any time someone searched for relevant search terms, Sweaty Bands came up front and center.
- ▶ We made sure that we were offering a uniform message across all platforms, i.e Social Media, Display Ads and Paid Ads.
- ▶ We also set up a Google Shopping Campaign for the client to take advantage of the increased interest among the Search Engine traffic to buy products online.

Where Sweaty Bands is Today

3.3K
KEYWORDS

12.1K
TRAFFIC

\$6.5K
TRAFFIC COST



Current Online Sales Statistics



Revenue
\$1,751,703.68

Tax
\$17,691.21

Shipping
\$86,159.67

Quantity
30060

What can we do for you?

- ▶ Let us Help you be the next Sweaty Bands!!