

# esigns Health & Wellness 2021 Case Study

360° Digital Marketing Strategy based on Full-time Retainer

### At a glance

How revenue and brand recognition skyrocketed with a 360° degree digital marketing strategy intended to grow social presence, sales-ready leads and online product revenue.

### **Key metrics**

The use of a top to bottom ecommerce paid advertising strategy, email marketing, lead generation, and social content strategy propelled this business to uncharted performance gains in 2021:

150% product revenue increase



20K organic social media follower increase

500% return on paid ads investment

### **CHALLENGES**

The "build it and they will come" mentality which once worked for this brand was proving no longer sustainable in a crowded digital world. By implementing a 360° degree holistic growth strategy for a popular Health & Wellness Company, we were able to increase revenue by 150% year on year, grow a pool of enthusiastic social ambassadors, inject a steady stream of sales-ready leads into their CRM, and grow organic engagement and follower base on social media; positioning this company as a trusted, industry-leading presence in Health & Wellness.

### SOLUTIONS





Social & Digital Paid Advertising

Email Marketing & Lead Generation

**Organic Social** Media Strategy



### Paid Advertising Strategy

Implemented a Top -> Bottom ads funnel strategy on Facebook and Google to attract, engage and convert customers. We leveraged video content, free webinars and retargetting ads to increase revenue to 1.3M in Q1-Q3 2021 with over 500% average return on all paid ads.

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### New Subscription Service Launch

We brought to market a new subscription service as a second revenue stream for the business that accumulated \$285K worth of subscriptions in the first year. We are on track to increase subscription revenue by 100% year-over-year.

### **Organic Social Strategy**

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We grew the social community by over 20K organic followers in the previous year by leveraging user generated content, identifying and producing high performance content types, introducing more video content, and holding secret sales and giveaways.

**Digital Marketing Services** www.SwitchItUpDesigns.com



### **E-COMMERCE & PAID ADVERTISING**

#### Source: Google Analytics

Increased Q1-Q3 revenue from \$500K to \$1.3M in one year, while increasing average order value by 150% in one year. This increase is attributed to our paid ads strategy, email marketing, and sales like our 24 hour "secret sale" campaign which brought in \$170K additional revenue for the business in 24 hours. This revenue does not include the subscription service, which is an additional \$285K for the year totaling \$1.6M for 2021's Q1-Q3 revenue.

Revenue & Conversion Rate	Transactions
Revenue	Avg. Order Value
150.44%	150.23%
\$1,334,039.12 vs \$532,686.98	\$541.41 vs \$216.36
	Mr. March Ma

### EMAIL MARKETING & LEAD GENERATION

Source: Keap.com

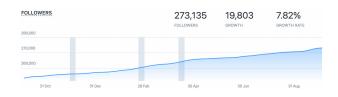
Accumulated 17K market-ready contacts in one year into the Keap CRM to nurture via email marketing automation, direct sales and retargeting campaigns.



### ORGANIC INSTAGRAM GROWTH

Source: Later.com

Organically grew the company Instagram community by 19.8K net followers with strategic content execution and user generated content.



Trust the data: investing in digital marketing strategies that are custom tailored to your business, your community and your ethos drive results. By carefully strategizing your paid advertising, organic social media, digital marketing, and email marketing channels for long-term growth, we are able to help B2C companies cut through the noise and achieve growth in a digitally crowded world.