



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 e-commerce 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

1

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 retargeting ads to increase revenue to 1.3M in Q1-Q3 2021 with over 500% average return on all paid ads.

2

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.

3

Organic Social Strategy

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.

RESULTS

Q1-Q3 Comparison: 2020 vs. 2021



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

Revenue

150.44%

\$1,334,039.12 vs \$532,686.98



Transactions

Avg. Order Value

150.23%

\$541.41 vs \$216.36



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.

Contacts

Type to filter by te

17587

new contacts

in the last

39,113

Total contacts

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.

FOLLOWERS

280,000

270,000

260,000

250,000

240,000

230,000

220,000

210,000

200,000

190,000

180,000

170,000

160,000

150,000

140,000

130,000

120,000

110,000

100,000

90,000

80,000

70,000

60,000

50,000

40,000

30,000

20,000

10,000

0

31 Oct

31 Dec

28 Feb

30 Apr

30 Jun

31 Aug

273,135

FOLLOWERS

19,803

GROWTH

7.82%

GROWTH RATE

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.

