



Story

Strolling Wild knew it needed to stand out in the ultra-competitive men's apparel marketplace. With new brands launching every week, the company sensed that competition for its socks on AdWords would be too great, but needed a way to take advantage of online advertising in order to grow. In 2016, we began working with Strolling Wild on their Facebook campaigns, and their business immediately transformed.

Overview

Prior to working together, Strolling Wild spent \$122 to acquire a customer on Facebook. Because the company was new to the market and only carried one item, socks, they estimated their average customer's lifetime value to be about \$90, making Facebook Ads out of the question. But we saw opportunity. Strolling Wild was making the most common mistake we see among brands on Facebook: every ad they created and posted was designed to make sales. If we could help them change this, if we could create a true sales funnel that utilized the Facebook platform better, we could get help the company run profitable online advertising campaigns. The result? We reduced their customer acquisition price by more than half, down to \$53 instead of \$122, all while improving the brand's online credibility and generating millions of impressions across social media.

Platform(s)

Facebook Ads

Network(s)

Facebook, Instagram

Goals

- 1. Online Sales**
Drive trackable purchases through the Strolling Wild website.
- 2. Brand Awareness**
Grow the Strolling Wild name and online reputation.
- 3. Increase in Lifetime Value of Customers**
Turn first-time buyers into engaged brand ambassadors.

Strategy

1. Online Sales

With Strolling Wild, we started by improving the brand's online sales funnel, creating several campaigns ordered to bring customers in from Lookalike Audiences and incredibly relevant and engaging content down to Website Visitor campaigns that highlighted specific products relevant to the user, down to Offer Claims campaigns, which offered a free pair of socks with any purchase.

2. Brand Awareness

We worked with Strolling Wild on the creative for an ad featuring their two most popular socks: Ronald Reagan and John F. Kenedy. Strolling Wild sold thousands of pairs of these socks during the 2016 Election Cycle, and we believed there was value to the company being a thought leader in apparel and politics where most brands actively denied the conversation out of fear of consumer blowback.

3. Increase in Lifetime Value of Customers

Using the brand's interesting and customer-focused blog content, polls, and entertaining social posts, we sought to create buying cycle where Strolling Wild's best customers felt as if they were really a part of the business, all while improving their

Results

1. Online Sales

Strolling Wild spent \$122 to acquire a customer on Facebook in 2015. In one year, we helped reduce this number to \$53, all while expanding the company's online sales from Facebook by 740%!

2. Brand Awareness

While Strolling Wild didn't explode with the sheer number of page likes we've seen with some of our other clients, the apparel brand did experience outstanding social engagement. With help commenting on the most popular posts, Strolling Wild was reaching thousands of people organically on social media, acquired through simply the sharing of the company's viral advertisements and posts.

3. Increase in Lifetime Value of Customers

When we began working with Strolling Wild, we were told their average lifetime value of a customer was \$90. After one year, mainly due to efforts to empower customers through Facebook and Instagram, the company estimates that this numbers increased to \$105.