

FAITH BASED APPAREL BRAND CASE STUDY

*How We Helped A Faith Based Fitness Apparel Company
DOUBLE their Revenue and **17x** their Recurring Customer Base
in **4 MONTHS** Through High-Converting Creatives and Meta Ads*



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HERO METRICS



KEY METRICS TRACKED

01

268% Revenue Growth in 4 months

02

9.27 AVG ROAS

03

1,037 Recurring Customers Added



02

ABOUT THE CLIENT



FAITH BASED FITNESS APPAREL

This is a faith-driven performance apparel brand built for athletes who refuse to settle for average in their training or their walk with God. The company serves disciplined, purpose driven men and women committed to becoming the strongest version of themselves physically, mentally, and spiritually. We first discovered the brand through its organic social presence, where the founder consistently shared training content, faith-based motivation, and community focused messaging. While the mission and products were strong and the audience highly engaged, growth was limited by inconsistent acquisition and a lack of scalable systems. Our role was to turn that momentum into predictable revenue and long-term customer and community value.



03

THE CHALLENGE



TOP 3 FOUND

01 Social media community development issues

02 Inconsistent monthly sales with low recurring sales

03 Low conversion rates from 95%+ cold traffic



04

THE STRATEGY



4 Month Push

SEPT
2025

1

High-impact UGC and lifestyle creatives meant to attract their ICP

Fully ramped Meta Campaigns meant to boost conversions and following simultaneously

2

OCT
2025

NOV
2025

3

Website conversion optimization for ALL cold traffic

High converting community marketing push from all ICPs

4

DEC
2025



05

THE EXECUTION



THREE FOCUSES

CREATIVES

Developed scroll stopping fitness and faith-based ads that were fully A/B tested and cut out at higher than a \$0.60 CPC

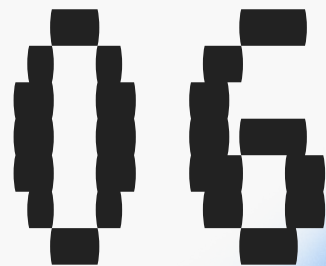
MONTHLY TRAFFIC

Utilized the creatives to draw people into their community and funneled them through the website for initial and recurring purchases

CONVERSIONS

Optimized the checkout process, bundle sales, and targeting process to allow a seamless process when becoming a part of the community





THE RESULTS



268%

In total revenue growth

9.27

Return on Ad Spend (ROAS)

OVER 500

FREE affiliate marketing posts to social media

\$45,667.20

IN 4 MONTHS



07

WHY IT WORKED



CREATIVES

Clear and concise messaging on the creatives allowed the process of joining the community seamless and interesting, **opening the door for multiple sales.**

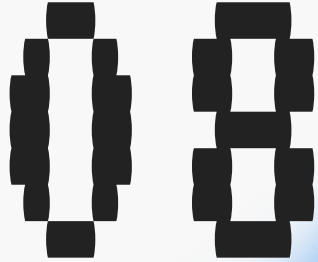
COMMUNITY

Quick turnaround and **community engagement** expanded the recurring customer base allowing for **new revenue streams** to be implemented.

META ADS

Meta campaign data was meticulously tracked and optimized at a minimum of **4 times a day**, ensuring that spend was only going to **HIGH PERFORMANCE CAMPAIGNS**





SCHEDULE YOUR CALL



WANT TO **SCALE** YOUR **BRAND** AS **QUICKLY** AS THEY DID?

We'll give you the exact framework we used, all designed and laid out in a free playbook. Then we will tell you how to use it.



Book Call