



GROW ONLINE CASE STUDY



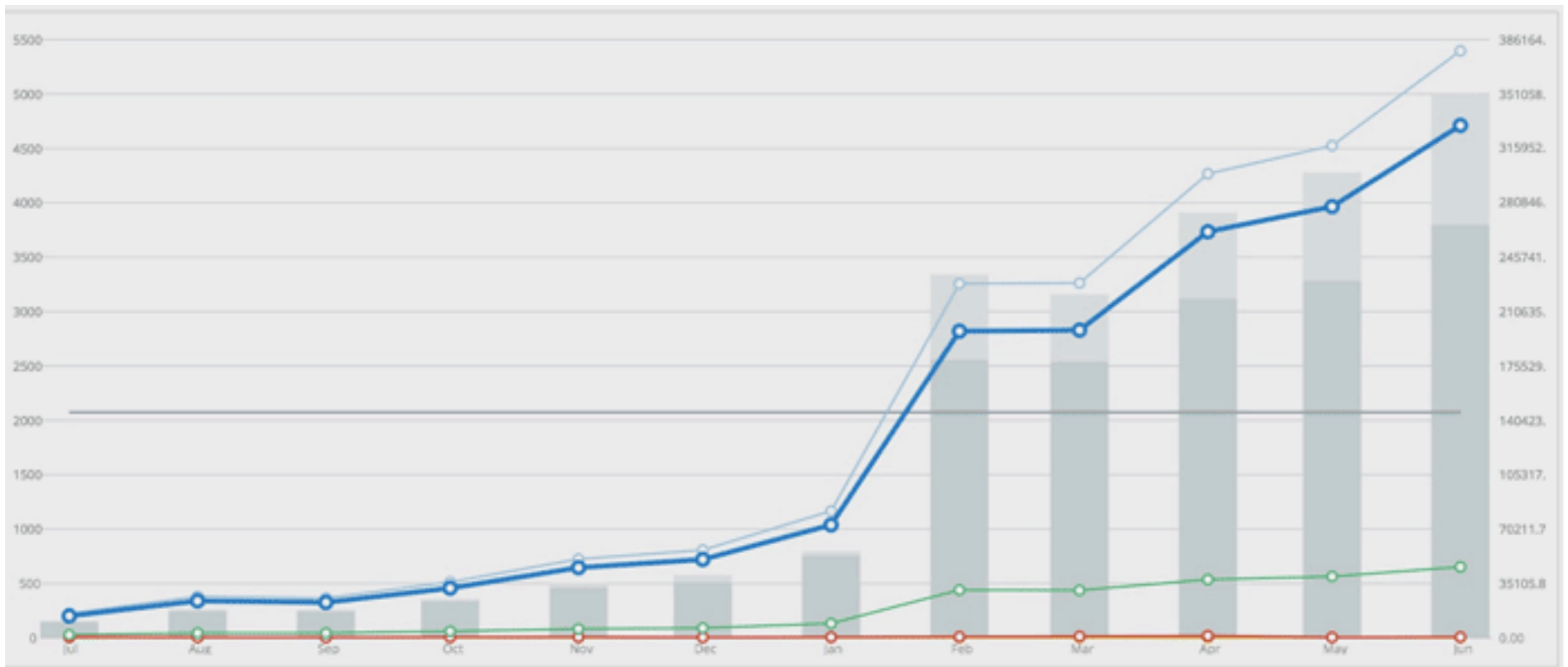
SALES GROWTH

2

During our 3 year contract, our agency was responsible for all aspects of Client's digital marketing, web design and branding, audience management, social media and content marketing, press and public relations, as well as event coordination and promotion.

By nurturing brand loyalty and awareness, our client saw a **1,515% increase in sales** in the first year we worked with them.

By using specific audience management strategies, we cultivated personal connections between the brand and its customers and created a loyal following. This allowed us to create hype around new product launches and sales, resulting in **product waitlists of up to 80k customers** and new products completely **sold out in only 20 minutes** after their launch.





ORGANIC SALES

Jan: 246

Dec: 8,252

3,248% Increase

ORGANIC VISITS

Jan: 18,132

Dec: 126,206

696% Increase

REFERRAL SALES

Jan: 316

Dec: 5,230

1,655% Increase

SOCIAL MEDIA GROWTH

SOCIAL MEDIA FOLLOWING

Helped Client **grow their social media following by 220%** via targeted ads, keyword optimization, and organic content marketing.

AUDIENCE ENGAGEMENT

By creating customized content tailored to our target audience, as well as incorporating user-generated content to Client's social media marketing strategy, we saw an up to **60% increase in engagement over all platforms.**

POSITIVE RESPONSE RATE

Developed influencer marketing and affiliate programs with over **50% positive response rate** from targeted industry bloggers, social media influencers, practitioners, and health and beauty professionals.



AUDIENCE GROWTH & MANAGEMENT

Grow Online built and managed a private Facebook group for product-centered discussion and support.

We provided members with exclusive sale offers, personalized product coaching and support, and daily educational content.

The group grew to almost **350k members** and became a primary support hub for new customers and existing users to refer friends and family to the product.

Our team also organized and executed a 3rd-party Facebook group strategy that facilitated users to create niche groups for various topics of interest.

We managed and organized over 250 3rd-party groups with a total of over 235,000 members.

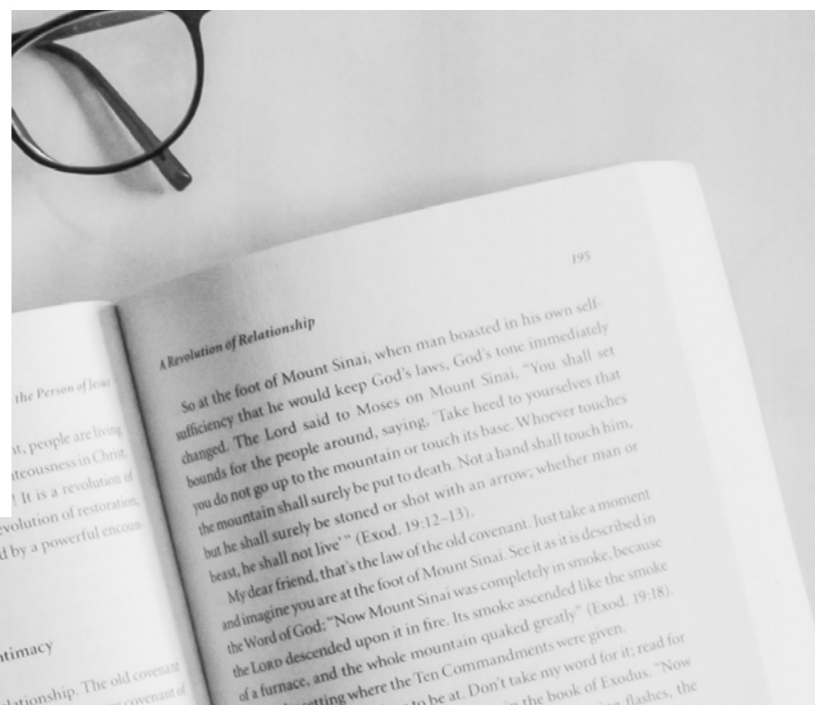
BEST SELLING AUTHOR

Grow Online worked directly with the founder of Beauty and Wellness Massage Tool to create a multi-platform digital strategy for the launch of her first book.

Thanks to the support of the loyal fan base we cultivated, the book made the #1 Amazon Bestseller list within 3 hours of prerelease, and went on to become a #1 National Best Selling Author.



After the initial book launch, we helped plan 8 multi-city community events around the launch, including book signings, product showcases, and release parties with up to 400 attendees.



Beauty and Wellness Massage Tool has been featured in over 50 major media outlets including The New York Times, The Today Show, Harper's Bazaar, Huffpost, Extra, goop, and W Magazine.





ABOUT US



Grow Online is a Houston based digital marketing agency with a 10 year specialty in building brands via content marketing.

We've taken our clients from startups to multi-million dollar, international brands by focusing on what's most important: the customer experience.

Our expertise lies in understanding our client's business, products, and services, and communicating their value in a way that resonates with their target audience.

Crafting relevant, appealing messaging and providing value to customers has allowed us to turn businesses into brands and build communities that ultimately convert customers into loyal brand ambassadors.



OUR SERVICES INCLUDE:



**PAID AND ORGANIC
SOCIAL MEDIA
MARKETING**



**GRAPHIC DESIGN
AND BRANDING**



**WEB AND MOBILE
DESIGN AND
DEVELOPMENT**



**CONTENT WRITING
AND BLOGGING**



**VIDEO PRODUCTION
AND EDITING**



**SEARCH ENGINE
OPTIMIZATION
(SEO)**



EMAIL MARKETING



**AUDIENCE
CULTIVATION &
MANAGEMENT**



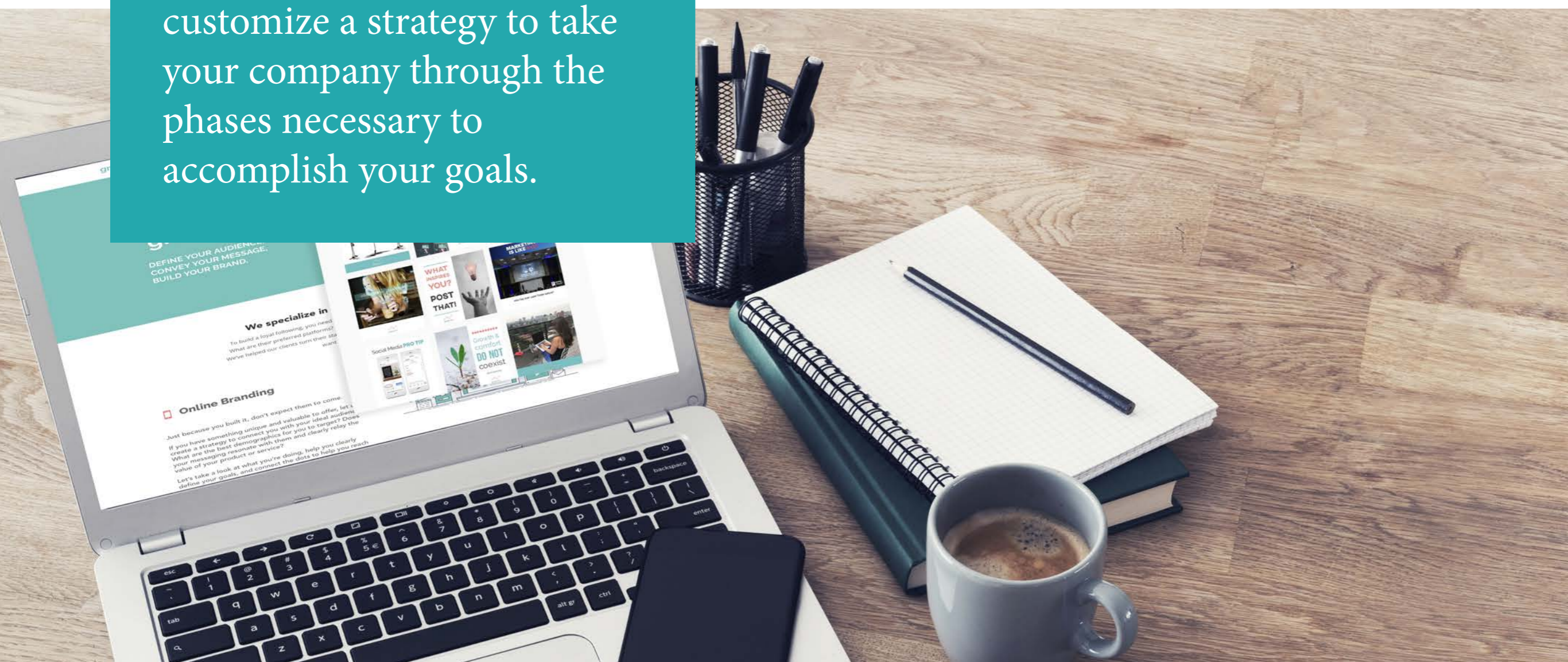
**SEARCH ENGINE
MARKETING
(SEM)**

We don't believe in one-size-fits-all marketing strategies!

We start by learning about your business, audience, and goals, then we'll customize a strategy to take your company through the phases necessary to accomplish your goals.

WE'LL HELP YOU:

- Define your target audience
- Clarify your message
- Convey your value
- Build a brand that dominates





growonline

