

# PLANTLIFE 2016 BLACK FRIDAY PROMOTION CAMPAIGN NOVEMBER 18 – DECEMBER 4, 2016



### PLANTLIFE 2016 BLACK FRIDAY PROMOTION CAMPAIGN ··

#### ••• OUR TASK

Evolve the way that Plantlife marketed its products during the 2016 Black Friday / Cyber Monday promotion window. Concept and execute all moving pieces of the strategy with the goal of increasing total sales and revenue by a min. of 25-30% over 2015 performance. Introduce new channels and pinpoint new target audiences to maximize sales and brand visibility during a highly competitive shopping season.

#### **OUR STRATEGY**

We ran an integrated ad campaign for 17 days (Nov. 18 – Dec. 4). We promoted best sellers, products the brand wanted to liquidate, and featured a wide spectrum of promotional offers including expedited/free shipping, discounts & bounce-back offers, and product sample GWPs. Channels included: Facebook, Instagram, Pinterest, Gmail, Google Shopping, and CRM/email. Targeting included fans of competing brands, CRM, lookalike custom audiences, and legacy VIP customers.

## THE RESULTS

#### 2016 vs. 2015

- 142% Sales Increase Y-O-Y
- 235% More Transactions Sold in 2016
- 162% More Items Sold in 2016
- 5-to-1 Campaign ROI

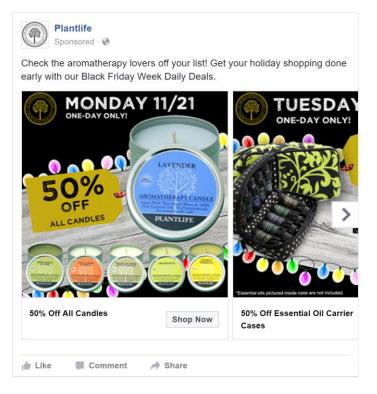
#### **AD CAMPAIGN STATS**

- Total Social Engagements: 2,292
- Cost Per Transaction: \$9.96
- Ad Impressions: 450,000+

#### TOTAL IMPRESSIONS

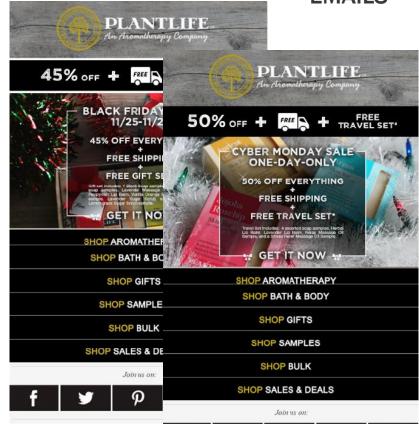
• All-in: 1,000,000+

#### **FACEBOOK & INSTAGRAM ADS**





# PROMOTIONAL EMAILS





#### PINTEREST TALL PINS





