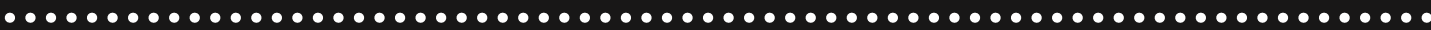


find your *perfect fit*

Shop Fit Specialist

SWIMSPOT.COM  
ECOMMERCE & RETAIL CASE STUDY



In December 2009, Saint Street was approached by fashion house Raj Manufacturing to support the launch of what would soon become the largest dedicated women's swim and active wear ecommerce site in the United States – [SwimSpot.com](http://SwimSpot.com).

## INITIAL SCOPE OF WORK

Our primary pre-launch focus centered around two key initiatives: 1. Finalize the design, UX and SEO recommendations for the website 2. Create the first go-to-market and 12-month marketing communications plans. Quickly, the scope morphed to include taking over the tactical implementation of key elements including social media build-out & promotions, digital ad buys, and launching Affiliate and Search Marketing programs.

## PHASE 2: POP-UP RETAIL

Within 6-months post-launch, SwimSpot grew restless. The site was off & running, the brand was starting to gain traction nationally, and the initial reviews and press were universally glowing. Naturally, the SwimSpot/St. St. team wanted to turn it up a notch. So to pop-up retail we turned. Within a few months we had “popped up” in 8 premier West Coast locations. Our agency efforts included retail design and branding, launch events, and extending the social footprint into local markets.

## THE FIT SPECIALIST

A major emphasis of Year 2 was focused on evolving the omni-channel brand experience. Research influenced the creation of The Fit Specialist program. Born from a construct of elevated, best-in-class “Fit Support,” the program was implemented and featured across all customer touchpoints. We supported all facets of the creative planning and execution, including the production of website interactives, a video series, online PR, staff training, and social media campaigns and awareness.

## EARLY ADOPTERS

SwimSpot was committed to approaching marketing like no competitor had done before. We sought out opportunities to jump head first into nouveau channels. When Pinterest came out of beta, we were first to add a Pin It Button to Shop pages and went to town spreading stylist expertise. We knocked on Living Social's front door and talked our way into being their 2<sup>nd</sup> national promotion. (Thanks to LivingSocial the servers crashed on May 9, 2011.) Lessons learned. We were one of the first companies to partner with Polyvore, a niche social network centered around style boards and trends. Millions of free impressions. Big wins all-around.



Tankinis

Shop Tankini Tops

SORT BY FEATURED



SELECT YOUR SHAPE

Finding the right swimsuit can be tricky, and for some women, downright unbearable. But don't fret, we're here to help you select must-have suits that compliment both your body shape and personal style. Ready to get started? With just a few easy steps, we promise you will look and feel your very best.



LARGER BUST & SLIMMER HIPS

ATHLETIC BUILD

SMALLER BUST + FULLER HIPS

CURVY BUST & HIPS

FULLER WAIST

PETITE FRAME - SHORTER TORSO

SELECT SHAPE

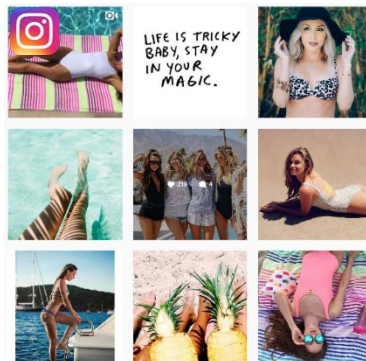
SELECT SHAPE

SELECT SHAPE

SELECT SHAPE

SELECT SHAPE

SELECT SHAPE



LIFE IS TRICKY  
BABY, STAY  
IN YOUR  
MAGIC.

FREE SHIPPING ON ORDERS OVER \$50. FREE EXCHANGES ALWAYS.

swim spot Designer Swimwear. Better Suited.

SHOP NEW BEST SELLERS FIT SPECIALIST BIKINI BUILDER

Swimwear suited to you

Find your PERFECT fit from the experts of swim.

SHOP YOUR SHAPE



swim spot SOCIAL SCENE CONNECT WITH US



## 2.0, 2.1, 3.0, 4.0

Naturally SwimSpot looked to leverage technology advancements and best practices to grow the web business – everything from mobilifying the site to strategically moving away from custom builds, turning to optimized, hosted ecommerce platforms that could handle the scaling and backend omnichannel requirements. With each re-launch, core brand tenants, customer service principles, and merchandizing philosophies led the site re-design and UX paths taken. St. St. played an integral role in designing each site, collaborating on platform dev & deployment, and supporting cross-platform marketing and PR efforts.

## ONLINE INFLUENCERS

From the beginning PR played a key role in generating much deserved print and TV coverage. We worked alongside some of the best fashion and ecomm PR reps in the biz. But print and TV were never going to satisfy our “earned media” cravings. So to the blogosphere we headed. Hundreds of hours of planning and pitching lead to more than 500 style and Fit Specialist features through early 2016. These wins drove awareness, referral traffic to SwimSpot.com, were the SEO foundation to our link building efforts, and generated some amazing user-generated content created by style and lifestyle personalities across the web. Great, authentic content is worth its weight in gold. We nailed it, over & over. Content is showcased on the site, in retail, and across all social channels.

## THE RESULTS

### SALES DON'T LIE

Like any start-up, SwimSpot continues to operate lean & mean. On schedule, SwimSpot became a profit center for parent Raj Manufacturing and continues to grow both its ecomm and retail channels. Total sales are up more than 500% since the end of Year 1, and continue to grow at a sustained rate Y-O-Y.

### FANS WHO STICK AROUND

The goal was always to create a brand experience that delivered on the promise of becoming the “one-stop shop for all things women's swimwear.” Since Year 2, the site garners more than 3MM visits a year, a significant % of which are repeat seasonal shoppers. Loyalty is earned. And The Fit Specialist program has set the standard for customer service and product knowledge.

### A GLOBAL BRAND

Six years in, SwimSpot has sold designer looks to customers living in more than 50 countries, on every continent, and has generated more than 1MM fans, followers and social engagements across the WWW. If Swimwear is your thing, there's a strong likelihood that the SwimSpot brand has loaded in your browser a time or two.

We can help your business grow too.  
Let's chat.



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