



Attention Grabbing Media CASE STUDY

- NATIONAL CLOTHING BRAND - CLOUD NINE SHEEPSKIN



This is the first time in all of our marketing attempts where we have greatly increased our sales and actually made a profit.

We are very thankful for the work and efforts put out by AGM.

We appreciate your company greatly!

- Joe Francis

President of Cloud Nine Sheepskin



CLIENT GOALS

The client's primary goal was to increase their online sales in order to move away from relying so heavily on sales coming from their physical locations. The client also needed help improving their Amazon store and listings.

ABOUT AGM

- Located in Clearwater, FL
- Facebook Agency Partner
- Certified ManyChat Experts
- Facebook Blueprint Certified

ABOUT THE BRAND

Cloud Nine Sheepskin is a US-based brand that sells footwear, pelts and accessories made out of genuine sheepskin. They have been around for nearly 3 decades and prior to working with AGM, sold most of their products in seasonal physical storefronts.

THE STRATEGY

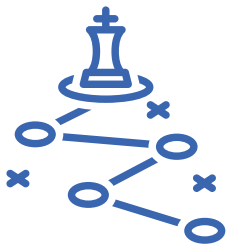
We began by transitioning their previous website onto a newly designed Shopify store that included a simplified checkout process (unlike their previous website) and an improved conversion process designed to increase the Average Order Value.

Our marketing efforts were focused on user-generated content filmed in-house using a few of the shoe samples the client sent us.

Basic ad structure and retargeting ads were also created to maximize our conversions.

On Amazon, we optimized their listings and removed competing listings from other sellers who were hijacking the buy box and taking sales from the client.

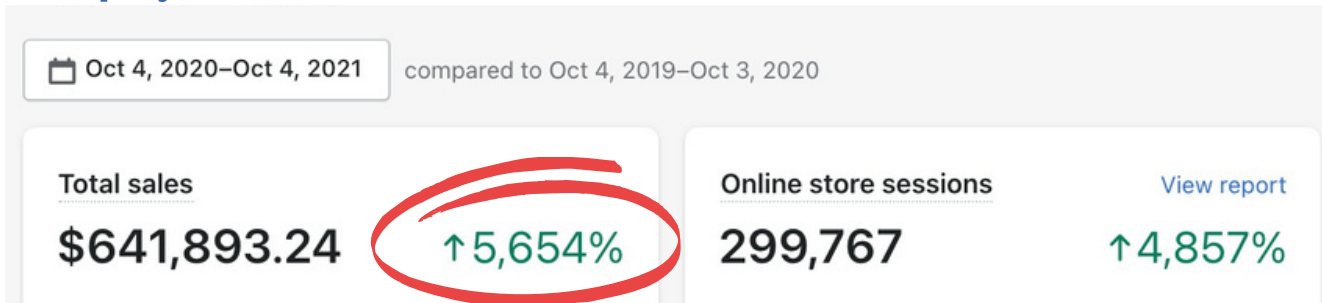
Finally, we built a branded ManyChat bot that introduced the brand to new customers, nurtured both new and existing customers, and encouraged sales along the way.



SUMMARY OF RESULTS

- \$642K Sales Generated Inside of Shopify
- Average Monthly Sales Increased by \$50K
- 77K Messenger Subscribers Generated in 1 Year
- 250% Increase in Return Customers
- \$149K Sales Generated from SMS Marketing Campaigns

Shopify Sales Generated



Messenger Subscribers Generated



Active Contacts

76 870

Returning Customer Rate

Returning customer rate

14.13%

↑250%

SMS Sales Generated

Period: Last 365 Days

Total Revenue

\$148637.33

Updated last 7 days

Total Orders

1651

Updated last 7 days

Total ROI

32381.22%

Updated last 7 days

Total Spent

\$457.61