



# CASE STUDY

An example of a successful marketing campaign,  
*built one brick at a time.*

## PRODUCT

Orthopedic Dog Beds

## CAMPAIGN

Website Redesign & Launch

## BACKGROUND

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The client wanted to increase sales, however their existing website wasn't optimized for user experience which was resulting in high bounce rates and low sales conversions. The client was also not leveraging the inexpensive yet effective promotional channel of social media to drive additional website traffic and sales.

## GOALS & PROCESS

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*Goal:* Increase number of annual online sales by 1) optimizing the website for eCommerce, 2) increasing website traffic, and 3) leveraging social media for sales.

To achieve these goals, Red Brick Partners redesigned the website, both improving the purchasing flow and creating new content designed to optimize SEO, thus providing a solid foundation for increasing and maintaining online sales both short and long-term. To further increase website traffic and sales immediately, we also launched a combination of paid and organic campaigns on social media, using videos featuring KOLs to generate a high level of interest and convert skeptical prospects.

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## RESULTS

- **5X** increase in website traffic
- **3X** increase in online gross sales
- **12.4%** decrease in coupon usage
- **8X** ROI on paid social campaign
- **\$0.01-0.02** cost per result on paid social campaigns
- Around **88%** of website traffic now coming from social media

## HIGHLIGHTS

After redesigning the website and doing a series of organic and paid social media posts, the client saw **OVER A 300% INCREASE IN GROSS PROFIT** from online sales.

**3x**   
**ONLINE SALES**

## TAKEAWAY

The client achieved their goal of increasing annual eCommerce sales at a significantly larger rate than they initially anticipated. They are very pleased with the design of their new website, and have been empowered to keep their sales numbers up with the overall growth in web traffic, as well as the increase in social media audience size and engagement level.

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