



Chief Media Creates Multi-Phase Plan to Increase Brand Awareness and E-Commerce Sales

CHALLENGE

RESTRUCTURE AND DEVELOP

Chief Media was tasked to restructure and develop a new marketing funnel strategy for a growing sports nutrition product.

STRATEGY

Chief Media created a 4-step marketing funnel to achieve the following goals:

- ✓ Increase overall brand awareness and ad recall
- ✓ Increase site traffic and landing page views
- ✓ Increase and generate e-commerce sales
- ✓ Track and attribute offline sales in retail stores

PHASE 1

- 🏠 Curated and developed audiences using general interest targeting and Pixel based custom audiences.
- 🏠 Audiences were built off users that showed interest in working out, bodybuilding, protein or purchase behaviors related to fitness
- 🏠 Used Ads to boost Facebook Page with visually appealing and relatable content to target audiences

RESULTS:
Increased organic following and engagement by **17%** and ad recall by **12%**

PHASE 2

- 🏠 Utilized Facebook Ads to increase traffic and landing page views on the site
- 🏠 Applied "Dark" post ads using Product Page Lookalike Audiences to present the brand and product in a relative and positive way
- 🏠 Optimized toward Link Clicks and landing page views to allow pixel on site to collect user data

RESULTS:
Increased overall site traffic by **12%**. Increased time on product page and decreased bounce rate by **8%**. Generated a **2.02%** CTR, surpassing the Fitness Industry benchmark of 1.01%

PHASE 3

- 🏠 Used pixel collected data from Phases 1 & 2 to run a prospecting, retargeting and catalog sales campaign to capture all users in the conversion funnel
- 🏠 Utilized Facebook video ads and carousels to entice users and increase purchase intent

RESULTS:
Increased e-commerce sales by **9%** and conversion rate by **6%** with an average MER of **1.5**

PHASE 4

- 🏠 Used Facebook and advanced Attribution technology to connect Phases 1 & 2 media efforts to online sales

RESULTS:
We used retail POS data to attribute sales to users who saw our digital ads - **9%** of Phase 1 & 2 efforts resulted in offline sales

BUDGET BREAKDOWN

- 💰 **20%** allocated to generating online sales
- 💰 **30%** allocated to traffic & landing page views
- 💰 **50%** allocated to brand awareness & ad recall