



Collars USA

CollarsUSA.com

Digital Marketing Case Study

376%

Growth in Monthly Impressions

700%

Growth in Monthly Clicks to Website

2x

The Retail Industry Click-Through Rate*

*WordStream Facebook Ad Benchmarks

Challenge

It's no secret that digital marketing has touched nearly every industry, but one industry that cannot afford to ignore a digital plan is retail. Ecommerce has been developing since the mid-90s and even small businesses are now finding it necessary to sell online. And why wouldn't they, with 2017 seeing over \$453 Billion spent on online retail*.

Collars USA is a local company in Eau Claire, WI trying to make their mark on the pet supply industry throughout the United States. They boast 48 hour turn-around on custom, embroidered, dog collars and have made a splash with military families with 42 camo colors to choose from. They developed a website for customer's to see their creations digitally before purchase, but were not driving traffic to see an increase in sales.

Hookd Promotions' Digital Marketing experts were challenged with creating an online presence that was relatable to military and average dog lovers alike, while also driving traffic to their website. All with the ultimate goal of increasing Collar's sales and helping them take a bite out of the \$70 Billion pet industry!

*Digital Commerce 360 - U.S e-commerce sales growth in 2017

Goals

Collars USA wanted to get more users to their website, create more awareness and buzz around their customizable products, and increase online sales.



Build Brand Recognition



Increase Traffic



Create Sales Opportunities

Approach

Run a Facebook Saturation campaign, encompassing 10-12 ads running each quarter. The campaign is split into ad sets to hone in on a particular target audience and lead them to the website to make a purchase. We also optimize ads for best performance, create retargeting ads, and track results.

Brand Awareness

Dog Lovers

Military Dogs

Retarget Website Traffic

Results



Insights

 **53%**

of website visitors were using their mobile phones.

This demonstrates the importance of responsive ads and a website.

Over the course of Second Quarter 2018,  **504** people liked Collars USA's Facebook page. They also had over 19K Comments and Likes and 300 people search for contact info.

This shows their increase in brand awareness!

 **3.7%**

of people who saw ads clicked on them.

This is more than double the retail industry average of 1.59%.

Conclusion

The pet supply industry is a growing one, and Collars USA recognized the importance of using online advertising to build their brand, generate website traffic, and find more potential customers. Over the past six months, their Facebook ad results tripled in impressions and reach, and potential customers clicking through to the website grew by 700% with the help of Hookd Promotions.

As our lives become increasingly more digital, every business will need to use digital marketing to reach their customers. Let us help you create a customized digital approach that fits the needs of your business!