



# Proven Growth Strategies

Portfolio of Professional Marketing Projects

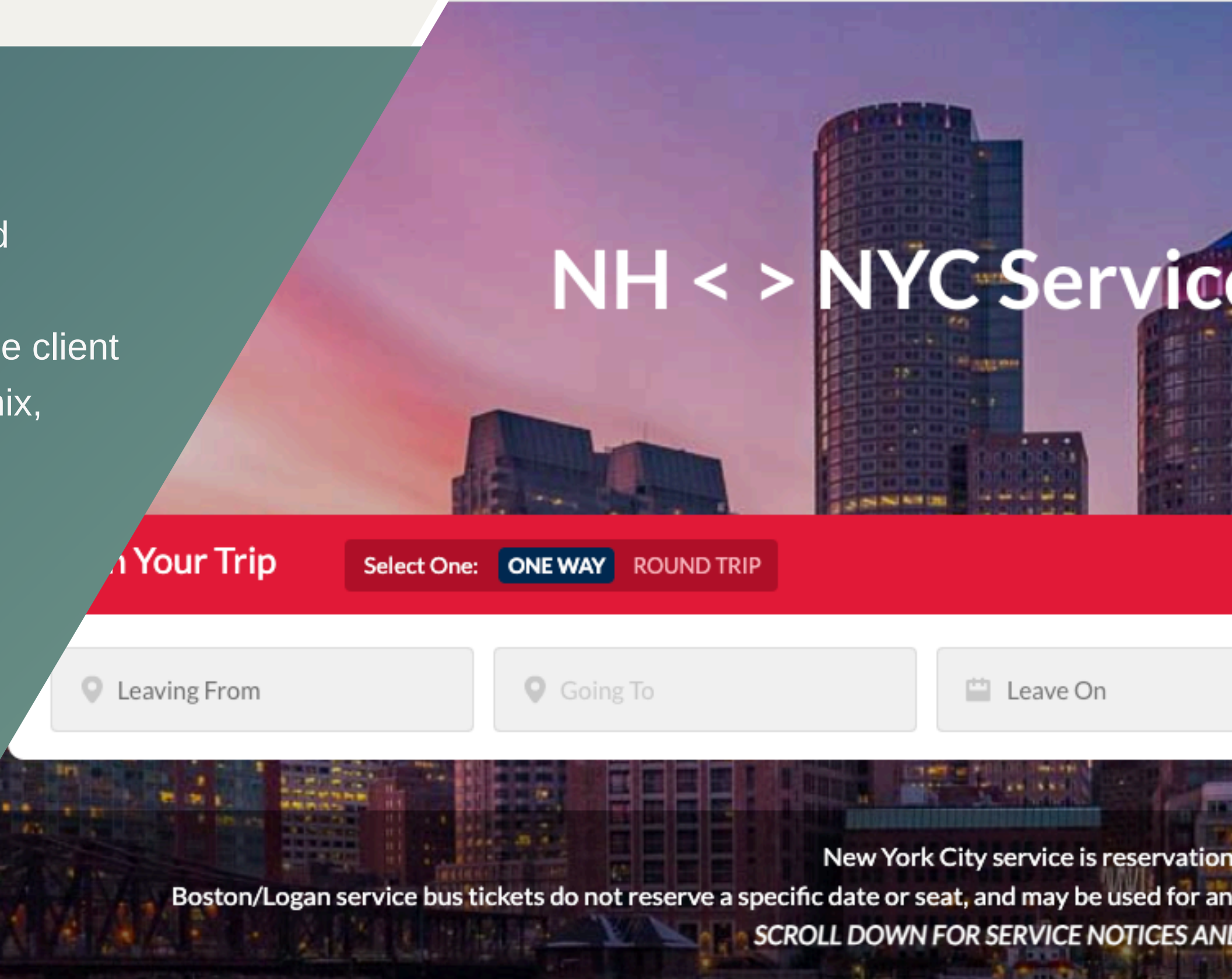
B2B / B2C

Regional Transportation Company

# Multichannel Promotional Sweepstakes

This campaign's goal was to capture attention of new and existing customers with a chance to win an all-inclusive weekend trip to NYC. Strategic advise was provided to the client on paid media investment, audience targeting, channel mix, email copywriting, email cadence and creative alignment.

Results on next slide →



# Key Insights & Results

## **Channel Tactics & Targeting:**

Paid Search (Google), Paid Social (Meta), Email + CRM (MailChimp & HubSpot)

*\*Utilized a mix of retargeting and prospecting for new and existing audiences.*

## **Channel Objective:**

Drive user acquisition and route service consideration through a promotional sweepstakes campaign.

## ***Results:***

Emails Captured: 3,000+ MQLs (form fills on custom landing page on website)

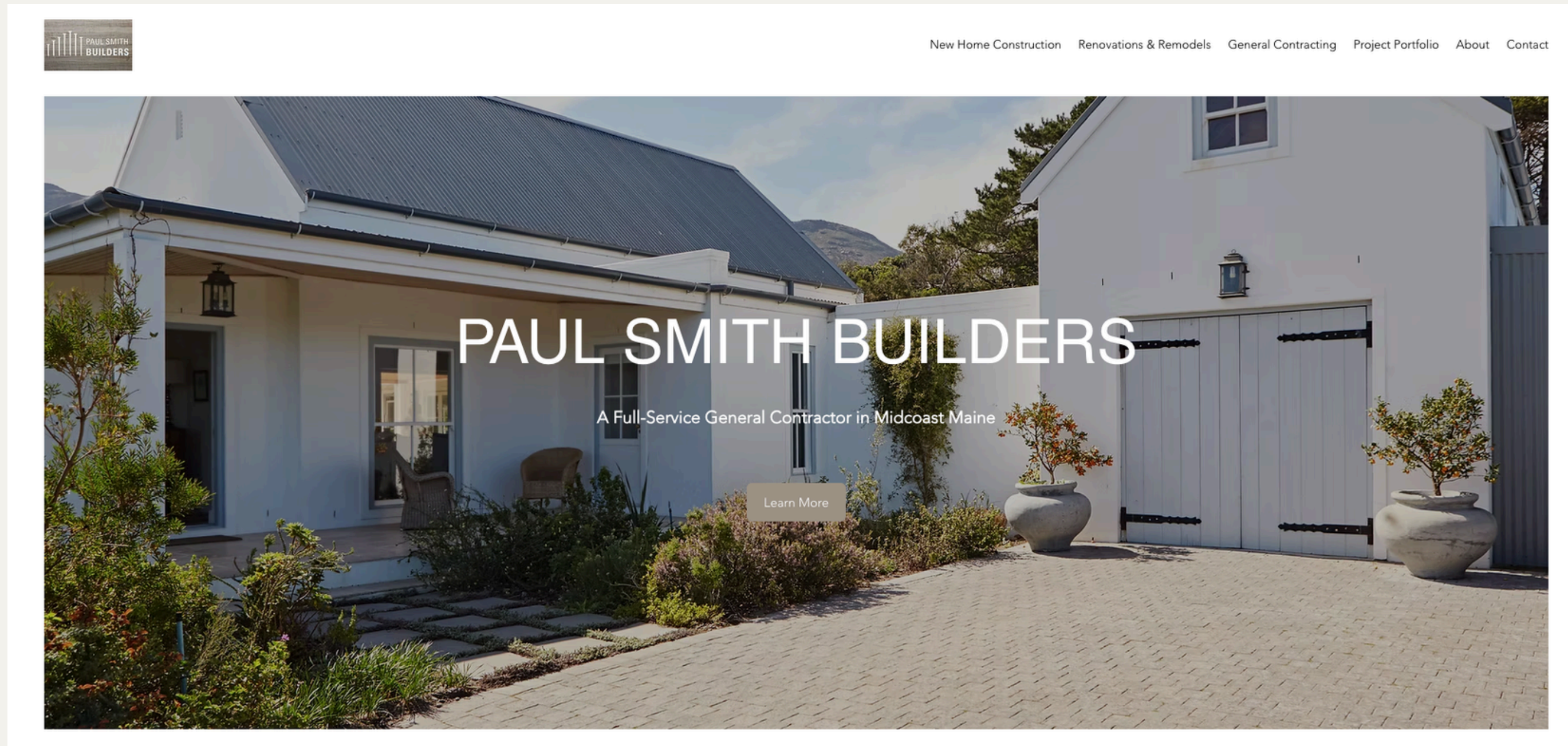
Media Reach: 500,000+ impressions (NH, MA & ME geographies)



# Service Based Industries

General Contractor / Home Builder

**Client Ask:** A new website design to assist with lead generation, online brand presence and the ability for prospects to contact his business online.



**The Result:** A brand new website built with wix that showcased his service offerings, past projects and allowed customers to reach his business through an online form submission.

# Ecommerce / DTC

Global Footwear & Apparel Brand

# “Scaling Promo Effectiveness with Creative Revisions”

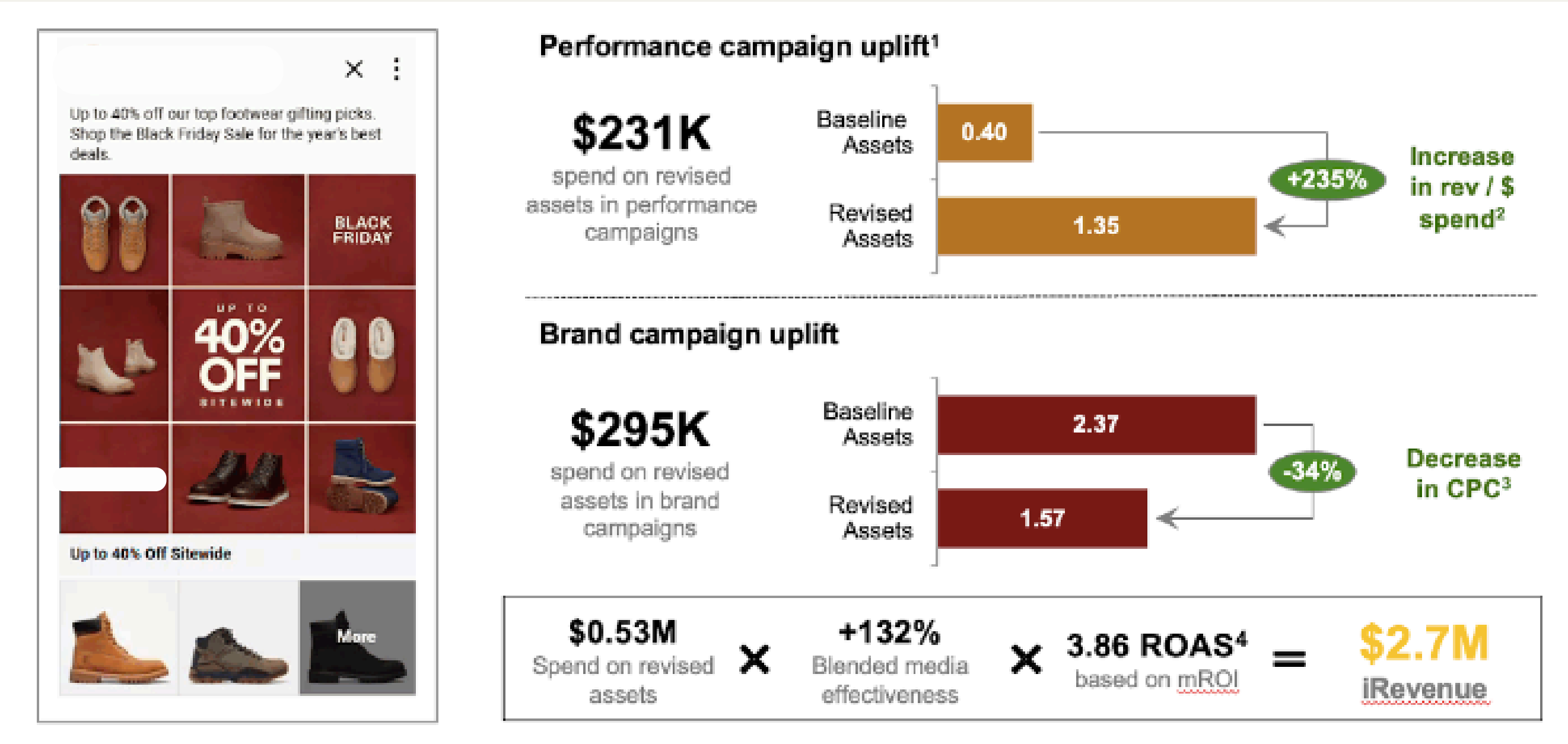
In partnership with an external agency vendor, produced revised creative assets for Meta & TikTok ad campaigns to push prominent promo and scarcity messaging during key holiday shopping periods for a global footwear and apparel brand. The revised assets produced a 132% increase in media effectiveness over prior year baseline campaigns.

Results on next slide



# Key Actions & Results

Revised holiday campaign creatives included scarcity and promo message overlays. Incorporated brand positioning guidelines and strengths into asset text headlines. Launched campaigns earlier (mid-October) to capture pre-holiday shopping demand. Optimized media spend to enable reinvestment in upper and mid funnel optimizations at greater scale.



\*Example above showcases a single ad creative variant. There were 20+ variants as part of campaign letting Meta & TikTok's AI bidding models optimize towards best performing creatives based on campaign goals.

\*\*Variants included callouts to Black Friday, Cyber Monday and generalized sale messaging outside of cyber week period.

# “Scaling Affiliate Influencers and Commerce Journalism”

Sourced influencers via agencies, in-house programs, and affiliate marketplaces. Landed coverage on top publication gift guides featuring 20+ products. Both efforts led to \$250K+ in revenue generation efforts during key holiday shopping periods.

Results on next two slides



# Key Actions & Results

## Commerce Journalism

Landed dedicated gift guides on top publications, review websites and listicles featuring display ad coverage and social promotional coverage. Sharpened paid placement strategy to better align brand fit partners with consumers searching for alike footwear products, holiday gifting opportunities and fashion inspiration.

Product coverage in target audience spaces drives strong consumer consideration

### MEN'S JOURNAL

— \$25K + 1% CPA —

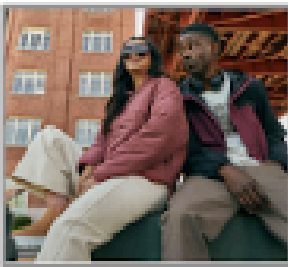
3 listicle gift guides featuring 3 Timberland products, ad coverage



### Outside

— \$25K + 1% CPA —

Exclusive gift guide featuring 5 products, ad coverage, IG/FB post



### WHO WHAT WEAR

— \$25K + 1% CPA —

Multi product placement in 3 listicle gift guides



Paid product features in top publications achieved



\$75K spend  
x 2.36 incred. ROAS

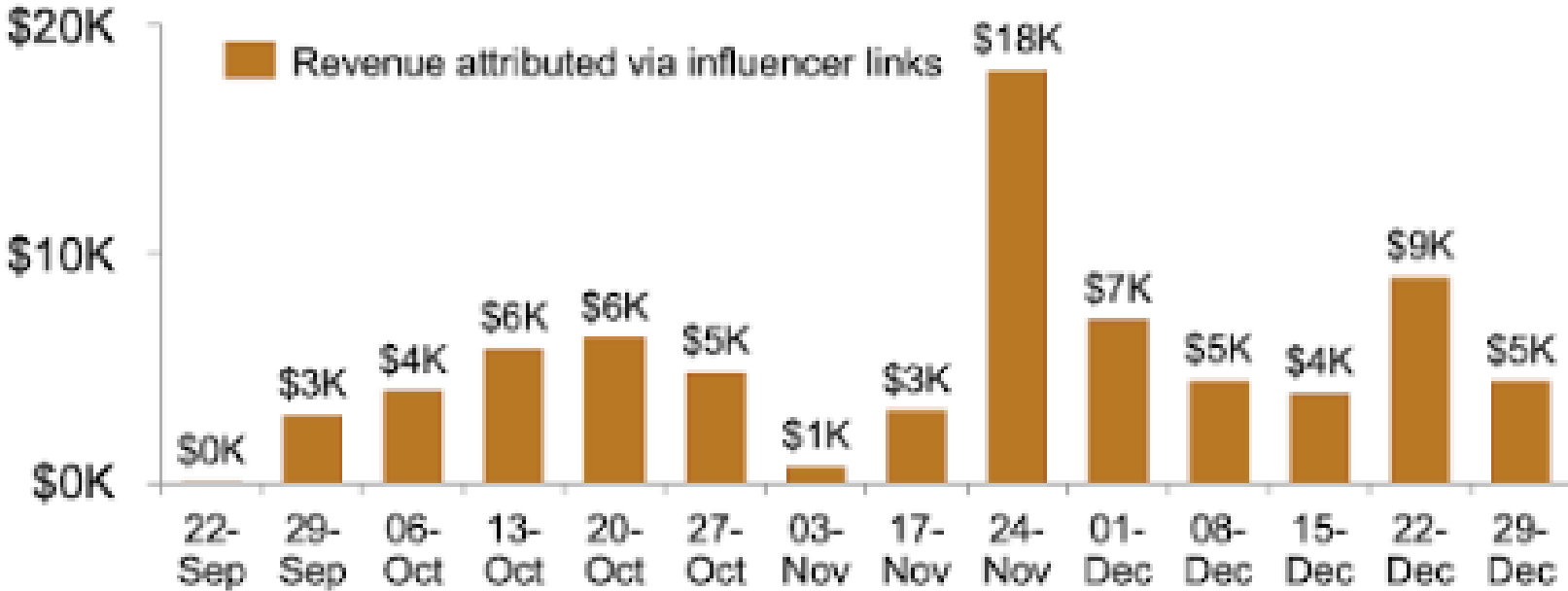
# Key Actions & Results

## Sourced Affiliate Influencers

Onboarded five affiliate marketplace platforms at competitive commission rates inclusive of Capital One, Rakuten, ShopMy and more. Facilitated agency relationship who managed 20+ influencer partnerships. Piloted in-house affiliate influencer program allowing micro and nano influencers to pitch content ideas in return for seeded product and competitive commission rates.

\$77K revenue directly tracked via affiliate links – organic marketplace affiliates and in house program generated best performance

Q3 Directly Tracked Revenue <sup>1</sup>	<b>+\$77K</b>
Q3 EMV Estimated Revenue <sup>2,3</sup>	<b>+\$3.3M</b>



Links & Examples:

[Rakuten](#)

[Shop My](#)

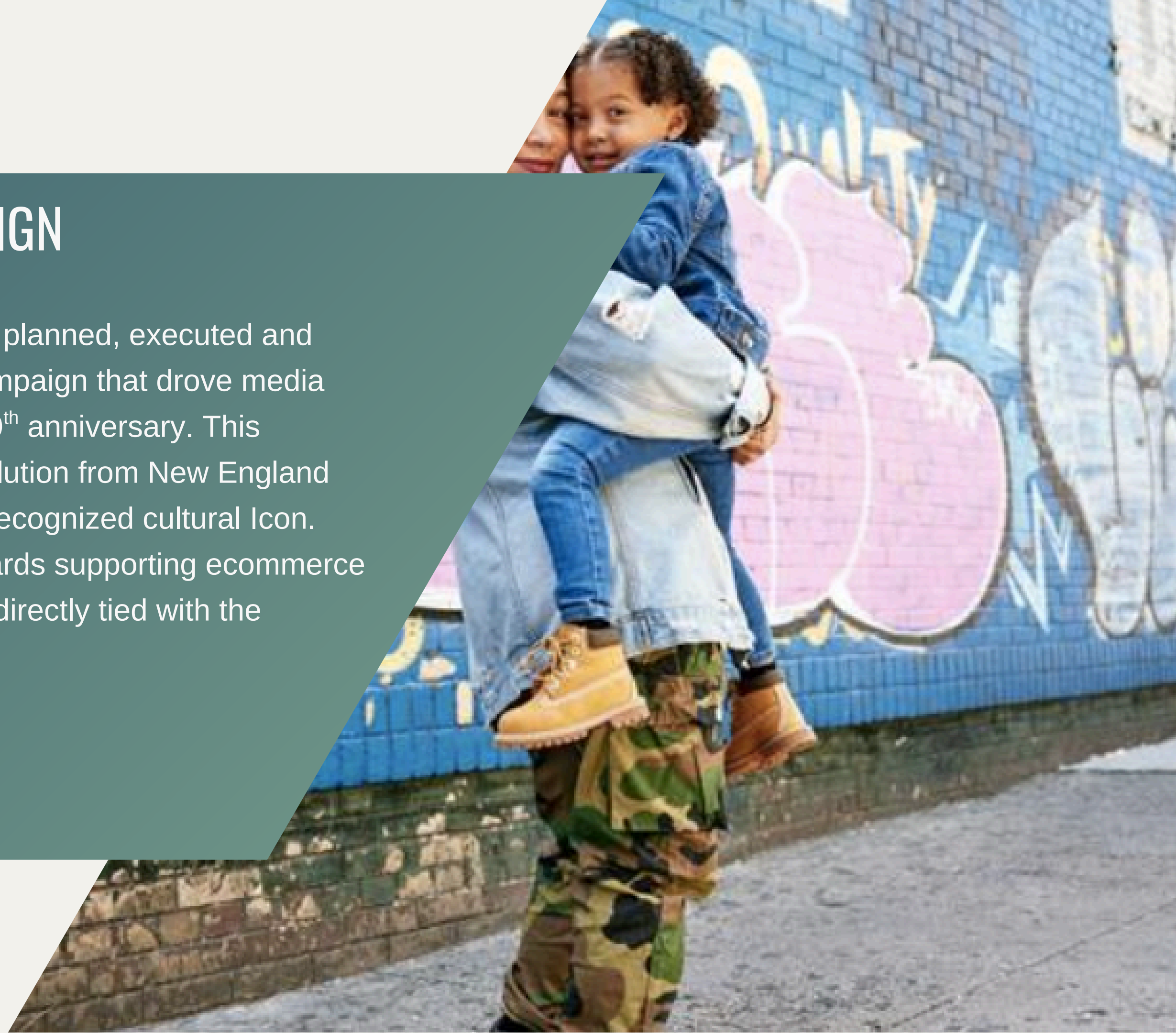
[Active Junky](#)

[Tom's Guide](#)

# “THIS IS NOT A BOOT” CAMPAIGN

In partnership with external agency vendors, planned, executed and optimized a multi-million dollar marketing campaign that drove media reach and impressions of a global brand’s 50<sup>th</sup> anniversary. This campaign’s story showcased the brands evolution from New England outdoor workwear to a becoming a globally recognized cultural Icon. Certain media channels were optimized towards supporting ecommerce revenue and sell-through goals for products directly tied with the campaign.

Results on next slide



# Key Insights & Results

- A/B tested both user generated content (UGC) and in-house studio content. UGC outperformed in-house content in driving overall revenue across Meta and TikTok.
- YouTube drove the highest lift in purchase intent and product consideration.
- Rolling Stone, Genius and Amazon provided strong reach and frequency of media impressions at lower costs in comparison to others channels.

**+512M Impressions**  
**+32M Video Views**  
**\$11 Avg. CPM**  
**+500K Ecom Traffic**

# “ICONIC” CAMPAIGN

In partnership with external agency vendors, planned, executed and optimized a multi-million dollar marketing campaign that drove media reach and impressions to celebrate a global brand’s iconic key footwear franchises.

The campaigns goal was to connect with consumers who cherish these timeliness classic products through heritage storytelling, rich legacy and iconic styling.

Results on next slide



# Key Insights & Results

- Tested both in-house studio content vs UGC; studio outperformed UGC in driving reach and frequency across Meta and TikTok.
  - *\*This was the opposite from prior year campaign despite having different media optimization goals.*
- Meta drove the highest lift in ad recall, consideration and familiarity, indicating the creative was memorable and eye catching leading to a revenue halo effect downstream.

**+105M Impressions**

**+44M Video Views**

**\$10 Avg. CPM**

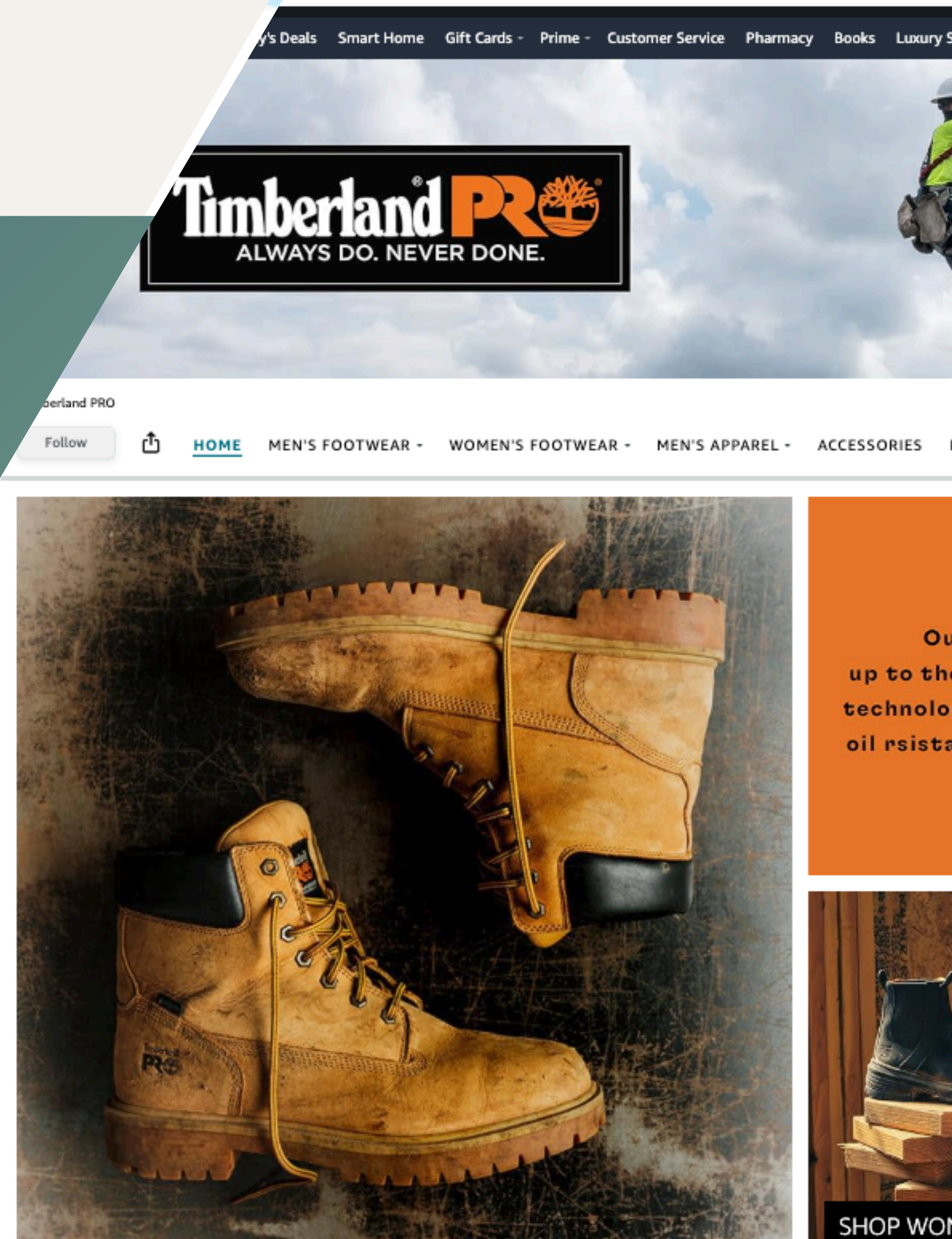
**+225K Ecom Traffic**

# “Grow Amazon’s Marketplace Opportunity”

In partnership with an external agency and internal creative teams, led the revamp of a global footwear brand’s store pages, and Amazon+ detail page content strategy to improve SEO efforts and paid acquisition strategies focused on new customer acquisition.

Paid media was focused on paid search (sponsored product and display ads) with a focus on prospecting and retargeting lapsed consumers.

Results on next slide



# Key Insights & Results

- Scaled paid media acquisition investment across both fashion and work LOBs by 3X over 3 years due to strong channel growth and ROI.
  - Paid media investment was responsible for 15-20% key franchise growth inclusive of key tentpole shopping periods like Prime Days, Deal Days, Cyber Week and Holiday.

