

# SISTERLY VILLAGE

Studio Brand provided social media marketing and advertising to a startup business to achieve ambitious sales goals at a weeklong convention.

## GOALS

- Sell 500 Sisterly Village dresses during six-day convention
- Increase brand awareness among targeted audience at the convention

## APPROACH

- Utilize multiple digital marketing channels to target convention goers
- Offer giveaway promotion to collect contact information for remarketing purposes

## RESULTS

- 519 dresses sold
- 352 total orders
- \$37,007.20 in total POS sales
- \$48,347.58 in total sales
- 332 new Facebook followers
- 309 new Instagram followers

## THE CURRENT SITUATION

Sisterly Village is a startup business providing branded formalwear fashions to college sororities. Founded by a first-time business owner, Sisterly Village had a small budget but needed a big boost in brand awareness and sales in order to get off the ground. The annual Alpha Kappa Alpha Boule Conference, held in Houston in 2018, was identified as an ideal event to accomplish these goals. Studio Brand was engaged to deliver a full-scope campaign that would help Sisterly Village move 500 units at the conference, drive brand awareness among its target audience, and increase the brand's social media following.

## THE SOLUTION

Studio Brand crafted a month-long marketing campaign to build awareness of the brand as the

INDUSTRY: FASHION

YEAR: 2018

SERVICE SCOPE SOCIAL MEDIA MARKETING

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

convention approached and drive sales during the six-day event. The campaign strategy we created included a giveaway promotion to collect contact information, a landing-page sales funnel, brochure marketing, email marketing, geo-targeted social media advertising, and an SMS text-message marketing component. All of these elements had to match the tone of fun and sisterhood of the event itself as well as convey the benefits of buying and wearing Sisterly Village fashions.

## PROJECT GOALS & OBJECTIVES

Sisterly Village approved SB's proposal for a mobile-friendly, digital campaign designed to target conference attendees on site. We advertised a dress giveaway via email and social media and sent users to a landing page that collected their phone numbers. We then promoted Sisterly Village's brand and conference booth number consistently via text, email, and social media marketing. Though the client's goal of 500 dresses sold during the event was ambitious, we were able to achieve that sales figure as well as grow the brand's contact list of potential customers with highly targeted messaging.

## MEASURE OF SUCCESS

In its first year attending the AKA Boule conference, Sisterly Village exceeded its goal of 500 dresses sold during the event. The brand development and awareness work provided by Studio Brand drove traffic both to the company's booth on the exhibition floor as well as to its website, which we designed and developed. In addition to the sales, we also increased the brand's Facebook following by 12 followers a day during the campaign and its Instagram following by 11 followers per day as well as creating a brand-new phone contacts list and email contacts list.



Watching the sales rack up in real time after all the work we put in to the campaign was the most gratifying part of this project.

—Leila Dehghan, Digital Community Manager



