

INDUSTRY
Fashion

TIME FRAME
6 Months



↑ 170%
REFERRAL
TRAFFIC

↑ 25%
SOCIAL
TRAFFIC

↑ 233%
REVENUE
REF/SOC

↑ 110%
OVERALL
REVENUE

CLIENT

Our client, an innovative men's fashion startup, designs and manufactures stylish wrinkle-free travel pants with modern features and fabric that look as good in the boardroom as they do on a mountaintop.

TARGET AUDIENCE

Our targeted audience was comprised of both active men who are driven to blend work and play together, and the traveling businessman.

CHALLENGES

Our client came to us with a broad approach to sales targeting and a weak digital presence. There was no strategic plan in place to hit the desired revenue targets and grow the brand's reach online.



SOLUTIONS

</> Digital Property Updates & Revisions

All updated based on our initial analysis and SEO, conversion rate optimization, and brand recommendations.

🛒 eCommerce Tracking Set Up

A system was immediately put into place to track eCommerce conversions and attribution to traffic sources.



SOLUTIONS

Audience Segmentation

An in-depth audience segmentation process identified several large audience targets. Based on several demographic characteristics, these audiences were divided into major audience segments.

Influencer Identification / Social Optimization

After developing audiences, Dragon360 dug deeper to identify influencers within each of those segments. Using a collection of tools, we examined our primary audience segments and handpicked influencers in those segments to target. This process was crucial to targeting the right content to the right audience.

Outreach Plan / Response Workflow

An agile system of lead generation, vetting, targeting, outreach, follow-up, placement & social promotion of placement was developed uniquely for our client.

Social Media Advertising Campaign

Within each of these segments, a paid social media advertising campaign was implemented to increase brand projection and growth. Engaging posts with key passionate audiences prompted a responsive interaction that displayed social proof and deepened engagement with key influencers.

DRAGON360 GOT PLACEMENTS FOR OUR CLIENT THAT INCLUDED:

 CNN  Inc.  Washington Post  Smarter Travel