

THE PERFECT MARKETING MIX FOR BOOSTING HOLIDAY SALES

An international eCommerce bakery, well known for their famous fruitcakes, came to Vertical Nerve when they saw a decline in overall online sales.

With the busy holiday season quickly approaching, they wanted to increase their online sales through November and December by crafting the perfect recipe that enticed new customers and won back previous ones.

JUST IN TIME FOR THE HOLIDAYS

Our client understood that by using social media to drive traffic to their website, they could increase online sales, but needed to keep the cost per conversion to under \$10. With this in mind, our experts developed a multi-channel marketing strategy that included social media advertising and remarketing.

SOCIAL MEDIA ADVERTISING + REMARKETING

To promote our client's line of holiday-ready baked goods, we created Facebook carousel ads to engage new customers and remarketing ads to re-engage those customers that had previously interacted with the carousel ads but did not follow through with a purchase. With the new plan in motion, we tracked all purchases made using pixels to provide our client with clear and concise metrics and data they could use in the future.



By using social media advertising and remarketing, our client was able to generate thousands from the online sales of their baked goods and conquer the holiday season.