



## “36% year over year increase in holiday sales in spite of recessionary consumer spending”

**Wild Sales—the company behind tailgatetoss.com—assumed they had missed their chance to capitalize on the holiday shopping season. But it’s not like us to let an opportunity slip away.**

### Challenge

For several years, Wild Sales had depended on Google AdWord to drive traffic to their site. This strategy led to sales, but at a substantial cost. It was October when they came to us with the goal of implementing a new strategy by January.

But January, we knew, was two months too late to make the most of the holiday shopping season.

We recommend fast (yet well-considered) changes in marketing strategy, site design, usability and online security. The changes were designed to break Wild Sales’ addiction to Google AdWord, and allow them to keep more of their own profits.

### Solution

Our relationship with Wild Sales started the last week of October. Black Friday, their top selling day of the year, was less than a month away. By leveraging search engine optimization, email promotion, social media and other digital marketing tools, we laid out a plan to make an immediate impact.

First, we researched the existing site’s index, updating content, meta data, and other SEO

elements. During the process, we discovered a database of 10,000 previous customers. We then leveraged the list to create an email-marketing tool—complete with a promotion for the week of Thanksgiving.

It was a good start. But we knew more could be done. So we also created a custom and highly targeted marketing effort on Facebook for Wild Sales. Best of all, we made the entire campaign come together in time for the holidays.

### Results

Within weeks, search rankings soared and tailgatetoss.com became one of the top listings in its category. Thanks to quick—and disciplined—thinking, Wild Sales saw holiday sales rise 36% from the previous year.

### Key Benefits

36% increase in holiday sales

Visitors from Google CPC reduced 20%

17% of all traffic from organic searches

15-25% email open rates with 5-11% click-throughs

5% of all holiday traffic came from Facebook

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