

## Approach

### Content Strategy + Creation

We worked with 1Bid1 to identify the most popular products across their auction, including women's apparel and electronics, before creating customer personas by product. For each persona, we fashioned a multi channel marketing strategy encompassing:

- Visual content, including styling guides and photo galleries, for fashion forward consumers
- Social media management across Instagram and Twitter
- Email marketing newsletter to share seasonal sales, promote best selling products and nurture buyers and sellers

### Campaign Build Out

- A/B testing landing pages by relevance and engagement factors, including conversion rate
- Remarketing campaigns that averaged high conversion rates and lower cost per clicks, leading to a better ROI

## Results

Within the first 4 months of our AdWords engagement, we increased the number of conversions (e.g. account signups) by **+471%** and decreased the cost per conversion by **-50%**.

Time	Conversions	Cost Per Conversion
December 2016	89	\$14.90
January 2017	131	\$11.69
February 2017	337	\$8.60
March 2017	420	\$7.47