



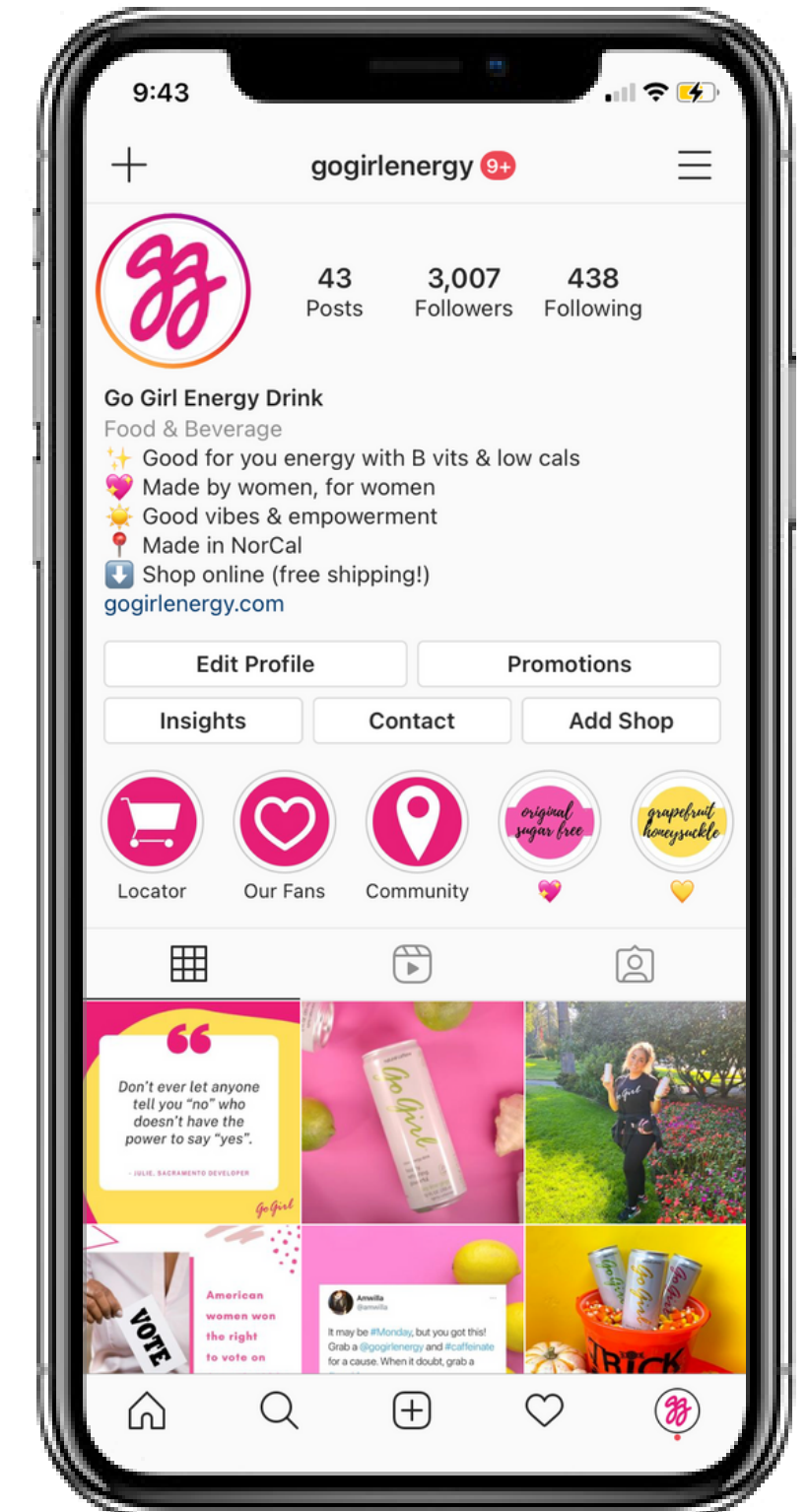
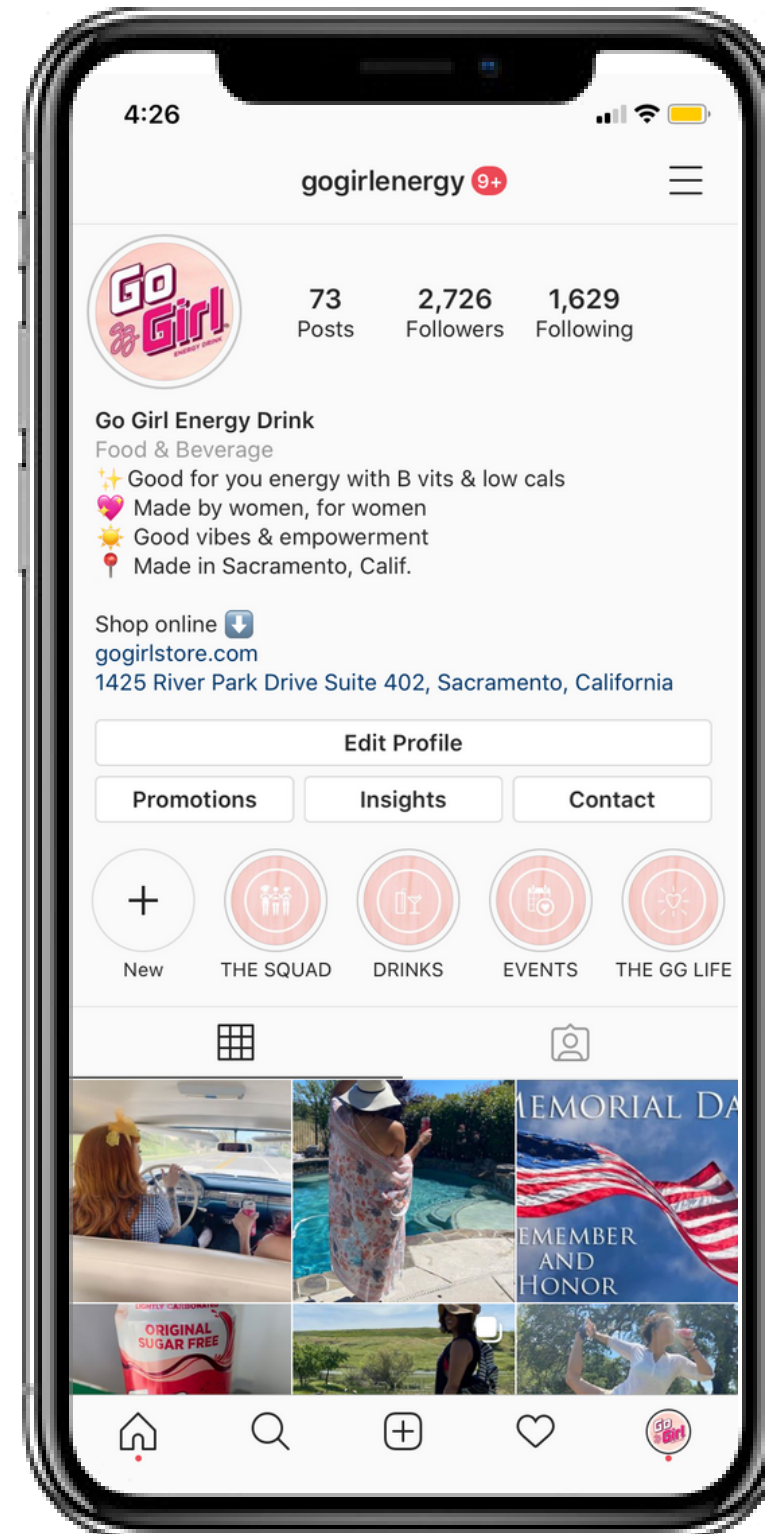
Go Girl Energy Case Study

**DIGITALLY
DRIVEN** 



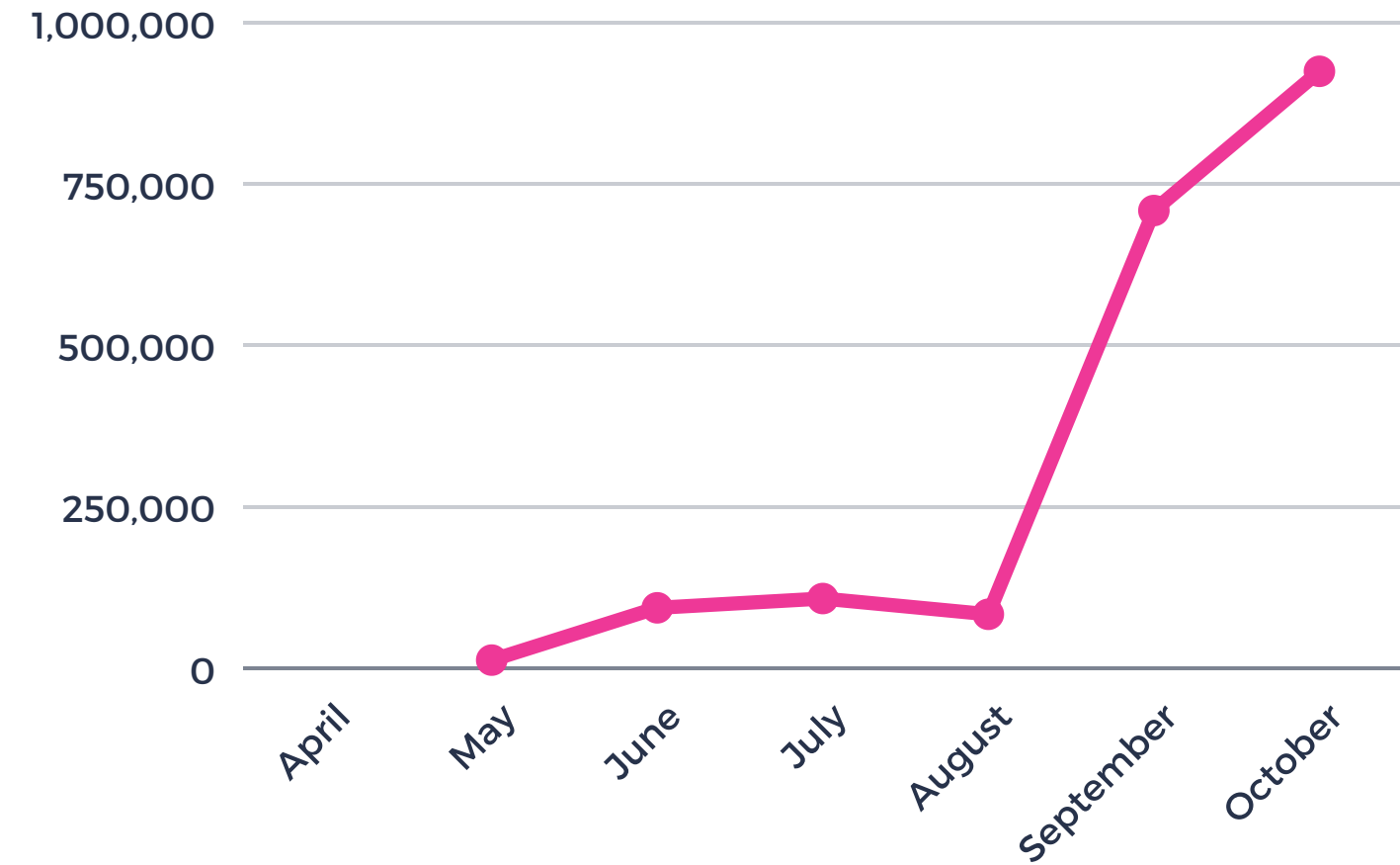
Background

Go Girl Energy approached us for assisting with their product rebrand and launch through digital marketing. We handled full social management of their channels (Facebook, Instagram, Twitter, Pinterest, TikTok) including strategy development, content creation, engagement, paid advertising, and reporting with most of our time being put toward sales strategy to grow their online and brick-and-mortar sales. We also consulted on the website redesign and managed all e-mail marketing.



The Plan

Go Girl Energy was rebranding the original cans most of Northern California knew and loved, and launching three new, completely different clean energy products. Implementing a strategy that included a mix of user generated content, giveaways, and building deeper engagement connections with the audience was the way to win new business. We were able to garner over **1.9M impressions** while keeping a higher-than-average engagement rate across their accounts.



Results

When we took over the accounts on May 1 they had been struggling to find their brand identity, target audience, and to keep followers engaged with their channels. During our management from May 1 to October 31, 2020, their online and in-store sales **increased by 11%** as a direct result from our paid advertising efforts in Northern California. The number of post engagements also **increased by over 15%** going from 3.7% in April 2020 to over 19% in October 2020.



By The Numbers

22,895

Link clicks driving traffic to the online store, with over 1,100 conversions.

1,931,311

Impressions across all Go Girl Energy's social channels during management period.

19.1%

Engagement rate on social media posts across all managed channels.



Sample Ads

Go Girl Energy Drink
Sponsored (demo) · 🌐

10% Off? Yes! Join Our Email Community.



10% off when you join our email list
FORM ON FACEBOOK

Sign Up



Original Sugar Free - 24 CASE
FORM ON FACEBOOK

Sign Up

Rasp
24 C
FOR!

Resulted in **96 emails collected** over a one-month period resulting in **29 sales, a 483.33%+ return on ad spend.**

Go Girl Energy Drink
Published by Lauren Razzano · October 12, 2020 · 🌐

Variety Cases Available Now. ❤️ 20% off for a limited time!



GOGIRLENERGY.COM
20% off for a limited time.
Each variety pack include 6 cans each of: original sugar free, grapefruit ho...

Shop Now

👍❤️ 213

80 Comments 11 Shares

Resulted in **337 purchases** over a one-month period, a **561.67% return on ad spend.**

Go Girl Energy Drink
Published by Lauren Razzano · October 7, 2020 · 🌐

Stock Up On The Clean Energy That Everyone is Talking About Right Now.



GOGIRLENERGY.COM
Go Girl Energy - Empowering Women Everyday

Shop Now

👍❤️ 90

33 Comments 4 Shares

Resulted in **106 purchases** over a one-month period, a **588.89% return on ad spend.**

