

KLOGS FOOTWEAR : DIGITAL MARKETING

CHALLENGE

KLOGS Footwear makes exceptionally comfortable shoes, especially for those who are on their feet all day.

After years of experimenting in different verticals, KLOGS discovered their biggest advocates come from the healthcare and hospitality industries. But with low awareness, increasing competition in the space and a brick-and-mortar retail driven strategy, the brand struggled to flourish.

Hoping to boost their business, KLOGS turned to UPBrand to drive awareness and online sales among a very targeted audience.

SOLUTION

We did a deep dive into the healthcare and hospitality industries, leveraging insights from focus groups to develop a highly authentic campaign that would speak to those working in the industry every day.

Using a combination of Facebook advertising, paid search and retargeting, we built a strategic sales funnel to put the right audience in the right position to buy. We created sophisticated, intent-based keyword groups to reach audiences at each stage of the funnel, customizing a message to their need. And we A/B tested each message throughout the campaign, continually tailoring our message to keep customers engaged and primed for purchase.

RESULTS

Facebook Ads pushed visitors into the top of the funnel, helping to build awareness and brand affinity. Search Ads touched prospects in the middle-to-bottom of the funnel when they were ready to buy, fueling a record sales month in April.

- +70% Website Sessions
- +54% Page Views
- 3x Return on Ad Spend (Google Adwords)
- +51.35% Click-Through Rate (Google Adwords)
- 13x Return on Ad Spend (Facebook)
- Reached 87,000 unique users (Facebook)
- 2x increase in Monthly Revenue

