

CASE STUDY:

SOCIAL MEDIA



AT A GLANCE

Snoozer makes luxury pet beds and car seats for dogs.

THE CHALLENGE

Though Snoozer had a healthy following and reach on social, they were experiencing an **all-platform revenue dip** after raising their prices.

Their previous social media manager focused on engagement, hence likes were plentiful, but didn't result in brand engagement and sales.

The brand manager wanted to "post cute pictures of dogs," but **didn't strategize** how this would monetize or benefit the brand. Brand recognition was nearly **non-existent** on social platforms.

THE RESULTS

Big Paws created a strong presence with graphic posts that elevated the brand. In addition, up to **75% of posts** that featured a product were linked to the brand's shop for easy conversion. Monthly giveaways were held to **encourage UGC and engagement**.

As a result, monthly sales from organic social rose nearly **400%, scaled over 7 months**, reaching an all-time **one-month five-figure peak** in sales from **organic social**.

400% SALES INCREASE
OVER 7 MONTHS

5 FIGURE 1-MONTH SALES PEAK
FROM ORGANIC SOCIAL ALONE