

alice McCALL

Jul - Nov 18 vs previous period

Case
Study

FACEBOOK & INSTAGRAM ADVERTISING

Service
Performance

Key Areas
Facebook Advertising
Instagram Advertising

The Client

alice McCALL is high-end women's fashion designer based in Sydney. Since launching in 2004, alice McCALL has turned into a house-hold name. Her premium, feminine designs are delivered worldwide from 13 boutiques across Australia, 171 international stockists, and online store.

Objective 1

Increase brand awareness and online revenue.

Objective 2

Replicate their strong Google ads performance on social media.

Objective 1

Increase in transactions

232%

Increase in revenue

312%

Objective 2

Increase in return on advertising spend

85%

Decrease in cost per purchase

24%

The Challenges



alice McCALL is one of our existing Google PPC clients. After seeing the return on their Google ads campaigns, they decided to engage us on their paid social strategy.

As social media becomes a pay-to-play game, the competition for Facebook and Instagram ad placements is increasing. Therefore, our challenge was to create high quality ads, that were on brand and maximised the return on ad spend.

The Strategy



Bridging Omni-Channel Promotions - We used our digital campaigns to bridge the gap between online and offline stores. By digitally promoting collection launches, key fashion events, warehouse sales, and in store events we have been able to engage and funnel social media customers into physical stores. Our ad copy and creative are all crafted to position alice McCALL as a go-to brand for any high-end occasion, and Spring Racing Carnival or weddings are key events that we use to attract customers online and in store.

Granular Campaign Structure - Our unique granular structure has always been a key driver of success in all our accounts, and has seen similar effect for alice McCALL. We supplement our granular campaign structure with long term seasonal campaigns, agile short term promotions, and remarketing ads. The combination of granular segmentation, strong creative and effective budgeting has allowed us to always keep alice McCALL front of mind, while capturing extra sales from new and existing customers.

Building Customer Journeys - Each campaign targets customers appropriately for their phase in the customer journey. Taking advantage of custom scripts, CRM data and lookalike audiences, we have enabled a seamless cross-device journey. This has allowed us to target the perfect alice McCALL customer at the exact stage of the customer journey they are in.