



BrentonWay

## Website

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## Contact

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# Client Case Study

**Luxy changes the dating  
game with brand advocate  
adoption**



# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



# Marketing objectives and strategy

Expectations and outcomes

## Objectives

Our primary objective was to develop new creative content and messaging for Luxy and to create clear distinction of the type of audiences it was looking to attract to its dating platform.

## Strategy

We focused on improving their Top/Mid-of-funnel influencer + their social media engagement by working with unique influencers that fit the customer persona and were likely to engage and convert towards the brand.



## Company



## Website

onluxy.com

## Company Focus

Elite millionaire dating site featuring exclusive matches.



### Findings

Their social media engagement was nonexistent and blended in with many similar small dating platforms within the market. We also found that their socials were becoming stale with no UGC to push to their relevant audiences.



### Findings

Their services needed a new flare and required our team to come up with their new creative vision for their social media & influencer campaigns. We saw many opportunities to upgrade the branding compared to other competitors.





# Our Market Strategies for Success

## **Developed Quarterly Creative Content**

We began shooting new creative content every quarter that matched the customer audience strategy campaigns.

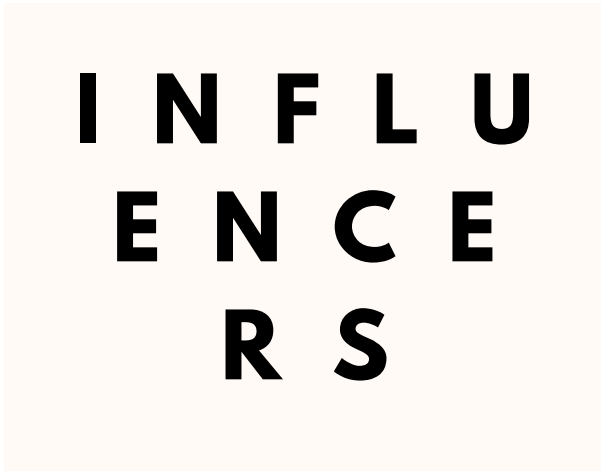
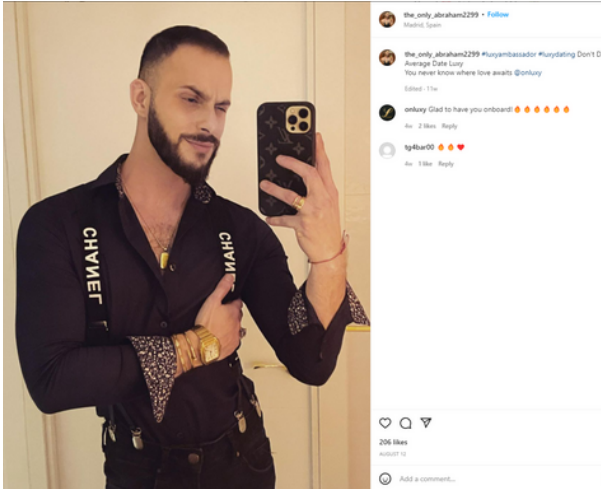
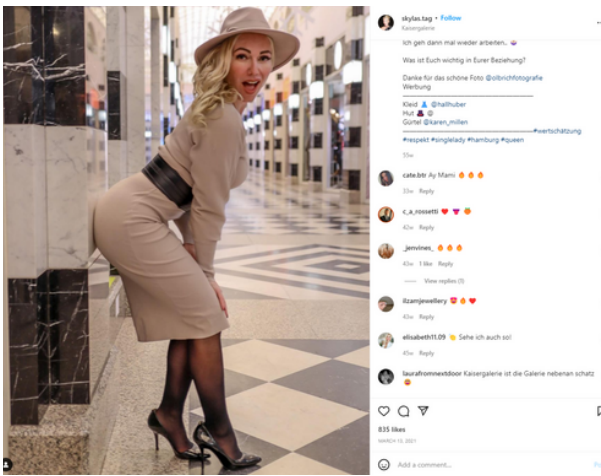
## **Data-driven influencers secured**

We worked with many different creators from Tiktok, Youtube, & Instagram to create compelling creative visuals and performance.

## **Reignited the social media engagement**

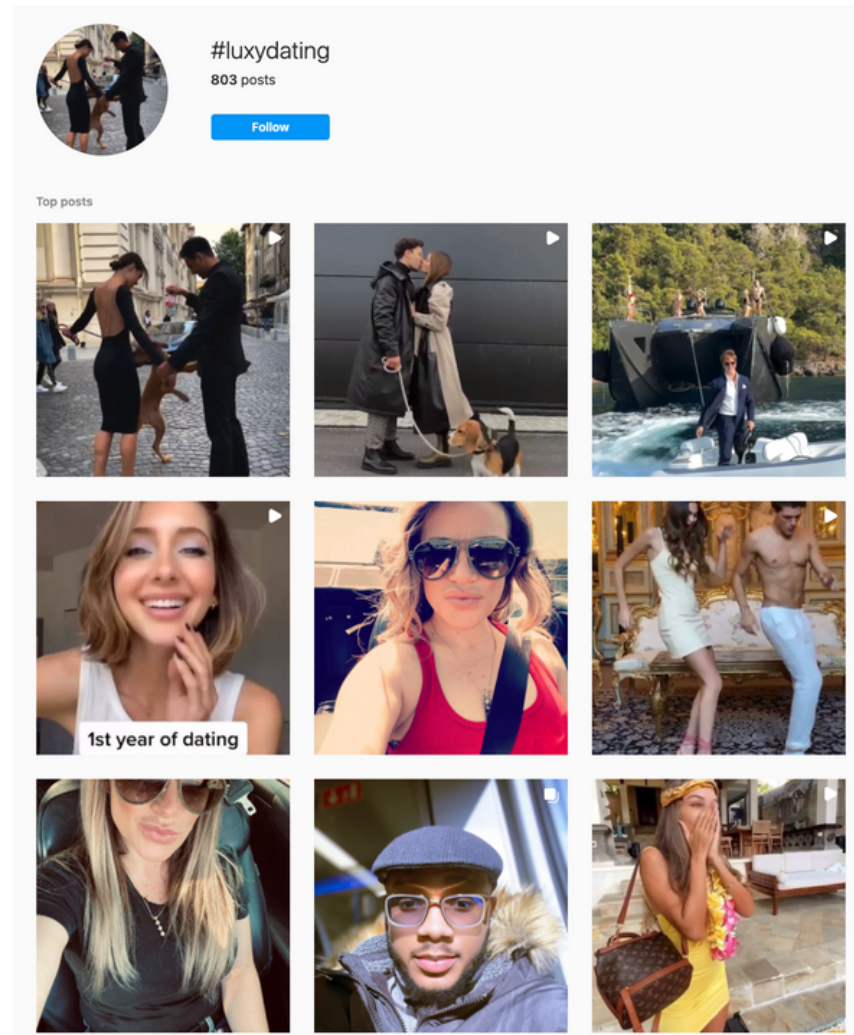
By applying IcarusX analytics, we were able to find multiple opportunities of improvements across the social media campaigns.





# Building #luxydating into a lifestyle

We picked unique  
hashtags that focused  
around creators &  
community member  
looking to find **love**  
and connect through  
Luxy





# Recap of our performance

## 400+ monthly hashtag mentions

400+ mentions across socials using #luxydating.

## 1,000 Avg. Social Organic Likes

10x the organic social media likes per post.

## 10% avg. Social Engagement Rate

Increased social media engagement by 5x from 2% to 10%

## 4,000 monthly visitors

4,000 new monthly clicks to the Iget matched page.





# Interested? contact us



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