

SHEVY
NEW YORK

Client Case Study

custom wigs salon creates a
new commanding presence
through digital

GOALS!



2K/Mo

New Social media visitors



35%

*increase in in-store traffic via digital
presence*



300K

*Social media impressions directly
from PR & Social*



5 explore page features

*features on the explore page with
UGC creators*



BRENTON WAY INC.

Our Approach

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.

BRENTON WAY USES TECHNOLOGY AS A CATALYST TO DRIVE DEEP DATA ANALYSIS AND PROOF OF CONCEPT STRATEGIES FOCUSED ON BUILDING VALUE AND NOT "FLUFF". IS A DATA-DRIVEN MARKETING AGENCY WITH A FOCUS ON BUILDING VALUE. WE BRIDGE THE GAP BETWEEN YOU AND YOUR AUDIENCE BY USING INNOVATIVE TECHNOLOGY. LET US BRING YOUR IDEAS TO LIFE.

SINCERELY,
JONATHAN SAEIDIAN, CEO

CONTACT US
WWW.BRENTONWAY.COM
SALES@BRENTONWAY.COM

02/10



Brenton Way

Overview

COMPANY

Shevys Wigs

WEBSITE

shevys.com

COMPANY FOCUS

Shevy has been the undisputed leader in the wig industry, offering the highest quality human hair wigs.

Case Summary

See how we successfully grew this wigs salon in New York into a thought-leader in the online space. We improved their digital presence by creating a new brand voice for social media, increasing their conversions on Facebook Ads, garnering new relationships with influencer/ambassadors resulting in 300k in social impressions in 3 months, 44% increase in cart abandonment sales, plus +50% in social engagement.



Client Requests

- Increase social media engagement
- Improve the brand positioning on social media
- Better leverage & expand on influencer partnerships
- Generate quality conversions from ads

Our Solutions

- Digital PR
- Content & UGC Creation
- Social Media
- Facebook Ads Management

Our Results

→ Increased sitewide traffic by 60% in 6 months

→ Generated over 44% increase in online sales through cart abandonment

→ Optimized Facebook ads funnel process

→ Improved social media engagement by over +50% in 3 months

→ Created new relationships with Social content creators

→ Rebranded the social media direction



Facebook Ads Success

We created 6 different A/B test ad iterations focused on visitors who had added a product to their shopping cart and never checked out. We ran these smart ad iterations to quickly learn and increase sales of visitors.

Generated over **4.3% CTR** to increase site cart abandonment sales by **44%**



Shevy Wigs
Sponsored

New Season. New Style. New You! The stunning @frumeetaubefeld announces our ❤️ Precut Prêt Spring 2020 Collection ❤️

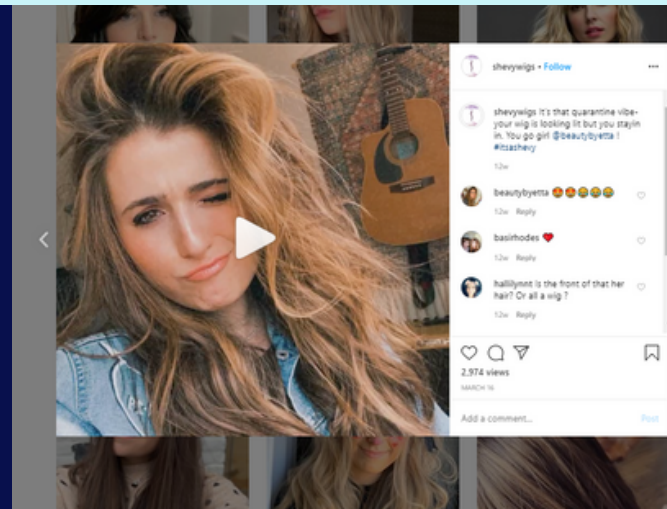
Shevy invites you to browse our exclusive and extensive collection of Precuts on our digital lookbook PLUS enjoy 20% off on select styles! The beauty of an RTW (ready to wear) wig is that you kn...

INSTAGRAM.COM
Shevy Wigs

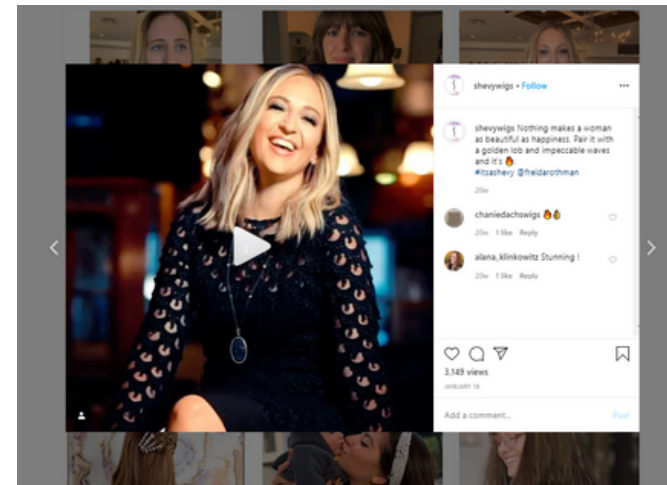
Send Mess...

Digital PR Strategy

We created new relationships with hyper-targeted brand ambassadors to increase the brands engagement & impressions.

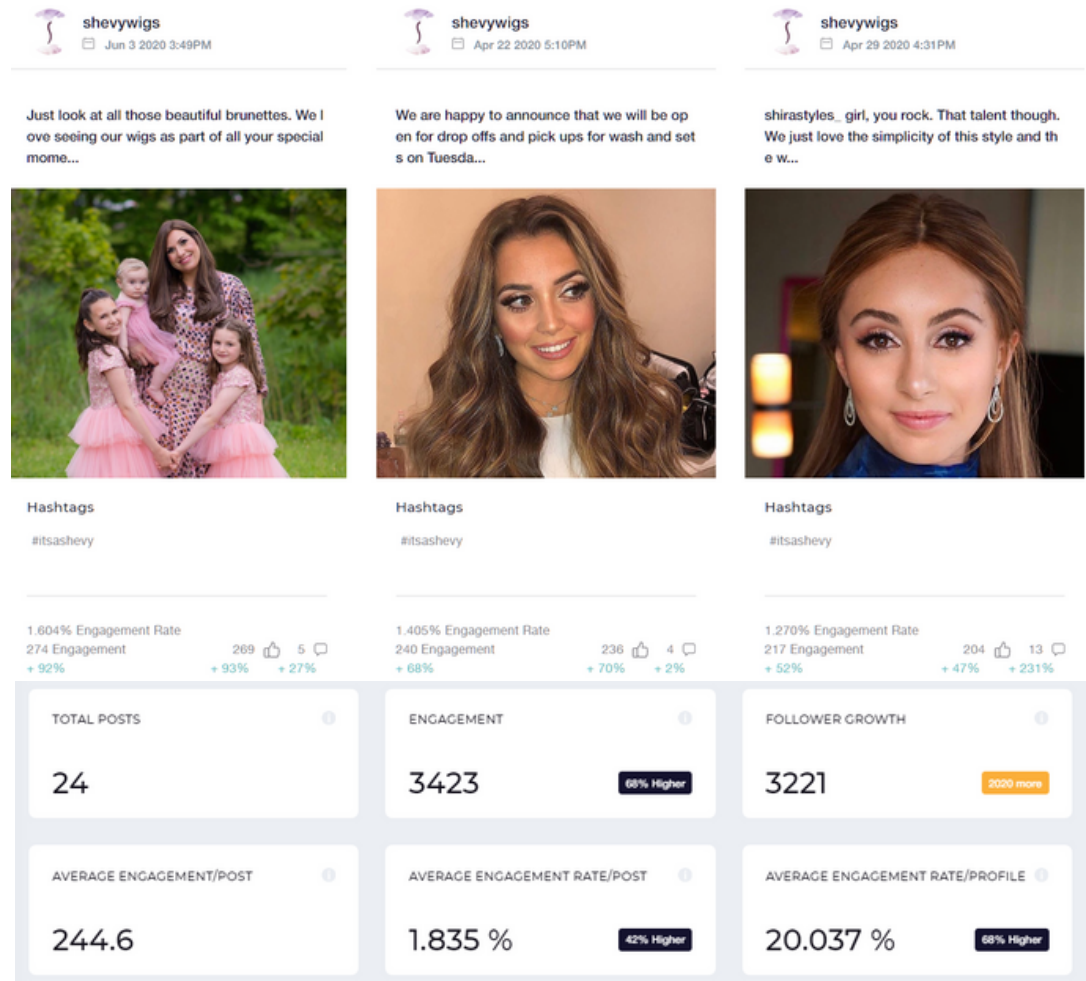


Generated over **2,000** new monthly site visitors to the website.



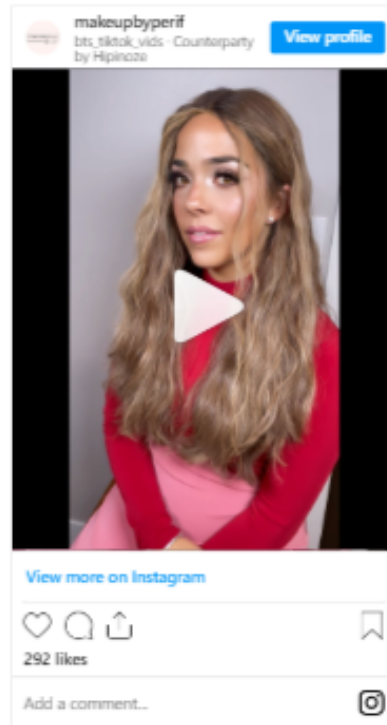
Social Engagement

Increased social media engagement by **52%** in **3 months**.



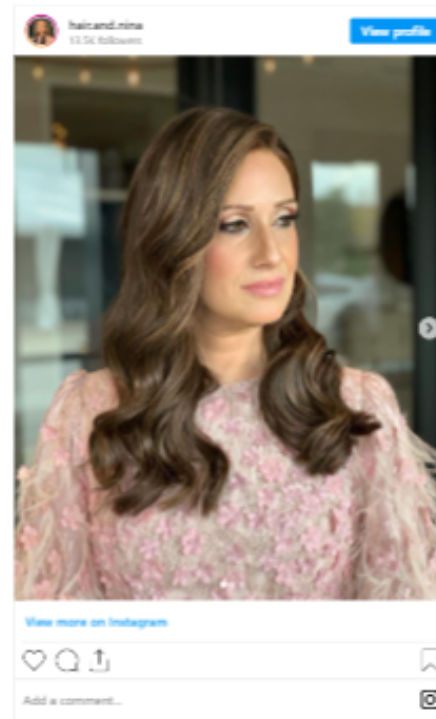
Social & PR Results

UGC leading the way



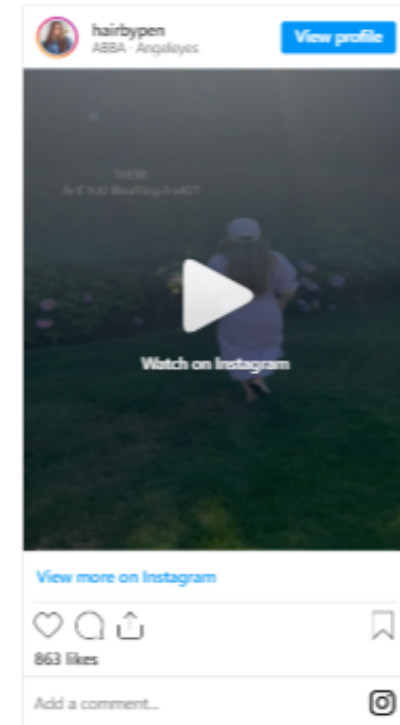
Traffic

Increased site traffic by 2,000 per month from social & PR efforts.



Impressions

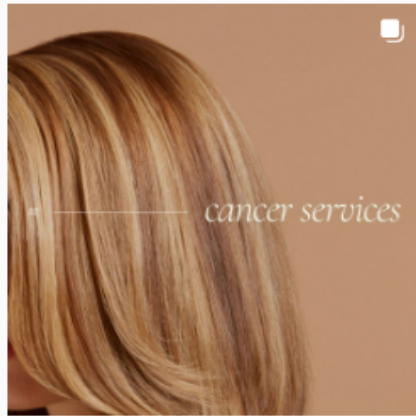
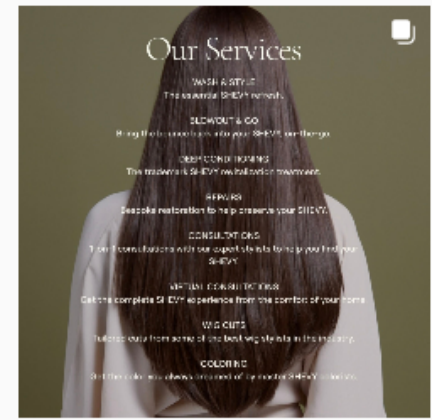
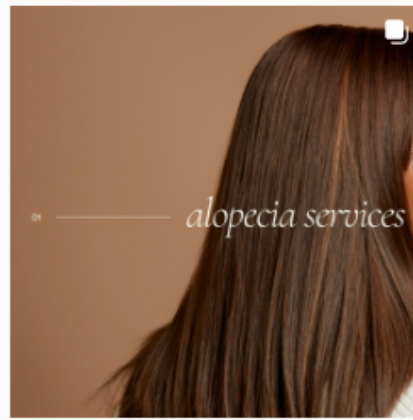
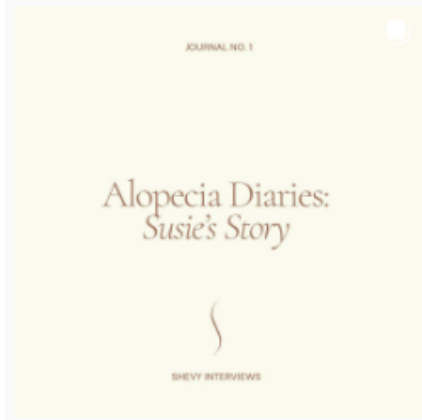
Generated over 300k in social media impressions per month.



Creative

Improved the brands direction in a competitive market.

Social Media Feed



+2K NEW
MONTHLY SOCIAL
VISITORS

+35% IN-STORE
TRAFFIC RATE

RESULTS

300K
PR & SOCIAL
IMPRESSIONS IN
3 MONTHS

44% INCREASE
IN SALES FROM
ABANDONMENT



Contact Us

WEBSITE

www.brentonway.com

PHONE NUMBER

424-208-2521

EMAIL ADDRESS

sales@brentonway.com

