

SNACKLINS



# Client Case Study

**Snacklins reinvents their  
brand with creative, social,  
and paid media**



Brenton Way

## **Website**

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## **Contact**

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# 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 Snacklins and to set it as a clear competitor against other successful CPG products.

## Strategy

We focused on improving their Top-of-funnel ad campaigns by creating 8 subset ads and running new creative campaign around snacks to generate over a 6x return on ads & 5x follower growth on social.



## Company

**SNACKLINS**

## Website

snacklins.com

## Company Focus

Impossibly crunchy, remarkably airy, low calorie crisps made from simple ingredients: yuca, mushrooms, and onions.



### Findings

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



### Findings

Their products needed a new flare and required our team to come up with their new creative vision for their social media & ads 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 paid media strategy campaigns.

## **Created weekly UGC content from creators**

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

## **Outperformed stale ad campaigns**

By applying IcarusX analytics, we were able to find multiple opportunities of improvements across the paid ads.

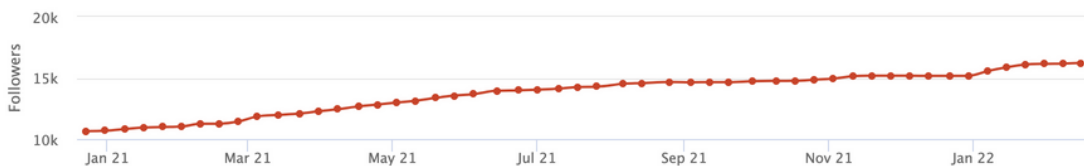




# 3X Growth on Insta Following In 1 Year

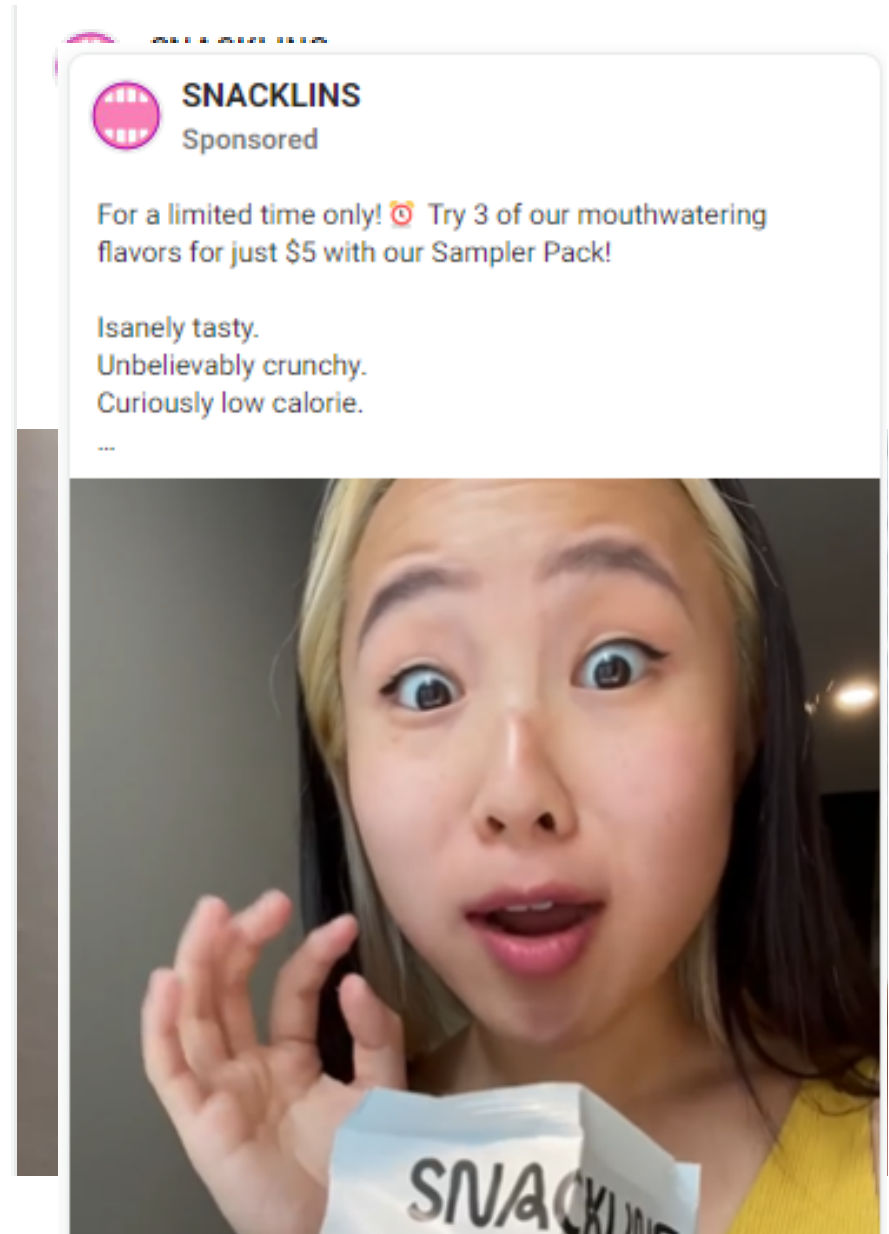
Creating content & targeted engagement with audiences helped soar their following with consumers.

Total Followers for 'SNACKLINS' (Weekly)



# 6X Increase in ROAS from FB Ads

We picked unique  
content creators that  
resonated with our 25-  
35 audience range.



# Recap of our performance

## 6x Facebook ads ROAS

1 to 6 dollar return on Facebook ads spend across 6 months.

## 8% avg. Social Engagement Rate

Increased social media engagement by 4x from 2% to 8%

## 3x Growth On Instagram Following

Hit 3x growth on instagram within 1 year through engagement & creative.

## 20 New Monthly UGC Content

Doubled the instagram following within 1 year.







# Interested? contact us



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