LIGHTS FOR ALL OCCASIONS

Brand Evolution & Email Marketing

A Case Study by Andrew Fenstermaker

ABOUT LIGHTS FOR ALL OCCASIONS

A Website by Vaughan Premier, Ltd.

Lights For All Occasions was an e-commerce company and website providing lighting solutions for weddings, events, homes, and businesses.

I joined the management team in 2013 as the Marketing Manager. At the time, the company hadn't had an experienced person overseeing marketing efforts.

Lights For All Occasion expanded to include a variety of decor products in 2014.

I managed all aspects of digital marketing. Under my creative direction, I lead efforts to evolve and modernize the brand to target a more luxurious aesthetic, while focusing on KPIs, metrics, and analytics.

During my time at the company, I grew the marketing department from a headcount of 2 to 6, including two copywriters, two graphic designers, and a photographer & stylist.

KEY ACHIEVEMENTS

- $1.5 Million Marketing Budget (including Payroll, 3rd Party SaaS Vendors, & $1 Million AdWords Budget).

- Grew last touch Organic Revenue more than 300% ($426k to $1.35 million, 2013-2014).

- Grew Email subscribers from 8k in 2013 to nearly 100k in 2016 & last touch Email revenue from $17.5k in 2013 to $690k in 2016.

- Managed two major Website Redesigns including UX testing & launch.

- Grew marketing department from 3 to 6, including two copywriters, two graphic designers, & a photographer/stylist.

- Rolled out addition of Decor products & revamped brand to blend lights & decor products.

- Boosted All Social Media Accounts:
  - Grew Facebook followers from 8k to 32k
  - Grew YouTube subscribers to 3,460 with more than 1.4 million views
  - Grew Pinterest followers from 1k to 11k
  - Grew Instagram followers from <100 to 1.4k

RECOGNIZING AN OPPORTUNITY

Email Marketing Posed the Greatest Opportunity for Growth

I designed the above graphics in 2017, though most designs were done by the designers under my directions. These were used on thematic emails that focused on driving traffic to feature categories. A/B testing was completed regularly to gauge the effectiveness of calls to action, creative, subject lines, and more.

EXAMPLE EMAIL CAMPAIGNS

EMAIL SUBSCRIBER MODAL

Sumo's modal pop-up was used to capture new email subscribers.
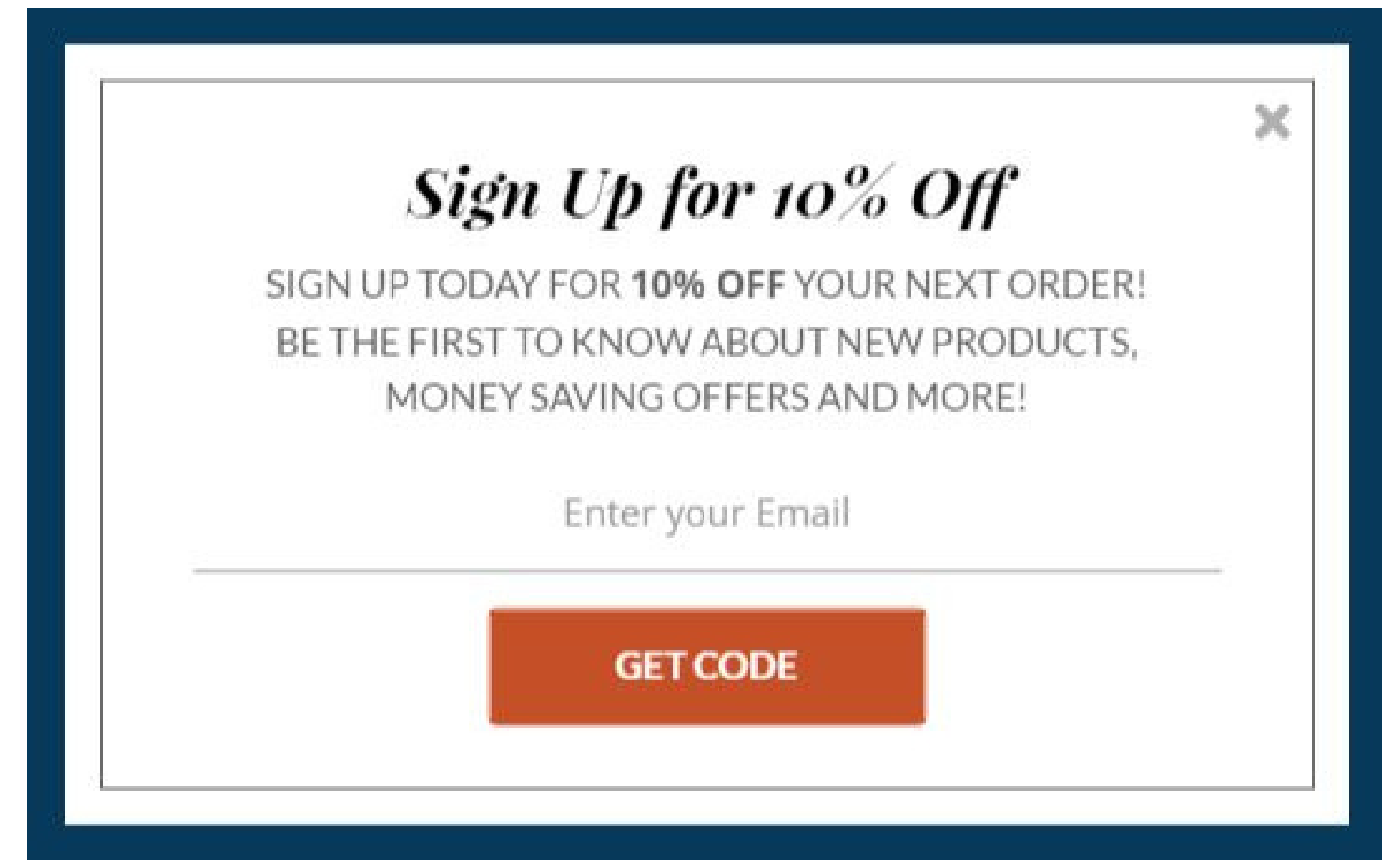
A/B testing was used to test a few different modal designs, calls to actions, and offers. Two of these modal examples are pictured above. Modal pop-ups were one of a few methods used to boost email subscribers from 8k in 2013 to 100k by mid 2017.

CURATED & STYLIZED LOOKBOOKS

Under my direction, the photographer & stylist on my team designed a series of high end lookbooks. Examples available upon request.