

the client

USA BASED VITAMIN COMPANY THAT OPERATES
INTERNATIONALLY

target market

CUSTOMERS AND POTENTIAL CUSTOMERS WORLDWIDE

the goal

INCREASE SALES DURING BLACK FRIDAY SALE.
ACHIEVE MAXIMUM REACH WITH CUSTOMERS AND POTENTIAL
CUSTOMERS TO PROMOTE THE SALE.

the strategy

FACEBOOK MESSENGER MARKETING
TEXT (SMS) MARKETING

the results

QUADRUPLED SALES COMPARED TO PREVIOUS YEAR'S BLACK
FRIDAY SALE, REACHING ONE MILLION IN SALES IN ONE DAY