

## CASE STUDY

# HIGH ENERGY

Social Media Marketing  
Paid & Organic



## THE COMPANY

High Energy is a popular online store specialising in the sales of high quality sports supplements. Amongst the brands distributed there are industry's most popular Grenade, SIS, PhD, Vivo and GLC2000.

## THE CHALLENGE

After numerous attempts of running Paid Social Media Campaigns, the online store was seeking a new partner

which would help them create a customer acquisition system on Social Media, to drive sales and reduce the cost of acquisition for new clients.

In parallel, the brand needed a strategy for using the content delivered by their influencer collaborations on Social Media, as well as create a professional Social Media Management plan, to drive brand trust and facilitate sales.

## OUR APPROACH

For Organic Social Media and Content - we have pursued a deep market research and brand audit, as well as organised a strategy workshop with the executive team, to understand brand objectives and gain industry insight.

We have used online audience insight from parallel studies to feed into the brand's strategy, and re-create modern customer persona's which we could then use for marketing.

To amplify Influencer Marketing Results, as well as better assess the ROI for the collaborations, we needed to integrate Influencer Marketing into the Organic Social strategy first, followed by the use of Paid Advertising activities to enhance the online impact.

## THE SOLUTION

Within the first week, we have audited all the company's accounts, gaining insights into the crosschannel campaigns running, online infrastructure as well as the market the brand is operating in.

We have then used all insight to create a bespoke Social Media Strategy, content

calendar structure and a system for continuous gathering of user-generated content, having contests as an additional driver of engagement and targeted brand awareness in niches.

For Paid Social Media, we have re-implemented the tracking and custom parameters in order to correctly gather data on our campaigns performance, as well as used Interest-based, Web & Social Remarketing and Lookalike audiences in order to drive and convert high quality traffic. Microtargeting was also an effective way of reaching specific gym members and sports people which would be ideal customers for the store.

### Solutions used

- 1 Paid Social Media
- 2 Organic Social Media

## EARLY RESULTS

Within the **first month**, the professional **Social Media & Content strategy** were delivered, and the brand's online presence was already in line with the refreshed vision. In regards to **Performance Marketing**, the strategy was finalised in parallel with the **Organic Social Plan** and the first campaigns were launched within the first 10 days, **driving first sales** from the **second day** from launch.

**2 days**  
FIRST SALES



Campaigns driving sales  
from the 2<sup>nd</sup> day of launch

Within the **first three months**, the brand has a **Social Media engagement** rate **50% over the industry average** despite the changes in the organic reach algorithm implemented by Facebook in 2019. The sales have scaled notably, with the **Black Friday** campaign being the **most successful campaign** ever ran by High Energy in its whole history. The brand went on to **double its stocks** supplies from the 4th month as a result of higher expected demand, and 2020 is set to be a year of at least 70% growth in order numbers compared to 2019.

**200%**  
REVENUE GROWTH



Quarterly growth  
in revenue

We'd be happy to see how we could help your business achieve outstanding results, too.

**CONTACT US**

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