



The Problem:

In 2016, RIPT Apparel was looking for help increasing their eCommerce sales of pop culture products that included t-shirts, sweaters, bags, coasters, and more.

The Solution:

By taking advantage of their strong fandoms and dedicated fanbase, we focused on increasing the number of social media fans subscribing to their daily product drop newsletter, which drove about 70-80% of their daily sales. Using trending pop culture moments and topics to inform our social media strategy and content, we were able to increase all social media channel followers on Facebook, Twitter, Instagram, and Pinterest.

The Win:

Social media followers
increased by
30%
across all channels

and newsletter signups
increased by

47%

which resulted in more
daily sales that increased
revenue to over

\$3M

for the first time since 2013.

