

THATCH
california

THATCH Jewelry Case Study

We help businesses thrive through
powered tech, custom brand content,
and hyper-local advertising

CASE STUDY OVERVIEW

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THATCH

california



ABOUT SOCIALMADESIMPLE

SocialMadeSimple is a digital marketing agency operating since 2009. Since then, we've helped over 30,000 businesses achieve success online. Blending proprietary software with a team of Customer Success Managers, Digital Ads Specialists, and Content Specialists, SocialMadeSimple delivers high-performing social media campaigns that drive results.



CLIENT BACKGROUND

THATCH Jewelry is a luxury jewelry boutique located out of Southern California that offers 14k jewelry created by hand. From necklaces to rings, and beyond, each piece is handmade by women, for women since 2014.



CLIENT GOAL

The client needed a comprehensive social marketing program that, above all else, focused on driving website traffic and converting leads into e-commerce sales.

HOW WE DO IT



Dedicated Team of Experts

Your dedicated Client Success Manager is just one call away! Your team will consist of a Client Success Manager, a Digital Ads Specialist, and a team of in-house Content Specialists.



A Consistent Social Presence

We create branded content on Facebook, Twitter, LinkedIn, and Instagram specifically about your business. These posts will showcase your business, the people behind it, promotions, and services.



Advanced Paid Social Advertising

Our custom advertising campaigns are tailored to your business's needs. We create, optimize, and manage Facebook and Instagram ads to achieve your desired objective (page views, lead generation, video views, website orders, and much more).



Simplified Reporting

With 24/7 access to SocialModo, you can view real-time reports on your campaigns' performance. Additionally, you'll receive weekly reporting emails that are informative and easy to understand.

→ PROGRAM OVERVIEW



ADVERTISEMENTS:

Utilize conversion ad campaigns to drive website traffic, resulting in new customers and sales.



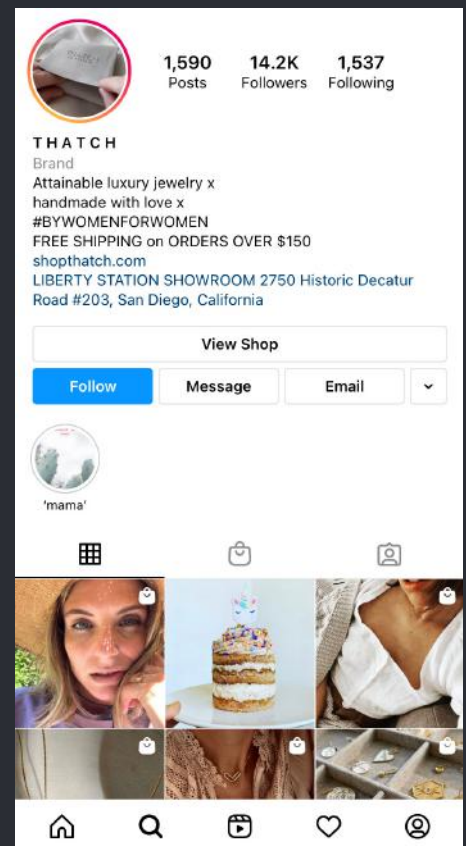
CONTENT:

SocialMadeSimple curates, creates, and posts organic content to THATCH Jewelry's Facebook and Instagram pages.



PLATFORM:

All customers are provided access to the SocialMadeSimple platform, which allows interaction with scheduled posts, reporting, and more.



→ TARGETING

TARGETING PRIMARILY FOCUSED ON:

- Interests (fashion, beauty, jewelry, etc.)
- Lookalike audiences (using existing customer data)
- Geographic location
- Age (18 - 40+)
- Gender (Female)

OTHER KEY AUDIENCES TARGETED:

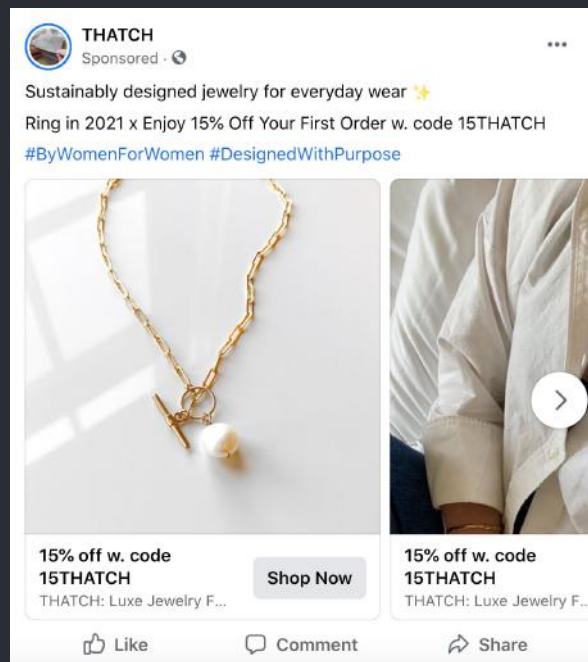
- Web traffic retargeting
- Friends of "page likes"
- Engaged users
- Customer List

**These parameters are just key highlights and not all targeting details.*

ADVERTISEMENTS

By blending a data-backed strategy around paid social, reaching the clients' marketing personas, and producing world-class creative, SocialMadeSimple provides **THATCH Jewelry** a social marketing program that drives sales.

By spending \$890 per month, **THATCH Jewelry generates an average of \$9,227** per month in campaign revenue.



1,016

AVG. CLICKS
PER MONTH

937.87%

ROI

\$8,338

MONTHLY NET
RETURN

CUSTOM CONTENT

PUBLISHED EVERYWHERE

We **schedule custom THATCH Jewelry brand content** across Facebook and Instagram (3 posts per week).

EXPERTLY CRAFTED

Skillfully crafted **social media posts that build credibility**, showcase jewelry, and position THATCH Jewelry as a leader in fashion.

BOOSTED TO YOUR AUDIENCE

Our platform **automatically turns our published content** into boosted posts and serves them to THATCH Jewelry's target audience.



\$0.01

PER POST
Engagement

3,800+

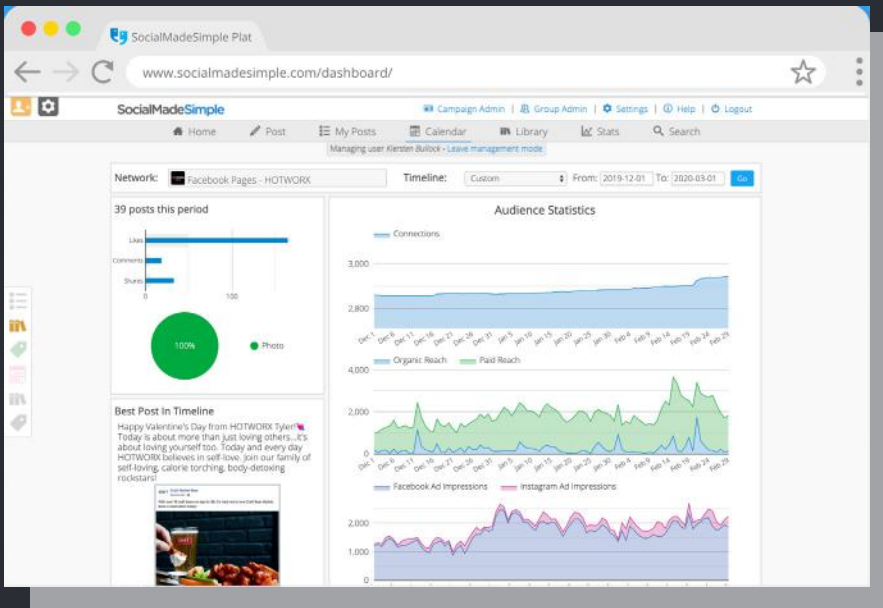
POST ENGAGEMENTS
Per Month

73,680

IMPRESSIONS
Per Month



SOCIALMODO



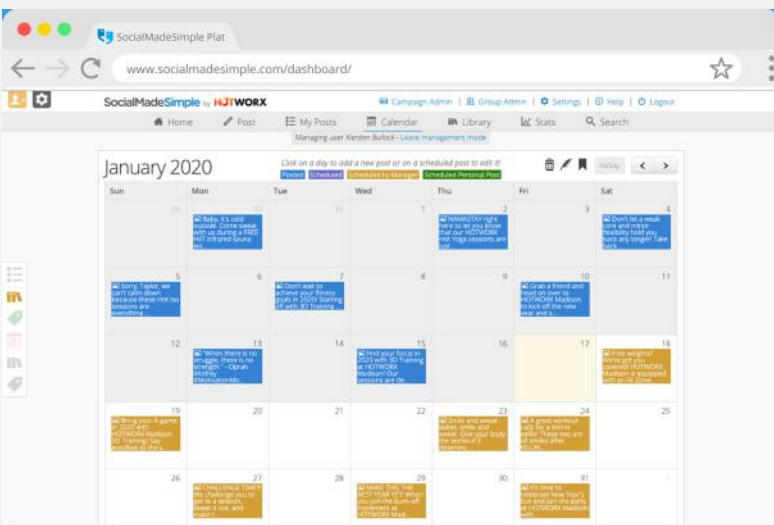
With our proprietary platform, **THATCH Jewelry** has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

THATCH Jewelry receives comprehensive reporting via platform dashboards and emails.

For The DIYer

Each of our clients is **granted access to SocialModo**, allowing them to post content, make edits, view reporting, and more.



Connected Social Networks

Post to Facebook, Instagram, Twitter & LinkedIn with a single click.

Content Weeks In Advance

We send **bi-weekly emails** to **THATCH Jewelry** for feedback and revisions.

OUR SOCIAL MEDIA EXPERTS



VERONICA CALHOUN

Director Of Client Services



ANDREW SERAPHIN

Customer Success Manager



TIM BRIGHT

Customer Success Manager



CAMILLE SCUMACI

Customer Success Manager

LET'S WORK TOGETHER!



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