



Madison Taylor



Case Study

# Retail



# Table of Contents

## Overview

Results

## Introduction

Strategic Branding and Marketing for Retail Success

## Execution

Here's How We Did It

# Results

Strategic marketing and brand alignment drove conversions and increased top-line sales.

**73%**

Increase in website conversions

**38%**

Increase in annual sales

**123%**

Increase in website traffic from social media

## Introduction

# Strategic Branding and Marketing for Retail Success

Organizations need a thoughtful approach to strategy and activation to meet ambitious sales goals. Our national apparel retail business client struggled with inconsistent branding and reactionary strategies, which caused a host of challenges, like low website traffic, dwindling sales, and ineffective marketing initiatives. By partnering with Madison Taylor, they not only improved their brand awareness, but they also gained a comprehensive strategic prowess that drove conversions and increased annual sales.



## Execution

# Here's How We Did It:

Every retail company relies on customer revenue to stay afloat, and our client knew they needed to level up their marketing efforts to achieve higher sales. To achieve this goal, we focused on helping them develop a consistent brand while creating comprehensive marketing strategies that maximized both online and brick-and-mortar sales.

- We began by digging into the brand's voice, tone, and brand messaging across channels. Bringing the brand into focus solidified brand identity and laid the foundation for future growth and brand recognition.
- From here, we created an integrated marketing strategy, combining digital and traditional marketing initiatives into a seamless campaign. We aligned social media efforts with in-store promotions to improve effectiveness and boost sales.
- We also developed an email marketing strategy that kept the brand top-of-mind and provided helpful information for customers.
- After developing a comprehensive strategy, we worked with their internal teams to align marketing and sales, which optimized hand-offs, increased conversions, and improved customer satisfaction.
- Lastly, we diversified their targeted digital advertising to spread brand awareness and improve brand reach, which drove leads and increased sales.



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